

E-Banking : An Empirical Study of the Factors Affecting Young Customer's E-Satisfaction in India¹

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Abstract

E-Banking is an innovative exercise evolving at an exceptionally fast rate and has turned into a marvellous experience offering convenience, flexibility, and interactivity to consumers. Indian banking sector has witnessed rapid transformation over the past fifty years. The banks in India have started to adopt many creative strategies towards improved customer services with an objective to offer services as quickly as possible with more value addition using rapidly evolving digital space. This paper aims to examine factors that favourably impact youth customer's 'perception towards E-Banking. The innovation acknowledgment model and the hypothesis contemplated activity were utilized to develop conceptual models in this study. Three main components, i.e., convenience, usability, and abstract standard norms, were studied. Data were collected from 434 youth customers by utilizing the stratified testing techniques.

I. Introduction

THE RISING INTERNET and mobile phone penetration to more areas has changed the landscape of the process of communicating and doing business in the last two decades. E-commerce is a moderately novel concept that has penetrated widely to the banking sector and has made banking profoundly competitive nowadays. Banks want to adopt the most recent technologies that can adapt rapidly to the flow of dynamic market situations. E-commerce is perceived as a key instrument of toll diminishment and a viable mode of communication with individuals and institutions, with in the banking business. The web has developed as an imperative medium to provide the keeping money items and administration. It enables an organization to conduct business quickly without any hindrance anywhere,

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The discoveries uncovered which factors fundamentally influence the attitude to embrace E-Banking. The discoveries draw attention to the role played by perceived risk as an emotional standard towards E-Banking. The current investigation shows that the convenience, time saving, monetary circumstance and that every perspective describes a side of advantages of E-Banking. The grown up client consistently inclines towards innovation however at times, absence of information, they cannot access such advances in E-Banking. The significant point is that people have positive observations about E-Banking should be treated with great concerns. This is on the grounds that one awesome experience can bring about discontinuance of E-Banking administration (Jun and Cai, 2001)

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