



A Study On Problems Faced By The Users Of Virtual Banking Services In India

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Abstract

The virtual banking term has been mindful of the Indian foundation over the long haul. Most banks have created v-banking offices, as both banks and buyers benefit from these offices. The banks deal with numerous issues and there are a lot of possibilities with the banks. The essence of Indian banks is changed by different financial advancements, for example, Automated Teller Machines, Real Time Gross Settlement, charge and Mastercards, phone banking and so on. This has provoked bankers to variety their essential position from "traditional banking to banking solace" and "mass banking to class banking," which is a change in context from the vender market to the purchasers' market in the business. The move has additionally worked on the bank openness of an average person in accordance with his fluctuated requests and needs. In the following couple of years e-banking isn't just adequate but at the same time is inclined toward. The present banking environments vigorously draw upon cooperative biological systems importance, hundreds and thousands of organized PCs and other associated gadgets. Add Social, Cloud, Mobile and different channels into the constantly developing blend and we are looking at overseeing financial weaknesses on a previously unheard of scale. Truth be told, today the virtual banking change drives the Cyber Security Industry to ceaselessly make more grounded security and consistence arrangements able to scale on request. Regardless of how the network safety and banking advancements mix together tomorrow, the quantity of digital exchanges will be affected by how secure (and how alone) we feel in our 'digital homes' today. While more can be examined about difficulties and potential open doors material to digital time banking, yet banks that get ready to hold onto the globe's second biggest digital market (yet developing) balanced out by the ongoing well known government and a steady controller put resources into underwriting the worldwide digital economy will ultimately succeed. Hence, the current study aimed to highlight the problems faced by the users of Virtual Banking services in India.

Keywords:Seller & Buyer Markets,Digital Banking, Cyber Security, Banking Environment, Digital Market, Financial Vulnerabilities and Digital Transactions.

INTRODUCTION

Banking in India has gone through a critical change in the nineties. While banks have been endeavoring to fortify client relationship and move towards 'relationship banking', clients are progressively getting away from the confines of conventional branch-banking and are looking for the accommodation of remote electronic banking services. Virtual banking means the arrangement of banking and related services through broad utilization of data innovation without direct plan of action to the bank by the client. This is the most recent and first type of present day banking where the vast majority of the services are conveyed "Virtually" and that implies, the services are conveyed through Web and there is very nearly 1 to 2% possibility that clients require their actual presence at their Bank Branch.

Financial area assumes a significant part in the improvement of an economy. A solid banking area can be named as help of an economy. Along these lines it is spot on to say that present and eventual fate of an economy totally relies on the achievement and advancement of banking industry of that economy. In the present time of data and innovation an economy can't accomplish the objective of manageable advancement by following customary banking technique. So it has become required for non-industrial nation like India to increment robotization in banking industry. The change from conventional banking began from utilization of Automatic Teller Machine (ATM), direct bill payment, Electronic Fund Transfer (EFT). The progressive web based banking is being acknowledged by the clients with developing mindfulness and schooling. V-banking is a course of banking services and items through electronic stations, for example, phone, web, PDAs and so on today many individuals are moving towards e-banking as purchase its utilization it become simple for clients to deal with their record from a spot and whenever and this charge extremely ostensible expense. It is right to say that e-banking is one of the most well known and most recent innovative miracle in field of banking which has given a banking area another aspect for development.

V-banking has helped the banking business in more than one way yet the greatest benefit that it has conferred to this area in emerging nations particularly country like India is connected with further developing client relations. In India e-banking was present in 1991 quickly after the suggestions of Narsimham Committee. The presentation of IT in banking area of India made banking more solid and complex, presently as a result of e-banking the far off areas of India are additionally associated with all banks branches despite the fact that they are in metropolitan urban communities. Indian banks are in urgent need to do advancement and give Indian buyers a-list web banking capacity.

RESEARCH OBJECTIVES

The present study associated with following objectives:

1. To know about Virtual Banking System in India.
2. To analyze various factors associated with the study to draw a major findings for the proposed study.
3. To recommend the better strategies to resolved the problems faced by the users of Virtual Banking services.

OPERATIONAL DEFINITIONS

Virtual Banking signifies, "a financial organization that handles all exchanges by means of the Web, email, mobile play store and ATM machines".

A **virtual bank** is, "a bank that offers banking services through electronic channels".

Virtual Banking alludes to, "the demonstration of getting to banking foundations and their capacities online without showing up at the banking lobby. It involves making different banking services accessible through broad utilization of IT without the requirement for the actual stroll in".

REVIEWS OF RELATED LITERATURE

P, Revathi. (2019) have done a review and it summed up as the internet banking is one of the main advancements for the banking business in its long history. In any case, in spite of the many advantages that web based banking gives to clients, there are additionally various main issues and difficulties for advertisers in the internet banking area. Customary banking propensities, security, specialized issues, transaction hardships, and little promoting financial plans are on the whole significant difficulties that internet banking advertisers should accommodate assuming they are to prevail in this field. Be that as it may, interest for this industry keeps on being beautifully. So almost certainly, online banks will just develop further developed and fruitful as they endeavor to determine their showcasing challenges. Notwithstanding, regardless of the advantages of internet banking, there is likewise various particular issues and difficulties in the web based banking area. These are exceptionally critical both for banks that offer web based banking, yet additionally for their clients, who rely upon the banks to actually work. Web based banking advertisers need to know these difficulties so they can productively explore them.

Kaushal, Virender and Balaini, Ankush (2019) have investigated their concentrate as the electronic banking turns out to be exceptionally well known with the presentation of Information innovation. The public authority of India has instituted the IT Act 2000 with impact from October 17, 2000 which gave legitimate acknowledgment to electronic transaction and different method for E-trade the Reserve Bank of India is observing and looking into the lawful and different prerequisites of E-Banking on a ceaseless bases to guarantee that E-banking would create on sound lines and E-Banking related difficulties wouldn't represent a danger to financial strength. The current exploration is enlightening in nature and study the difficulties and issues looked by the banking area in India.

Raghuramapatruni, Radha. (2015) have done a review and it found as banking is known as imaginative banking. Improvements in data innovation have given an ascent to advancements in the item and service planning and their stock in the banking area and finance businesses, client services and fulfillment are their middle place of the relative multitude of endeavors. Perhaps the main area of banking where Information Technology affects the substitutes for conventional assets development services. With the approach of internet banking, electronic assets transfer and other comparative items and services for reserves transfer inside fast time which was unimaginable a couple of years ago. India is still in the beginning phases of E Banking development and advancement. Rivalry and changes in innovation and way

of life over the most recent 10 years have changed the substance of Banking. E Banking is probably going to bring a host valuable open doors along with uncommon dangers to the central idea of Banking in India. The idea of extent of E Banking is as yet advancing a few drives taken by Government of India as well as Country's Central Bank, the Reserve Bank of India have worked with the advancement of E-Banking in India.

STATEMENT OF THE PROBLEM

The ascent of virtual banking across the district will support financial incorporation. In spite of the fact that admittance to bank accounts is expanding, the utilization of the financial framework to save and acquire is low both for creating economies and those with elevated degrees of pay and schooling, a hole that can be shut by innovation, as indicated by research from the BIS. Innovation cuts down transaction costs for serving higher gamble clients and virtual banks in Asia could mean financial incorporation moves forward, the findings show. Controllers should guarantee customer information is secured, as indicated by another paper from the Bank for International Settlements. Virtual banks inclining more on data capital instead of conventional guarantee should guarantee the legitimacy of information and uphold exclusive requirements that is required for unstable loaning. Under obligation goal systems where both virtual and high road banks are dependent upon similar guidelines, unstable loaning represents a higher gamble of misfortune to moneylenders. Keeping misfortunes at the very least requires more successive appraisal and the utilization of custom fitted advances that meet repayment capacities. Henceforth, the creator have done an exploration concentrate on "ISSUES FACED BY THE USERS OF VIRTUAL BANKING SERVICES IN INDIA".

SIGNIFICANCE OF THE STUDY

The utilization of v-banking by the undertakings appeared in mid of 1990's. V-banking appeared in more noteworthy numbers due to low working expenses. First it is as ATM's and telephone transactions. As of late it transformed to web another channel among clients and banks which benefits both. The fundamental point of v-banking services is to give the clients a lot quicker services with minimal expense. From the most recent twenty years, banking area has picked another strategy for banking in view of the advancement of data innovation. Notwithstanding these clients, transaction and correspondence capacities are attached in view of data innovation. The advancement of virtual banking began with utilization of programmed teller machines and subsequently it created to internet banking. Later on it will be done in cell phones (WAP-empowered). At any rate internet banking keeps on being awesome for financial transactions. V-banking gives many benefits to banks and client's. V-banking has made life a lot more straightforward and banking a lot quicker for the two clients and banks. Be that as it may, a large portion of the clients are not having a lot of information to involve the banking services in the banking exercises. Thus, to recognize the issues faced by the virtual banking services this study has been done by the creator.

METHODOLOGY

Current study is both primary and secondary data based study. Researcher has used questionnaire method to collect primary data from sample respondents (100 users of virtual banking services) and secondary sources like internet, published theses and papers, books were used to collect theoretical contents of the study.

TOOLS FOR ANALYSIS

By computing the data collected through primary source following tools were used for the study:

1. Percentage analysis
2. Ranking analysis
3. Likert scale analysis

LIMITATIONS OF THE STUDY

Present study associated with following limitations:

1. Targeted sample size is only 100.
2. Study covers only the virtual banking services not concentrating on the tangible way rendering services of the banks.

VIRTUAL BANKING IN INDIA

The integration of innovation, finance and services is quickly changing worldwide banking scene, as possession stakes in banks are taken by huge specialists and fintech firms and non-bankfinancial organizations as well as by officeholder banks. Numerous new participants are utilizing virtual entertainment stages and applying progressed information examination. The changed scene opens up chances to jump customary developmental cycles and in this way advance financial incorporation. It likewise presents administrative and contest moves that should be handled. The utilization of the banking framework to get slacks the expansion in bank accounts around the world. One key explanation is the necessity for guarantee in regular bank business credit models in creating, arising and progressed economies the same. New innovation driven plans of action exploit the growing information impressions of people and firms to create data capital and decrease the dependence on insurance while offering credits and other financial services. Information and substances that oversee information in an unbundled banking stack inside the directed banking framework will be at the core of this transformation.

The developing assortment of new contestants to the banking business that utilize information assortment procedures presents two difficulties for controllers and rivalry specialists. In the first place, financial controllers need to guarantee that administrative oversight follows through on the incorporation and intermediation-improving advantages of digital finance without compromising conventional administrative objectives, for example, financial security, satisfactory rivalry, shopper assurance and market respectability. Second, there is a squeezing need for an arrangement of information administration that

permits purchasers and business to practice command over their information through the giving and keeping of agree to the utilization and transfer of their information. Fostering an easy to use granular assent based information administration framework with low transaction costs is a test that, when effectively tended to, will advance the improvement of virtual banking around the world.

ANALYSIS PART OF THE STUDY

Sample size is 100 and the information collected from the respondents using questionnaire method. Major findings drawn from the collected primary data is displayed below:

Table 1: Analysis on the Socio-Demographic Factors of the Respondents

Factor	Variables	Percentage	Cumulative Percentage
Gender	Male	50	50.00
	Female	50	100.00
	Total	100	
Age	Below 25 years	40	40.00
	26 – 50 years	35	75.00
	Above 50 years	25	100.00
	Total	100	
Marital Status	Married	48	48.00
	Unmarried	52	100.00
	Total	100	
Educational Qualification	Up to HSC	20	20.00
	UG	35	55.00
	PG	30	85.00
	Professional Course	10	95.00
	Others	5	100.00
	Total	100	
Income Level	Below Rs. 15,000	38	38.00
	Rs. 15,001 – Rs. 30,000	28	66.00
	Rs. 30,001 – Rs. 45,000	29	95.00
	Above Rs. 45,000	5	100.00
	Total	100	

Source: Collected Primary Data

Table 2: Analysis on the Perception on the Problems of V-Banking Users wise Classification

(SA – Strongly Agree; A – Agree; N – Neutral; DA – Disagree and SDA – Strongly Disagree)

Statements	SA	A	N	DA	SDA
A large portion of the clients don't have the foggiest idea how to utilize and don't know about some E-Banking services gave by their banks	28	20	33	12	7
Little console and restricted size of monitor	26	28	26	11	9
The expense of taking on is exceptionally high	28	13	30	22	7
Customary banking still remaining parts the most ideal choice for clients	20	36	34	7	3
Absence of personal relationship with Bankers	13	32	28	20	7
Trouble in recollecting PIN/Passwords	13	45	25	10	7
No ideal correspondence on changes in service charge structures, methods	26	48	22	3	1
Unforeseen service disappointment	27	14	29	23	7
Slow web association and server occupied reaction	21	29	30	11	9
Confined conveyance of services particularly during off time	18	26	30	25	1

Source: Collected Primary data

Table 3: Garratt Ranking Analysis on the Problems faced by the Virtual Banking Service Users

Problems	Garratt Score	Rank
Little console and restricted size of monitor	876	2
A large portion of the clients don't have the foggiest idea how to utilize and don't know about some E-Banking services gave by their banks	897	1
The expense of taking on is exceptionally high	804	5
Customary banking still remaining parts the most ideal choice for clients	798	6
Absence of Personal Relationship with Bankers	865	3
Trouble in recollecting PIN/Passwords	748	7
No ideal correspondence on changes in service charge structures, methods	830	4
Unforeseen service disappointment	658	8
Slow web association and server occupied reaction	595	9
Confined conveyance of services particularly during off time	499	10

Source: Collected Primary data

It is clear from the above table, the problem 'A large portion of the clients don't have the foggiest idea how to utilize and don't know about some E-Banking services gave by their banks' secured first rank, followed by 'Little console and restricted size of monitor', 'Lack of Personal Relationship with Bankers', 'No ideal correspondence on changes in service charge structures, methods', 'The expense of taking on is exceptionally high', 'Customary banking still remaining parts the most ideal choice for clients', 'Trouble in recollecting PIN/Passwords', 'Unforeseen service disappointment', 'Slow web association and server

occupied reaction' and 'Confined conveyance of services particularly during off time' have secured second, third, fourth, fifth, sixth, seventh, eighth, ninth and tenth ranks respectively.

SCOPE FOR FUTURE RESEARCHES

There is wide scope for further researches as a follow up and the future researches can be done by...

1. Increasing the number of targeted sample sizes.
2. Focusing in different areas of virtual banking services like opportunities, prospects etc.
3. Specifying a particular sector like VB services of public sector banks or private sector banks or any one bank's services.

DISCUSSION AND RECOMMENDATIONS

The banking business has been an innovator in the virtual business world as of late. The v-banking upset has in a general sense changed the matter of banking by scaling boundaries and achieving new open doors. In India additionally, it has emphatically affected the essential business contemplations for banks by altogether reducing down expenses of conveyance and transactions. It should be noted, in any case, that while e-banking gives many advantages to clients and banks, it likewise irritates customary banking gambles. Contrasted with created nations, emerging nations face numerous obstacles that influence the fruitful execution of e-banking drives. One of the advantages that banks experience while utilizing e banking is expanded consumer loyalty. This because of that clients might get to their records at whatever point, from anyplace, and they get involved more, this making associations with banks. Banks ought to furnish their clients with accommodation, significance offering service through a few dissemination channels and have more capacities accessible on the web. Different advantages are extended item contributions and expanded geographic reach. With this large number of advantages banks can acquire accomplishment on the financial market. However, virtual banking is a troublesome business and banks face a ton of difficulties.

With the progression of time, Concept of virtual banking has got thought in Indian setting. V-Banking services have been successfully carried out by numerous public and private area banks as it is beneficial for Consumers as well as banks. The Role of data and advancements has been extraordinary in support of v-banking. Numerous financial advancements like ATMs, Visas, RTGS, check cards, versatile banking and so forth have totally changed the essence of Indian banking. Yet there is a need to have more imaginative arrangements as even presently likewise e-banking is faces many difficulties like , i.e., Risks in regards to security, protection, trust factor, absence of information among purchasers comparable to v-banking, unsupportive framework, Low degree of PC education among existing staff, and so on are going about as check in the execution of e-banking offices. Administration of India in synchronization with numerous public banks and financial Institutions are making an endeavor to make a V-it is more protected, dependable and safeguarded to banking which. Yet there is a need to have more creative arrangements with the goal that the difficulties can be addressed and open doors can be benefited productively by the Indian banking industry.

CONCLUSION

The future of banking in India looks invigorating as well as transformative. In spite of the to some degree troublesome current working environment, banks stay the biggest financial area delegate in India. In future, innovation will make the commitment with banks more multi-layered even as different substances, markets and instruments for credit and financial services proceed to create and grow. V-banking is presently plays out a wide range of transactions connecting with the payment and cash transfer, and individuals are every now and again utilize this method for doing their everyday transactions. The notoriety which virtual banking services have won among clients, inferable from the speed, comfort and nonstop access they offer, is probably going to increment later on. Be that as it may, a few issues of concern would should be favorable to effectively joined in. While a large portion of electronic banking have implicit security highlights like encryption. Solutions of greatest money related cutoff points and approvals, the framework administrators must be incredibly cautious and give obvious rules to tasks.

Significant issues tormenting the banking business are the absence of normalization of working frameworks, frameworks programming and application programming all through the banking business. In a tight aggressive environment where banks are making a push towards innovation to give better services than its clients, clients stand to acquire the most. With expanded rivalry, spreads in corporate loaning have diminished altogether. Banks are accordingly moving into the retail mode to hold over the worldwide stoppage and lift the bottom line. The Customer is currently in an advantageous position where he can request unrivaled services at serious costs. On the enormous issue of electronically started reserves transfer, issues like confirmation of payments directions, the obligation of the client for mystery of the security system would likewise should be tended to.

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