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Research Paper

A Study on the Dynamics of Latest Practices In E-Banking (With Special Reference to Indore Region)

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ABSTRACT	Manuscript Info.
<p>The internet and other technology have changed the way banks do things. Now people can use machines like ATMs and internet banking to do their banking. For the past thirty years, banks have been using new technology to help their customers. They started to use something called e-banking to do some things that they used to do in their branches. Things like using an ATM or sending money electronically were new and exciting for banks that used them. Someone wrote a paper that looks at what people are saying about internet banking. They wanted to know what makes people use internet banking and what new things are being introduced. This study is about what people know about internet banking. What makes them want to use it? It is an important question, and this paper tries to answer it. The study looks at how people are using internet banking and how we can get more people to use it.</p>	<ul style="list-style-type: none"> ✓ ISSN No: 2584- 184X ✓ Received: 05-09-2025 ✓ Accepted: 27-10-2025 ✓ Published: 30-10-2025 ✓ MRR:3(10):2025;92-95 ✓ ©2025, All Rights Reserved. ✓ Peer Review Process: Yes ✓ Plagiarism Checked: Yes <p style="text-align: center;">How To Cite this Article</p> <p>Agrawal S, Agrawal M. A Study on Dynamics of Latest Practices In E-Banking (With Special Reference to Indore Region). Ind J Mod Res Rev. 2025;3(10):92-95.</p>

KEYWORDS: Innovation & E-Banking, Internet banking adoption, E-banking products/services.

1. INTRODUCTION

Banks started to think about banking as a way to do some of the things that branches do. There are two reasons for this. Firstly, branches are really expensive to set up and run because they incur a lot of costs. Secondly, online banking services like cash machines and electronic money transfers were a way for banks to stand out from each other. Banks are in a competitive business, so they cannot really compete with each other on price. Technology has brought ways to give banking services to customers, such as cash machines and internet banking. So banks have been at the forefront of using technology for the past thirty years. It is very important for banks to change their plans when customers' needs change and new technology comes out. Cash machines are a change in the way banking is done. They

required customers to change the way they did things to get the benefits of more convenient banking. Instead of going to a bank, filling out a form, and talking to a person, customers could use a machine to do their banking. To make cash machines successful, banks focused on groups of customers. By targeting groups of people, cash machines became popular with those groups. Banks found that online banking products like cash machines and electronic money transfers were a way to differentiate themselves. Online banking has changed the way banks work. They have to keep up with the changes in technology and what customers want. Banks have to align their strategies to meet the changing needs of customers and new technology. For example, online banking services allow customers to do things without

going to a bank branch. This has made banking easier and faster for customers. Banks have to keep up with the technology to give customers what they want. They have to be ready to change and adapt to things. The use of cash machines is an example of how banks have used technology to change the way they work. Cash machines have made it possible for customers to get cash and do banking tasks at any time. This has been a change for banks and customers. Banks have had to change the way they work to make sure customers can use cash machines easily.

Overall, banks have to be ready to change and adapt to technology and what customers want. They have to use banking services, like cash machines and internet banking, to give customers what they want. This is the way banking is going, and banks have to be a part of it.

Conceptual Framework

The history of banking started in the early 1970s. Then banks began to think about online banking as a way to do some of the things they did in their branches. They had two reasons for this. Firstly, branches were very costly to set up and run because they had a lot of expenses. Secondly, online banking services like cash machines and electronic money transfers helped banks stand out from one another. Banks operate in a competitive field, so they cannot really compete with each other on price. Technology has introduced ways for banks to serve their customers, such as cash machines and online banking. As a result, banks have been at the forefront of adopting technology for the past thirty years. It is very important for banks to change their plans in response to what their customers need and what is happening with technology.

Online banking or e-banking means that anyone with a computer and an internet browser can connect to their bank's website to do their banking. In banking, the bank has a central database that can be accessed on the web. All the services that the bank offers online are listed in a menu. You can choose a service. Then follow the instructions based on what you need to do. The old way of banking in branches is being replaced by ways of banking like using cash machines. When all the branch offices of a bank are connected through phone lines or satellite, there will not be a need for branches anymore. This will allow people to bank at any time and from any place.

The network that connects all the locations and allows them to communicate with the main office is called an intranet. Online banking services like bill payments and money transfers are making it easier for people to do their banking online. The e-banking industry is changing all the time, so banks need to keep up with these changes to serve their customers better. The e-banking system is making it possible for banks to offer services to their customers. The e-banking system is also helping banks to cut down on costs and improve their services. The use of technology in e-banking is making it easier for people to bank online. The e-banking industry is growing fast, and it is changing the way people bank. The e-banking services are available 24 hours a day and 7 days a week. This means that people can do their banking at any time that's convenient for them. The e-banking services are also very safe and secure. The

banks use software to protect their customers' information and prevent fraud.

The e-banking industry is becoming more popular every day. More and more people are using banking to do their banking. The e-banking services are very easy to use. They are available to anyone with a computer and an internet connection. The e-banking industry is the future of banking. It is changing the way people bank.

Related studies:

Ihab Ali El-Qirem in 2013 did a study. He looked at E-Banking as a service. He wanted to see if customers would use it. People think that if E-Banking works well, it will save money and be easy for everyone in the sector. E-Banking is believed to be good for all stakeholders in the sector, and E-Banking will make things easier for them.

Sana Haider Sumra (2011), in his study, explained internet is everywhere now. That has opened up a lot of new possibilities for the retail banking industry. Retail banks are now using the internet to offer their products and services, which is called e-banking. E-banking is really changing the way banks work. The retail banking industry is seeing a lot of changes because of e-banking. E-banking is having an impact on how well banks do their job. Retail banks and e-banking are becoming very important in the retail banking industry.

Young (2001) emphasised that People are really comfortable using banking services from far away. This is clear from how ATMs have spread since they were first introduced thirty years ago. At first, banks used the Internet to show what they could do. They used the Internet to tell people about the products they offered, the ways people could use their services, and the advice they could give. Banks used the Internet to promote their banking services, like the products they offered, the channels people could use to do their banking, and the advice they could give to people who used banking services.

Consumer Bankers Association (2001) in its survey indicates that Internet banking usage did not change much from 1996 to 1998. Than 10% of people used E-Banking services during that time. The market did not see growth in Internet banking usage. E-Banking services were not widely used, with only a small part of the market utilising them.

Ghee (1985) looked at how banks did things during this time. He found out that they were good at figuring out what kind of customers they had and what those customers wanted. They did this by looking at what the customers liked and did not like. The study showed that people who had ATM cards were different from people who did not have ATM cards. These people liked things and thought things like ATMs and the Internet were good because they were easy to use and helped them get things done faster. The Internet is like the ATM that people used before it. It is a way for banks to give people the same old banking things they always had. Banks can use the Internet to do the things they did before, but now they can do it online. The Internet is a way for banks to reach their customers and give them what they need.

2. OBJECTIVE OF THE STUDY

To study the Innovative changes taking place in the field of E-Banking and its impact on consumer convenience.

3. METHODOLOGY

The study is conceptual and would be explored through secondary data and the work already done in the field of study. The informative data have been collected directly through conversation from the responsible persons of the various banks in Indore city. This information has been collected in a systematic manner and conceptually analysed.

4. FINDINGS

Based on all the research work completed, the main findings are as follows: -

1. According to the data published for computer literacy, only 30% of the total population of our country is computer literate. So it can be said that a very small part of the Indian population is comfortable with E-Banking practices.
2. ATM cards enable customers to enjoy buying things without cash and not worry about spending more money than they have in their account.
3. One of the most important advantages of an ATM Card is widely acceptance of cards during travelling abroad or in India, to find an ATM with a VISA logo to withdraw cash.
4. The Card allows customers to get mini-statements from Bank ATMs. To check your account balance. This way, you can avoid visiting our branches.
5. The card allows customers to withdraw cash from linked accounts from any Bank of the country.
6. The ATM cards are excepted For the transactions that people make at Petrol Pumps and Railways, there is a service charge. This service charge is what most people in the industry charge; it is a practice for Petrol Pumps and Railways
7. To complete a simple one-time registration. This is helpful when they are short on time. The customer will not miss out on bill payments due to a lack of time. They will pay bills on time with the help of a one-time standing instruction.
8. This service allows the customer to transfer money from one account to another account of the bank or any other bank, and the customer can send the money to any location in India.
9. With Internet banking, People who have credit cards can pay their credit card bills on the internet. They can also get a loan on their credit cards. This is really helpful for credit card customers. Credit card customers can do all these things with their credit cards.
10. Indian Railways has teamed up with banks. Now people can make a railway pass for local trains online. The railway pass will be delivered at your doorstep. But there is a problem with this. The Indian Railways railway pass can only be used in cities such as Mumbai, Thane, Nashik, Surat and Pune.
11. People who invest can do things easily now. They have a demat account and a bank account for buying and selling

shares in the stock market. When they buy shares, the money will be taken out of their bank account automatically. The shares they buy will be added to their demat account. This makes it simple for investors to trade shares in the stock market using their demat account and bank account.

12. Now no need to rush to the store to add money to your phone when the talk time runs out. Just log in to your banking and top up your prepaid mobile cards.

Recommendations:

People like to use the method of banking even though Internet banking has a lot of good things to offer. They do not want to use banking. However, there are some situations where Internet banking is a better choice because it can help you save money. For example, if you want to stop a payment, you can do it through Internet banking without paying any fees. If you do it at a bank branch, you will have to pay fifty rupees for each cheque and also pay service tax.

Internet banking is also good because you can check your transactions at any time of the day and as many times as you want. On the other hand, with traditional banking, you get a statement from the bank every few months. If you need a statement at some time, it can be expensive. The bank may charge twenty-five rupees per page, and each page only has thirty transactions. If you need to transfer money to someone in another city where your bank does not have a branch, the bank will charge you a fee. With Internet banking, you can do it for free. When you use Internet banking, you have to be careful with your information. You should never tell anyone your PIN or password, not bank employees. You should keep your documents safe. When you get your PIN number or password in the mail, you should change it and remember it so you can throw the mail away.

You should not give out information about your account over email or on the phone. You should change your ATM PIN and your online password regularly. Also, when you are done using Internet banking, you should sign out properly so your transaction is secure. Internet banking is a way to save money, and it is convenient. You can use Internet banking to check your transactions and transfer money. Just remember to be careful with your information and follow some simple rules to make your transactions secure. You should use Internet banking to stop payments and transfer money because it is free and easy. Internet banking is also good for checking your transactions and getting statements. You can do all these things from your home. You do not have to go to the bank. So Internet banking is a choice because it can help you save money, and it is easy to use. You just have to be careful with your information and follow some simple rules. Internet banking is the way to go if you want to make your banking easy and secure.

5. CONCLUSIONS

As per the Internet and Mobile Association of India's report on online banking 2015, "There are many advantages of online banking. It is convenient, it isn't bound by operational timings, there are no geographical barriers, and the services can be

offered at a minuscule cost." Based on overall research work done, it has been concluded that in India, customers are not comfortable with the E-Banking system, and the reason behind that is that most of the people are living below the poverty line and they have no computer at home, so they are not habituated to using the E-Banking system, and on the other hand, the computer literacy is only 30%. So, to make customers more familiar with the E-banking system and also create awareness of E-banking among customers.

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