

## CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICE

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### ABSTRACT

Today's world is one with increasing online access to services. One part of this which is growing rapidly is online banking. Customer satisfaction is imperative for the incessant survival of any organization around the world. Electronic Banking incorporates a variety of platforms such as internet banking, automated teller services and mobile phone banking to deliver banking products to the customer. The study aimed to identify most popular electronic banking services among consumers. Consumer service being an integral part of banking, the study also focused on the satisfaction of consumers utilising E-Banking services. Keywords: Electronic banking, automatic teller machine, internet banking, mobile banking, level of satisfaction.

### 1. INTRODUCTION

In the current digitised financial landscape, banks are increasingly shifting their services online, providing customers access to various banking services. It encompasses everything from loans and debit/credit cards to personalised digital financial solutions.

Electronic banking, commonly known as e-banking, is at the forefront of this transformation. Using telecommunication and electronic networks, e-banking delivers a broad spectrum of financial products and services. This blog will guide you through the different aspects of e-banking, offering insights into the meaning, types, and features of e-banking and working. It allows customers to access and manage their bank accounts, transfer funds, pay bills, and perform other financial activities via the internet or mobile devices.

### 2. IMPORTANCE OF E-COMMERCE

E-commerce has become a central part of modern economies, offering both businesses and consumers numerous advantages. Its importance can be seen in various key areas:

#### 1. Global Reach

E-commerce allows businesses to reach a global audience, regardless of geographical limitations. Companies can market and sell products worldwide, breaking down the barriers traditionally imposed by physical stores. This global reach opens up new markets and customer bases for businesses, especially small and medium-sized enterprises (SMEs) that might otherwise struggle to access international markets.

#### 2. Convenience and Accessibility

One of the main advantages of e-commerce is the convenience it offers. Consumers can shop anytime and from anywhere, making purchases with just a few clicks. Online stores are available 24/7, which is a significant improvement over traditional brick-and-mortar stores that operate on fixed hours.

For businesses, e-commerce allows them to operate around the clock, even without the need for a physical presence. This enhances revenue potential and customer engagement.

#### 3. Lower Operational Costs

Running an online store typically incurs lower operational costs than a physical retail store. Businesses don't need to invest in maintaining a physical storefront, pay for utilities, or hire as many employees. This makes e-commerce an attractive option for startups and businesses looking to scale quickly and efficiently.

#### 4. Wide Product Variety and Customization

E-commerce platforms can host a much larger variety of products than traditional retail stores, often with fewer space constraints.

Consumers can easily browse and compare different products from various sellers, and businesses can offer personalized experiences or customized products. This variety enhances consumer choice and the likelihood of meeting individual preferences.

#### 5. Improved Customer Experience

E-commerce provides a more personalized and interactive shopping experience. Through features like product recommendations, user reviews, and targeted ads, businesses can enhance customer satisfaction and increase sales. The ability to track purchasing behavior allows businesses to tailor their offerings to specific customer preferences and needs.

## 6. Efficient Payment Systems

E-commerce businesses often employ efficient payment systems that support multiple payment methods, including credit cards, debit cards, digital wallets (PayPal, Apple Pay, etc.), and even cryptocurrency. This makes transactions faster, safer, and more convenient for consumers.

## 7. Marketing Opportunities

E-commerce provides businesses with a wealth of data about their customers' behavior, preferences, and purchasing habits. This information can be used for targeted marketing and retargeting, allowing businesses to run highly effective digital marketing campaigns (via SEO, social media, email marketing, and paid ads) that drive more traffic and sales.

## 8. Scalability

E-commerce platforms offer businesses the ability to scale rapidly. With relatively low initial investment, companies can expand their product offerings, reach more customers, or grow their digital presence with greater ease compared to traditional retail.

## 9. Access to Analytics and Insights

Through e-commerce platforms, businesses can collect valuable data regarding website traffic, user interactions, conversion rates, and sales performance. Analytics tools help businesses to track performance, make data-driven decisions, optimize their strategies, and improve customer experience over time.

## 10. Enhanced Communication and Customer Support

E-commerce businesses can utilize various communication tools (live chat, email, phone support, and chatbots) to interact with customers. This facilitates efficient customer support, quick query resolution, and personalized engagement, improving customer satisfaction.

## E-COMMERCE AND THE ECONOMY

- **Boosting Employment:** E-commerce has created jobs in various fields, including web development, digital marketing, logistics, customer service, and supply chain management.
- **Increasing Trade and Economic Growth:** E-commerce has facilitated international trade by making it easier for small businesses to reach global customers, fostering economic growth on a national and global scale.
- **Digital Transformation:** E-commerce has driven the digitalization of many sectors, leading to the development of new technologies (e.g., AI, machine learning, blockchain) and innovations in the way businesses operate.

## E-COMMERCE CHALLENGES

While e-commerce has many advantages, there are also challenges to consider:

- **Cybersecurity Risks:** With the rise of online transactions, the risk of data breaches, hacking, and online fraud has increased. Businesses need to invest in secure payment systems and encryption methods to protect customer data.
- **Logistical Issues:** Handling shipping, returns, and inventory management can be complicated, especially for global businesses. Shipping costs, delivery times, and handling of returns need to be carefully managed to ensure customer satisfaction.
- **Competition:** The online marketplace is highly competitive, with many businesses vying for customer attention. Standing out in a crowded market can be challenging, requiring businesses to invest in effective digital marketing strategies and offering exceptional products or services.
- **Customer Trust:** Many consumers may still feel apprehensive about online purchases, particularly when it comes to the security of personal and financial information. Building trust through secure payment options, reviews, and reliable customer service is crucial.

## E-COMMERCE FACILITATORS

### 1. Payment Processors

Payment processors are crucial to the e-commerce ecosystem as they handle financial transactions between businesses and consumers. These platforms securely manage payments and ensure funds are transferred between the buyer's and seller's bank accounts.

- **Examples:**
  - **PayPal:** A widely used platform that facilitates secure payments for online purchases.
  - **Stripe:** An online payment processing platform that handles credit card and debit card payments for online businesses.

- **Square:** A service that allows businesses to accept card payments online and in person, along with other features like invoicing.
- **Worldpay:** A global payment processing company that handles card payments and other digital transactions.
- **Adyen:** A payment platform that supports multiple payment methods and currencies worldwide.

## 2. Web Hosting Providers

E-commerce websites need reliable hosting services to operate smoothly. Web hosting providers offer the infrastructure that enables businesses to launch, maintain, and scale their online stores. They also ensure websites are secure, fast, and accessible to customers.

- **Examples:**

- **Shopify:** An e-commerce platform that offers hosting as part of its package, enabling businesses to set up online stores easily.
- **BigCommerce:** Another e-commerce hosting provider that offers an all-in-one solution for running an online store.
- **WooCommerce (WordPress):** A plugin for WordPress that allows businesses to set up e-commerce functionality with their hosting provider.
- **Wix:** A website builder that offers e-commerce hosting and customization options.

## 3. Digital Marketing Platforms

To attract customers and drive sales, businesses need digital marketing tools and platforms. These platforms help businesses with advertising, search engine optimization (SEO), email marketing, social media campaigns, and more.

- **Examples:**

- **Google Ads:** An advertising service that allows businesses to display ads in Google search results and on other sites in the Google Display Network.
- **Facebook Ads:** A platform for running targeted advertising campaigns on Facebook and Instagram.
- **Mailchimp:** An email marketing tool that helps businesses create and manage email campaigns to reach customers.
- **HubSpot:** A comprehensive inbound marketing and sales platform that helps businesses generate leads, manage customer relationships, and measure marketing efforts.
- **SEMrush:** A tool for improving SEO and conducting competitive analysis in e-commerce.

## 4. Logistics and Shipping Partners

Efficient and reliable shipping is crucial to e-commerce. Shipping companies and logistics partners handle the fulfillment and delivery of products to customers. They ensure timely and safe delivery of orders and often provide tracking services.

- **Examples:**

- **FedEx:** A global courier company that provides shipping and delivery services to e-commerce businesses.
- **UPS:** Another logistics giant offering shipping solutions for businesses and consumers, including international deliveries.
- **DHL:** Known for international shipping and global logistics, helping e-commerce businesses reach customers worldwide.
- **ShipBob:** A fulfillment service that manages inventory, packing, and shipping for e-commerce businesses.
- **ShipStation:** A multi-carrier shipping software that integrates with online stores to help automate and streamline shipping processes.

## 5. Customer Relationship Management (CRM) Tools

CRM platforms help e-commerce businesses manage their relationships with customers by tracking interactions, preferences, and purchasing behavior. They provide valuable insights to improve customer service and engagement.

- **Examples:**

- **Salesforce:** A cloud-based CRM tool that helps businesses track customer data, manage sales leads, and improve customer service.
- **Zoho CRM:** A CRM solution that allows businesses to automate customer relationship tasks and integrate with e-commerce platforms.
- **HubSpot CRM:** A free CRM tool that helps businesses manage customer relationships and track interactions.

## 6. Security and Fraud Prevention Services

With the increasing number of online transactions, security is paramount. Security services help businesses protect sensitive customer information, such as payment details and personal data, and prevent fraud.

- **Examples:**
  - **SSL Certificates:** Secure Sockets Layer (SSL) certificates are encryption protocols that protect data transferred between a website and its users, ensuring secure transactions.
  - **ReD (Retail Decisions):** A fraud prevention and payment solution provider that helps e-commerce businesses protect against fraud.
  - **FraudLabs Pro:** A fraud detection tool that helps e-commerce businesses identify fraudulent transactions.
  - **Tokenization Services:** These services replace sensitive data (such as credit card numbers) with a token, ensuring that even if data is compromised, it's useless to fraudsters.

## 7. Inventory and Order Management Systems

To run a smooth e-commerce operation, businesses need tools to track inventory levels, manage orders, and ensure timely fulfillment. Inventory and order management systems (OMS) automate these processes and integrate them with other parts of the business.

- **Examples:**
  - **TradeGecko:** An inventory and order management software that helps e-commerce businesses manage stock, orders, and distribution.
  - **Cin7:** A cloud-based inventory management system that integrates with e-commerce platforms for seamless order fulfillment.
  - **Ordoro:** A tool for inventory and shipping management, helping e-commerce businesses automate tasks like stock tracking and order routing.

## 8. Marketplace Platforms

Some e-commerce businesses choose to sell their products through established online marketplaces, which already have a large user base. These platforms provide a venue for businesses to reach customers and handle various aspects of e-commerce, such as payment processing and logistics.

- **Examples:**
  - **Amazon:** A major online marketplace that allows businesses to sell their products to a massive global audience.
  - **eBay:** A marketplace that enables both businesses and consumers to buy and sell new and used goods.
  - **Etsy:** A platform for businesses selling handmade, vintage, and craft goods.
  - **Alibaba:** A global e-commerce marketplace focused on wholesale trade and B2B sales.

## 9. E-commerce Platforms and Tools

These are platforms that allow businesses to create and run their own online stores. They provide everything from website building to payment integration and order management.

- **Examples:**
  - **Shopify:** An e-commerce platform that allows businesses to easily set up, manage, and scale their online stores.
  - **WooCommerce (WordPress):** A plugin for WordPress that enables businesses to add e-commerce functionality to their websites.
  - **Magento:** An open-source e-commerce platform that offers extensive customization options for larger e-commerce businesses.
  - **Wix eCommerce:** A website builder that provides simple tools to create an e-commerce store with drag-and-drop functionality.

## 10. Analytics and Reporting Tools

E-commerce businesses rely on data to optimize their operations, marketing, and customer experience. Analytics tools help businesses track website performance, sales trends, customer behavior, and much more.

- **Examples:**
  - **Google Analytics:** A free tool that provides insights into website traffic, user behavior, conversion rates, and more.
  - **Kissmetrics:** A tool focused on customer analytics, helping businesses track the entire customer journey.
  - **Hotjar:** A tool for visualizing user behavior through heatmaps, session recordings, and surveys.

## E-COMMERCE BUSINESS TYPES

**1. Business-to-Business (B2B):** Electronic commerce B2B includes all electronic products or services transfers between firms. In general producers and traditional industrial wholesale companies use this approach for electronic trading.

**2. Business-to-Consumer (B2C):** Company and final client electronic company partnerships E-commerce business to consumer. It is the e-commerce shopping section, where conventional retail business typically takes place. These partnership styles can be simpler, more complex and intermittent and can be discontinued. This business type has expanded

considerably because of the advent of the Internet with a number of online shops and centers that offer customers' products of any kind such as computers, electronics, books, accessories, cars, food, financial materials and digital publications. In contrast to retail sales in conventional trade, the buyer typically has more knowledge about insightful content available and it is generally accepted that you can buy cheaper without jeopardizing a similarly individual customer experience as well as promising easy processing and distribution.

**3. Consumer-to-consumer (C2C):** Type C2C electronic e-commerce encompasses all trade in goods or services electronically between customers. Typically this exchange is done by a third party that offers an online transaction forum.

**4. Consumer-to-business (C2B):** In C2B is reversed the usual context of exchange in goods. This method of e-commerce is widely used in crowdsourcing-based companies. For companies that aim precisely at some types of services or items,

individuals also sell their services or products. These events include locations at which artists ask for several suggestions for a logo and only one is successfully selected and purchased. Another popular medium in this business segment is the markets which sell photos, photos, media and design elements free of royalty.

**5. Business-to-administration (B2A):** This portion comprises all internet transactions between companies and the government. This covers a wide variety of diverse programs, notably in areas such as taxation, social care, healthcare, legal documentation and records, etc. These modes of services have been significantly extended in recent years by spending in e-government.

**6. Consumer-to-administration (C2A):** The C2A model includes all electronic purchases between governments and individuals. Application highlights include:

- Education – disseminating information, distance learning, etc.
- Social Security – via information distribution, making payments, etc.
- Taxes – filing tax returns, payments, etc.
- Health – appointments, information about illnesses, payment of health services, etc
- Social Security – via information distribution, making payments, etc.
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## BENEFITS OF E-COMMERCE TO BUSINESS ORGANISATIONS:

1. It gives a competitive advantage over competitors.
2. It helps business organisations by gradually declining the cost of operations.
3. It also expands the marketplace to national and international markets.
4. It also facilitates Pull Supply Chain Management. Pull Strategy means following a just-in-time inventory management technique under which the organisation enters the products into the supply chain only when the customer demand justifies it.
5. Because of e-commerce, small and big firms co-exist in the market.
6. It also enables proper time management and supports business processes.

## BENEFITS OF E-COMMERCE TO CONSUMER AND SOCIETY:

1. It brings flexibility to the customers.
2. E-commerce also facilitates e-auctions and e-tenders.
3. It helps customers by providing them with competitive prices and discounts.

4. It provides quick and timely delivery to customers.
5. It provides consumers with more options, choices, and customised products.
6. It also brings employment potential to society.
7. Through e-commerce, businesses can interact with their customers.
8. Ultimately, it gives wider outreach to the consumers.

## **E-COMMERCE CHALLENGES**

### **Growing competition**

Competition in the market is a fierce e-commerce challenge that entrepreneurs face. With so many businesses competing for customers' attention, it can take time to stand out from the crowd. Nevertheless, with a bit of strategic planning and creative thinking, you can make your business thrive in spite of tough competition.

### **Increased customer expectations**

Keeping up with the ever-increasing customer expectations is energy intense but vital. With so many options available online, customers expect more from their shopping experiences than ever before. From personalized recommendations and fast shipping to seamless checkout processes and reliable service, customers now demand a lot from online retailers.

### **Insufficient customer engagement**

Engaging your customers requires a careful balance between providing them with helpful information without overwhelming. It's like walking a tightrope: you want to keep your customers involved, but avoid giving them too much so that they feel bombarded. Finding this golden mean can be a tricky challenge in e-commerce, but when done right, lead nurturing can have huge rewards for your business.

### **Low conversion rates**

Convincing visitors to purchase something from your store is one of the biggest challenges of e-commerce. After all, there are a lot of other stores out there offering similar products and services.

### **Complicated process of product return & refund**

Product returns are a usual thing in e-commerce so be ready to deal with this e-commerce challenge wisely. Sometimes it's difficult to keep track of all the returns, refunds, and exchanges that customers make on their purchases. But your duty is to provide an excellent shopping experience and keep the business financially viable in the long run.

### **Data security gaps**

In today's digital world, data security is among e-commerce problems that can't be ignored or neglected. With the rise of online stores, issues such as data breaches and identity theft have become major concerns for customers.

## **INFORMATION ENVIRONMENT**

Information processing refers to the manipulation, organization, and management of data to derive meaningful insights or decisions. It encompasses a series of steps that transform raw data into useful information, typically involving stages like input, processing, storage, and output. Here's an overview of key activities involved in information processing:

### **1. Data Input:**

- Collecting raw data from various sources (e.g., sensors, databases, user input, etc.).

### **2. Data Encoding/Storage:**

- Converting and storing data in a suitable format for processing (e.g., databases, files, cloud storage).

### **3. Data Processing:**

- Applying algorithms or operations to transform or analyze the data, which may involve calculations, sorting, classification, or other manipulations.

### **4. Data Output:**

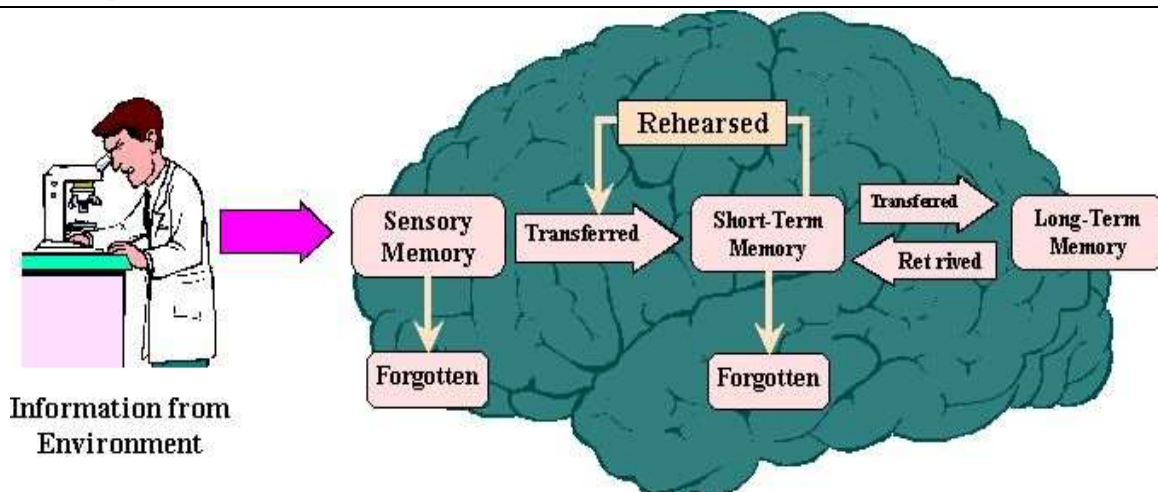
- Presenting the processed data as useful information (e.g., reports, charts, visualizations, decision-making).

### **5. Feedback and Adjustment:**

- Reviewing the processed information, making necessary adjustments, and feeding this back into the system for continuous improvement.

### **6. Storage and Retrieval:**

- Storing processed data for future use, ensuring it is accessible and retrievable when needed.



### E-COMMERCE TRENDS IN INDIA

The purchasing of products and services through e-commerce enables shoppers to select when and where to buy and to study the commodity, the vendor and other choices available. The availability of online information has revolutionized the buying process. Almost anything that can be purchased in a shop, including perishable items such as food, can be purchased through e-commerce. And customers around the world have taken up these opportunities. In all spheres of industry, from services provides to the customer to the design of the new product, the influence of e-commerce already exists. It offers new forms of company knowledge to meet and communicate with consumers, such as internet advertisement and commercialization, order fulfillment online and customer support online. At least a phase in the purchase life of the WWW is still being used for e-commerce. It may also minimize costs of order processing and communicate with a large number of vendors and trade partners, which generally bring substantial overheads to product and service costs. E-commerce

provides tremendous opportunities for emerging countries such as India. It is still in its infancy in India, but even the most negative forecasts suggest a boom. In recent years, it has been noticed growth in the multiple of electronic commerce organizations. Instead of advertisement sales, big Indian websites have pushed into e-commerce.

The future of e-commerce in India is promising, with projections indicating annual growth rates of 18% through 2025. By 2030, India is anticipated to emerge as the third-largest consumer market globally, underlining the vast opportunities and potential that lie ahead of the e-commerce sector in the country

### 3. CONCLUSION

Customer satisfaction is a very wide area to be studied because of rapid change in technology perception of consumers, services, etc. Banks are providing very good services and they maintain good relations with consumers, they also provide modern banking facilities and help the consumer to make easy transactions. Traditional banking has been converted into modern banking. Consumer expectations are increasing in terms of service quality. Banks are always concerned about the satisfaction of the consumer. The bank should concern about the requirement of knowledge and awareness. The result of my study significantly shows that bank is serving their customer and what the response of the customer is to the service provided by them. This report shows the bank should identify their strength and need to recover its weak side. The study concludes that the use of online banking transaction services and their satisfaction must be improved. The success of online banking transaction services not only depends on the technology but also on commitment etc

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