

# CHANGING PATTERN OF DEMAND FOR E-BANKING SERVICES

**Dr.JAYADAS.S**

University Guest Lecturer, Department of Commerce, Devaswom Board Pampa College,  
Parumala, Mannar, Alappuzha (Dist), Kerala, India

**Email - jayadas.siva@gmail.com**

**Abstract:** *Globalization and growth is bringing change and development in the world economy and e-banking services. Depending on this the customer needs, demands and expectations are also changing for different e-banking services. These factors include high responsiveness, good reputational services, high security etc. Apart from this the various benefits which a customer gets from e-banking services also determines their satisfactory levels which in turn leads to change in pattern of e-banking services for achieving maximum satisfactory levels. The more the level of satisfactory the more the customer gets prone to adapt and follow a pattern related to a particular e-banking service. This is all how the e-banking pattern is changing with time. Also, to assure constant reliability and efficiency e-banking patterns are changing producing change in the e-banking patterns.*

**Key Words:** *Changes in e-banking patterns, E-banking patterns, Changing E-banking services, Different E-banking services. Pattern of E-banking services.*

## 1. INTRODUCTION:

Efficient and good banking transaction has always been the major requirement for all business aspects. A business cannot grow and success with poor banking services for which new methods of banking services are being adapted, of which one is e-banking services. But due to various customer demands the pattern of e-banking services is also experiencing change in several years. New types of services like mobile commerce, mobile banking, internet banking etc are being used. So, let us see some of the major reasons responsible for changing pattern of demand for e-banking services.

## 2. REASONS FOR CHANGING E-BANKING SERVICES PATTERN:

### 1. High Responsiveness:

All the users demands transaction systems or banking services which offers high responsiveness where they do not have to wait much and all their urgencies and necessities are fulfilled. As, a result of which, slow servers are being vanished, and new fast banking e-services are being adapted.

### 2. Good Reputation:

A good image of the banking transaction system in society with a big brand name attract, the customers and build in them the trust to get associated with different kinds of e-banking services. Hence, customers are going more behind reputation and name instead of actual service parameters.

### 3. High security:

Another necessary parameter which adds in changing e-banking patterns is high security. With banking even the smallest risk can result into big damage, hence it is imported to take care of the security parameter efficiently.

With growing advancements in technology the risk of hackers is also being increased which demands for better security services. People are thus switching to better security e-banking services.

### 4. Customer Relations & Beliefs:

All these e-banking services are going to be used mostly by the common people. These are the customers of these particular banking services who will use and rate the services.

With changing time, the beliefs and views of customers related to various services also change that forces the producer to change the pattern of e-banking services for gaining better customer attention.

Hence, different customers have different beliefs and feedback related to e-banking services which changes these services.

### 3. PREFERABLE PATTERN OF E-BANKING SERVICES:

Customers and the users have certain preferences in reference to E-Banking services that determine the preferable pattern to be adapted and followed. So, let us see the use of customers for E-Banking services:

#### 1. Benefits Of E-banking Services:

There are different kinds of benefits associated with different e-banking services. The usage pattern of customers for various services depends on the benefits associated with them. Customers use different e-banking services according to the benefits associated and go for the type of service where they get the maximum benefit.

So, let us see some of different benefits associated with different types of e-banking services:-

E-BANKING SERVICES \ BENEFIT	TIME SAVING	INEXPENSIVE	EASY PROCESSING	EASY FUND TRANSFER	ALL
ATM	69	25	41	13	12
DEBIT CARD	25	13	12	6	5
CREDIT CARD	11	6	8	3	1
PHONE BANKING	6	4	3	1	1
MOBILE BANKING	11	4	8	4	1
INTERNET BANKING	13	3	9	3	2

#### 2. Customer Satisfaction With E-banking Services:

Of all the various e-banking services customers have different satisfaction level associated with e-banking services. Let us see:-

E-BANKING SERVICES \ SATISFACTION LEVEL	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
ATM	11	59	18	1	1
DEBIT CARD	2	21	6	0	0
CREDIT CARD	2	11	1	0	0
PHONE BANKING	1	3	2	0	0
MOBILE BANKING	2	9	3	0	0
INTERNET BANKING	4	10	1	0	0

Thus depending on the benefits, the satisfaction level of customers is measured which determines the usage and changing pattern of various e-banking services. This is another major factor which counts in changing pattern of various e-banking services.

### 4. CONCLUSION:

With growth and development of technical advancements and globalization the demands for pattern of e-banking services is experiencing a change. This is because of various factors including satisfactory level of customers, usage and utilization of services and many more. This is all responsible for changing demand for pattern of e-banking services.

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