Review of Literature

The relevant literature relating to the topic is reviewed as under:

**Joseph M. et al (1999)**, the study investigates role of technology on Australian banking sector and 300 customers were surveyed. The findings suggested that except from convenience/accuracy and efficiency e banking services did not match with importance rating specified by customers.

**Nath Ravi & Schrick Paul (2001)**, e-Service Journal, Bankers’ Perspectives on Internet Banking, Vol. 1, no. 1. In every industry, E-commerce is revolutionizing the way business is conducted. New business models are replacing outdated ones and organizations are rethinking business process designs and customer relationship management strategies. Banks are no exception to this transformation. This study examines bankers’ views on providing banking services to customers using the web. The results show that Internet banking is in its nascent stage—only a small number of banks offer web-based banking to customers and the full benefits of Internet banking are still to be realized by many banks.

**Zhou, L( 2004)**, The study analysed impact of service quality in banks on customer satisfaction in china’s retail banking and it was found out that reliability and assurance were the primary drivers of customer satisfaction. It was also found out that there were significant variations in expectations and perceptions in customers.

**Debashis and Mishra (2005)**, The study analysed and measured customer satisfaction in branch services provided by nationalized banks in northern India. 1200 customers were given questionnaires and it was found out that computerization, accuracy in transactions, attitude of staff and availability of staff Influenced customer satisfaction. Least important factor was promotion of the products and various schemes.
Mushtaq M Bhat (2005), This study finds out service quality parameters in bank through SERVQUAL and influence of demographic variables. The study was limited to SBI, PNB, Jammu and Kashmir bank Citi bank and Standard Chartered Grind lay’s bank. Sample size was 800 and study found out that foreign banks are better than Indian banks. SBI was found to be relatively poor on reliability and responsiveness. Banks in Delhi were comparatively better in service quality.

Mohammad et al (2005), The study tries to develop a comprehensive model of banking automated service quality taking into consideration unique attributes of each delivery channel and other dimensions which influence service quality.

P K Gupta (2008), Objective of this study was to find out the behavior of customers with respect to internet banking vis-à-vis conventional banking. The study found out that internet banking was found to be easier and speedier than conventional banking and trust, accuracy and confidentiality were the most important factors here.

Rod et al (2009), The study focused on relationship between service quality, overall internet banking service quality and customer satisfaction in New Zealand. The study found out that online customer service quality and online information systems were significantly and positively related to overall customer internet banking service quality. Overall internet banking service quality and customer satisfaction were positively correlated.
Pooja Malhotra & Balwinder Singh (2009), Eurasian Journal of Business and Economics, The Impact of Internet Banking on Bank Performance and Risk: The Indian Experience, Vol. 2 no. 4. The paper describes the current status of internet banking in India and its implication for the Indian banking industry. The attempt was made to see if there is any association between adoption of Internet banking and the banks’ performance and risk. The internet banking has a negative and significant impact on risk, which shows that, the adoption of Internet banking has not increased the risk profile of banks.

Neha Dixit & Dr. Saroj K Dutta (2010), Journal of Internet Banking and Commerce, Acceptance of E-banking among Adult Customers: An Empirical Investigation in India, Vol. 15 no. 2. Points out that in a country like India there is a need for providing better and customised services to the customers which can be made possible through e-banking. The people have positive perception about online banking, should be treated with the great value.

Nahum Goldmann (2010), Journal of Internet Banking and Commerce, ICEP2010 (International Conference on ecommerce and e-payments, Poland 14-16 September 2010), Vol. 15 no. 3. In this paper statistical analysis, descriptive statistics was used to explain demographic profile of respondents and also factor regression analysis was used to know the trend of internet use and the factors affecting e banking.

Sachin Mittal & Rajnish Jain (2010), This paper is basically a literature review of banking industry and effect of IT based services on customer satisfaction. The study highlights customer satisfaction levels among young customers in banking industry. A survey indicates the gaps between customer’s expectations and perception with respect to IT based banking services. Findings indicated need to improve the IT based services for enhancing customer satisfaction.
Joshua A J & Moli P Koshy (2011), Journal of Internet Banking and Commerce, Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India, Vol. 16 no. 1. This paper examines various usage patterns of technology-enabled banking self services such as ATM services, internet banking services, tele banking services and mobile banking services. Only if the users start using all kinds of services within the ambit of the electronic banking would the adoption of these services would be complete and the users would then derive maximum benefit from these electronic banking channels.

Durgesh Pattanayak (2011), European Journal of Business and Management, Effect of TQM on customer satisfaction in Indian Banking industry, vol. 3, no. 2. This research attempts to close the research gap of relationship between TQM and Customer satisfaction. So the objective is to find out the association between the multidimensionality of TQM and Customer satisfaction in the banking industry in the Indian context. Customer satisfaction is important for Banking industry. And implementation of TQM in Banking industry helps improving customer satisfaction. So using TQM banks can be benefited by satisfying consumers.

Kumbhar, Vijay (2011), It examined the relationship between the demographics and customers’ satisfaction in internet banking,. It also found out relationship between service quality and customers’ satisfaction as well as satisfaction in internet banking service provided by the public sector bank and private sector banks. The study found out that overall satisfaction of employees, businessmen and professionals are higher in internet banking service. Also it was found that there is significant difference in the customers’ perception in internet banking services provided by the public and privates sector banks.
Problem of the Research Study

Banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency. They have, over a long time, been using electronic and telecommunication networks for delivering a wide range of value added products and services. The delivery channels include direct dial – up connections, private networks, public networks etc and the devices include telephone, Personal Computers including the Automated Teller Machines, etc. With the popularity of PCs, easy access to Internet and World Wide Web (WWW), Internet is increasingly used by banks as a channel for receiving instructions and delivering their products and services to their customers. This form of banking is generally referred to as Internet Banking, although the range of products and services offered by different banks vary widely both in their content and sophistication.

From the perspective of banking products and services being offered through Internet, Internet banking is nothing more than traditional banking services delivered through an electronic communication backbone, viz, Internet. But, in the process it has thrown open issues which have ramifications beyond what a new delivery channel would normally envisage and, hence, has compelled regulators world over to take note of this emerging channel. Therefore the topic for the study is — The impact of e-Banking on customers with special reference to Pune city.