The research objectives of the study are:

1. To understand the demographic characteristics of the users and non-users of the Internet banking services in the highly educated market segment.
2. To describe the preferences for various delivery channels by Internet banking users and non-users.
3. To compare the attitudes of users and non-users towards Internet banking with respect to a number of factors such as technology, security, convenience, and costs.
4. To identify the major sub-segments among highly educated Internet banking consumers.
The products could include account maintenance, account monitoring, credit card transactions, mortgage loans, stock market trading, margin loans and vehicle loans. The expectation expressed by most of the respondents from E-banking /Internet banking are, to make available more information to make it more convenient, user friendly and easily understandable by customer, transaction should be more secure and confidential and the amount of personal interaction should be increased. Though awareness level is high but security and privacy issues remains as such irrespective of gender, occupation or income level.

A much more aggressive approach needs to be utilized to stimulate online banking trials and its eventual adoption. Banks managers ought to focus their attention as well as on personal selling and sales promotion tools to attract bank customers to try online banking (internet banking) and bill payments. To be able to persuade tools to attract banks customers to attempt to make use of online bank services, managers should also provide incentives that are appropriate for each particular customer group and make them believe that while banking online is safe and convenient.

REFERENCES


