

To Study Data of E-banking Operations at Kotak Mahindra Bank

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Abstract:

Purpose – The purpose of this paper is to study on the performance of Kotak Mahindra bank for pre and post- period. **Design/methodology/approach** – Based on the review of literature, the study is aimed at evaluating the performance of pre and post-merger of Kotak Mahindra Bank. The period taken for pre-merger is four years and post-merger is one year. Performance is evaluated on the basis of quick ratio, current ratio, debt equity ratio, Cash to current Liabilities, deposits over 1 year to 3 years, Borrowings over 1 year to 3 years, Loans and advances and net Profit Margin. **Findings** –loan advances in post-merger is higher than the loan advances in premerger period which is statistically significant. The debt equity ratio is gradually decreasing and in post-merger period it started increasing. **Originality**- To evaluate the liquidity position of pre and post- period of Mergers and Acquisitions of Kotak Mahindra bank

Introduction

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 valueadded 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. Broadly, the levels of banking services offered through INTERNET can be categorized in to three types:

1. The Basic Level Service is the banks websites which disseminate information on different products and services offered to customers and members of public in general. It may receive and reply to customers' queries through email.
2. In the next level are Simple Transactional Websites which allow customers to submit their instructions, applications for different services, queries on their account balances, etc, but do not permit any fund-based transactions
3. on their accounts

4. The third level of Internet banking services are offered by Fully Transactional Websites which allow the customers to operate on their accounts for transfer of funds, payment of different bills, subscribing to other products of the bank and to transact purchase and sale of securities, etc.

The above forms of Internet banking services are offered by traditional banks, as an additional method of serving the customer or by new banks, who deliver

Literature Review

1] **Dr. Abha Chandra, (July 2010), has carried out a research on “analytical research on Indian online banking and user’s “ privacy”, global journal of enterprise information system.**

An empirical study is conducted to evaluate the existence and format of privacy policies of different banks of India in conducting online banking through their websites. The objective of this paper is to throw some light on the study, methodology, and its results. The websites disclose personal information of the users to Third Parties, which may or may not have their own privacy policies, is to be counted as one of the reasons for the same. This study also finds that no Universal Standard format for a Privacy Policy has been designed and declared for banks in India yet. It will be extremely helpful for net banking consumers, if there is an authority to monitor and control the proper format and Points included in the privacy policy for banks.

2] **Connel Fullenkamp and Saleh m. Nsouli, (February 2004), have carried out a research on “six puzzles in electronic money and banking, credit and banking”, IMF institute.**

This paper presents a set of questions or puzzles whose answers will give a complete picture of electronic money and its impact on the economy. It focuses on six basic puzzles; these puzzles tend to build on each other. And will help us in understanding the concept of e-banking.

Objective Of the Study

To study and to make e-banking users aware various e- banking risks like Phishing, identity theft, frauds of plastic money, Trojan, malware etc. To study the reasons for the limited use of e-banking services. To create Awareness among customers towards e-banking services

Research Methodology

1) Problem Statement

The main problem associated with e-banking services are the security concerns faced by both the banks and their customers. The security concerns like TROJAN, MALWARE, and PHISING, HACKING, etc, lead to hindrances in development of e-banking services. The problem also concerns about checking the satisfaction level of E-BANKING USTOMERS AT KOTAK BANK.

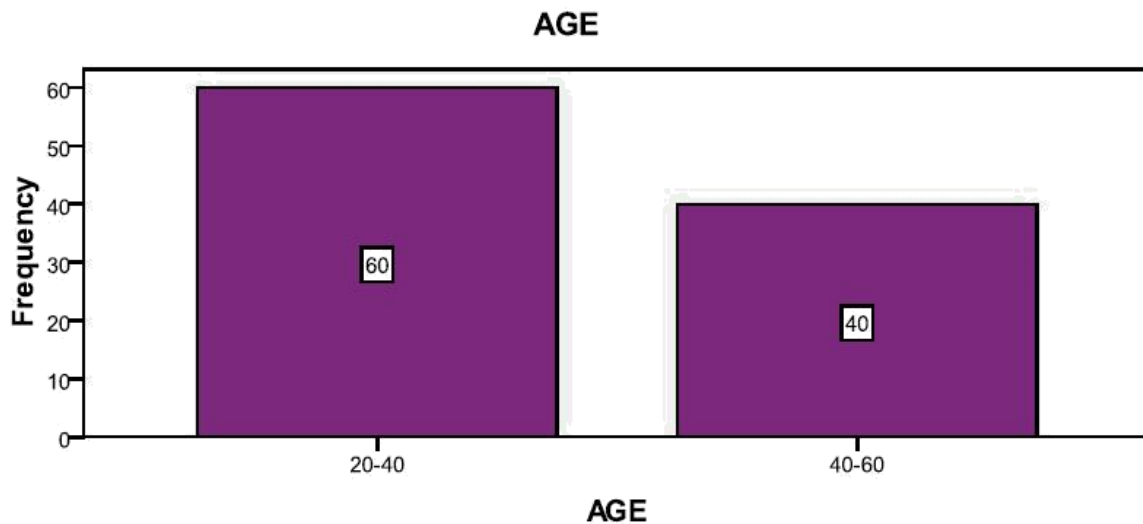
2) Hypothesis

- Ho: Gender & Reason to choose Ebanking services are not related
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- H1: Gender & Reason to choose Ebanking services are related.

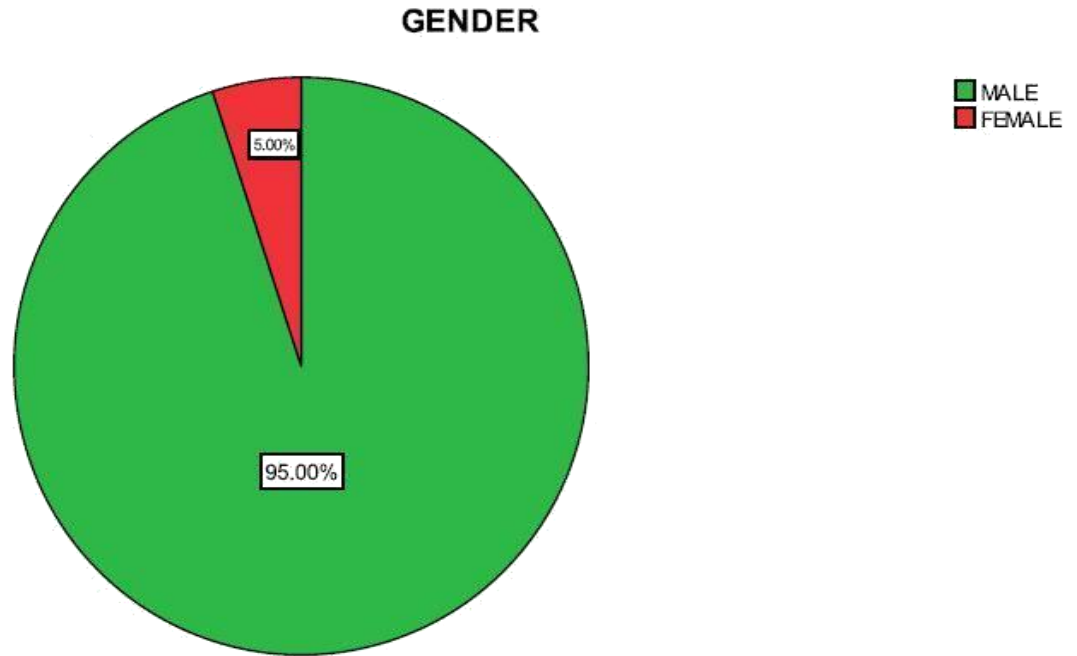
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- Ho: Reason & Purpose to choose Ebanking are not related
-
- H1: Reason & Purpose to choose Ebanking are related.
-
- Ho: Awareness of E-banking risks & precautions of E-banking are not related
-
- H1: Awareness of E-banking risks & precautions of E-banking are related.
-
- H0: Usage & Precautions of E-banking are not related
-
- H1: Usage & Precautions of E-banking are related.
-
- H0: Reason to choose e-banking services & Reason to visit bank are not related
-
- H1: Reason to choose e-banking services & Reason to visit bank are related.
-
- H0: Type of account& No. Of visits per month are not related
- H1: Type of account& No. Of visits per month are related.

Data Analysis

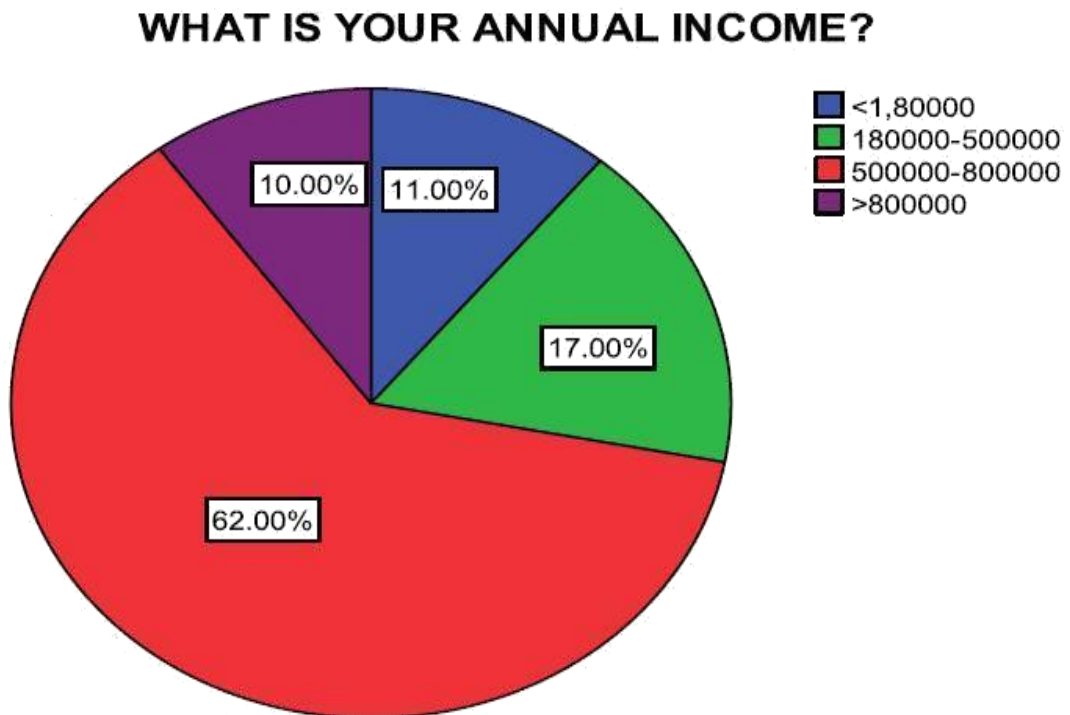
1) Age Groups Using E-Banking Services



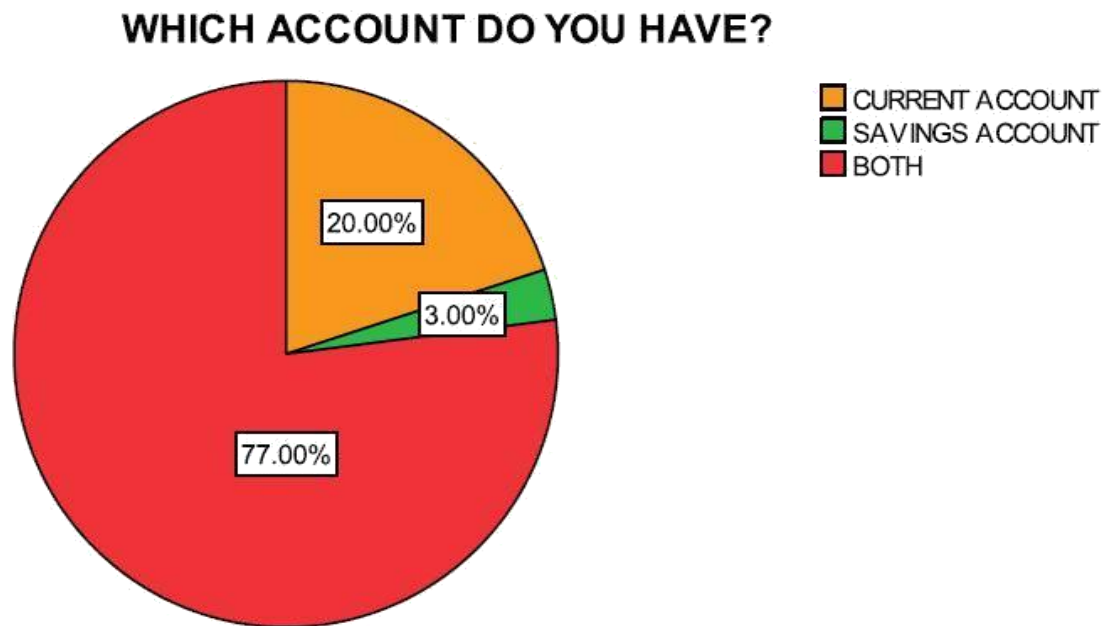
2) The Use Of E-Banking Services Based On The Gender



3) Annual Income Of E-Banking Users



4) Which Of The Following Accounts Do You Have With Your Bank ?



Limitations Of Study

- 1) The sample size was 100 which was not covering the entire geographical area of Mumbai & entire population of Ebanking users of Kotak Mahindra Bank so there is a possibility that there may be variations in the results obtained.
- 2) During the data collection the respondents did not fill the questionnaire genuinely, for instance the respondents who were not using the e-banking services have attempted the segments that were framed for the users of the e-banking services. Due to this there may be variations in the results obtained.
- 3) The respondents restricted themselves from answering the questions mentioned for the fear of letting their views disclosed to others

Conclusion

From the research conducted by us we derive several conclusions:

- 1) It is observed that AGE plays an important role with respect to the use of e-banking services. It is found that the senior citizens are less comfortable with use of these services. It is observed that only two age groups ranging, from 20 to 40 and 40-60 years out of four are users of E-banking services. From this we can conclude that even the preceding generation is becoming more & more aware of benefits & convenience of Ebanking
- 2) With respect to the literacy level it is observed that majority of customers have knowledge of limited aspects of information technology.
- 3) None of customers were affected with e banking threats, which shows a positive sign towards the development of these services.
- 4) From the study it is observed that customers are willing to use modern banking facilities having given them adequate guidance and security measures by bank.

- 5) With respect to the frequency of visits it is observed that customers make frequent visit to banks which can be minimized with optimum provision of e banking services.

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