

An Empirical Research on Various Innovative Banking Practices Adoption by Kotak Mahindra Bank Towards E-Banking

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ABSTRACT

Banking is the lifeline of an economy. The present and future of any economy depends upon the success and development of banking. Indian banking industry, today, is in the midst of an IT (Information Technology) revolution. The competition among the banks has led to the increasing total banking automation in the Indian banking industry.

E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. In other words, it is a process of banking services and products through electronic channels such as telephone, internet, cell phone etc. The concept and scope of E-banking is still evolving. E-banking facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services. While E-banking has improved efficiency and convenience, it has also posed several challenges to the regulators and supervisors. The present paper has focused on the need and benefits of E-banking. It has also revealed the current status of financial innovations in Indian Banking sector with respect to Kotak Mahindra bank. It also highlighted the challenges faced in E-banking and the opportunities available with the Kotak Mahindra bank in E-banking.

Keyword: E-banking, Financial innovation, Banking services

1.0 INTRODUCTION:

Banking is the lifeline of an economy. The present and future of any economy depends upon the success and development of banking. Indian banking industry, today, is in the midst of an IT (Information Technology) revolution. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. Finland was the first country in the world to have taken a lead in E-banking. In India, it was ICICI bank which initiated E-banking as early as 1997.”

Online Banking or Internet Banking or E-banking allows customers of financial transactions on a secured website operated by the institution, which can be a retail bank, virtual bank, credit union or building society. To access a financial institutions online banking facility, a customer having personal internet access must register with the institution for the service, and set up some password for customer verification. To access online banking, the customer would go to the financial institution’s website, and enter the online banking facility using the customer number and password. The popular services covered under E-banking include ATM’s, Credit cards, Debit cards, Smart cards, Electronic Fund Transfer (EFT) System, Cheques Truncation Payment System, Mobile Banking, Internet Banking and Telephone Banking.

E-Banking is a generic term encompassing internet banking, telephone banking, mobile banking etc. In other words, it is a process of banking services and products through electronic channels such as telephone, internet, cell phone etc. The concept and scope of E-banking is still evolving. E-banking facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services. While E-banking has improved efficiency and convenience, it has also posed several challenges to the regulators and supervisors.

1.1 INNOVATIVE E- BANKING SERVICES:

Pc Banking

It is also known as web Banking or PC Banking or e-Banking. The easy accessibility to internet facility and availability of computer lead the banks to provide their products and services through new innovative delivery medium that is Pc as well as internet banking. Today, all the private and public banks are providing e- banking services to their clients.

Phone Banking

It is also known as Tele-Banking or mobile Banking. India has experienced increase in the number of mobile phone users. The rate of penetration of mobile and landlines has risen significantly and this leads to encourage bank to grab his opportunity and thus offered mobile banking services. Through this service customers can avail information regarding the bank account by sending a SMS.

Television Banking

Digital television is the transmission of television signals using digital rather than conventional methods. Television required the Interactivity, superior audio quality, image resolution and consistency of reception over varying distances. Banks offer their banking transaction in this new environment.

Internet banking would free both bankers and customers of the need for proprietary software to carry on with their online banking transactions. Customer behaviour is changing rapidly. Now the financial services are characterized by individuality. These facts represent huge challenges for the financial services providers. So the internet is now considered to be a 'strategic weapon' for them to satisfy the ever-changing customer's demand and innovative business needs. Adequate legal framework and maximum security are the two essential factors for Internet banking. The comprehensive security infrastructure includes layers of security from the network to the browser.

Other forms:

1. Any branch banking/Anywhere banking
2. SMS banking.
3. Electronic fund transfer system.
4. Card-Debit/ATM card and credit card
5. Mobile banking
6. Online Banking

1.2 Innovative E- Banking services offered by Kotak Mahindra Bank

Mobile Banking

The My Kotak screen which is the landing page / Home Page of the Mobile Banking app now has a new design. This is a fresh look to improve experience and for easy discovery of features in the app. This new page is currently available only on Android Phone.

Net Banking

Now with Net Banking you can enjoy a convenient way to bank from the comfort of your home or office. Explore a one-stop solution for all your banking needs 24x7 with Kotak Net Banking services.

chat with keya:

Kotak Mahindra Bank's Introduce chat with keya very own virtual assistant! Keya is smart, is quick and available to answer your banking queries round the clock. Keya already has the ability to field questions on these topics:

- Credit card
- Debit card
- Savings and Current Accounts
- 811 Account
- Fixed Deposit
- Fund Transfer

Kotak Mahindra Bank is always looking for ways to make your banking simpler and more convenient. Bank have introduced WhatsApp Banking to help you receive updates or avail services via the WhatsApp messaging platform.

Now customer can bank with Kotak using Twitter. Your account balance, mobile & DTH recharge, order book, transaction history, Cheque book request and many more activities are now just a tweet away. You have to do is link your twitter handle to your bank account and get instant updates simply by tweeting to @Kotak Bank Ltd. Checkout the hash tag list to know what to tweet.

Mail Money

Only send money by knowing the email I'd and mobile number. Mail money by just knowing the email I'd and mobile number of beneficiary. Schedule transfers for the next 7 days. Option to cancel the payment till the transfer is not done. Regenerate One Time Passwords (OTPs) if sender or beneficiary forget or misplace them.

ATM machine

Experience the convenience of banking without stepping into a branch with our widespread network of ATMs. Use our ATM or Branch Locator to find the nearest ATM though Kotak ATM or Branch Locator.

Use of ATM

- Cash withdrawal
- Account and Term Deposit Balance enquiry
- 24- hour access to fund transfer between your own Kotak accounts
- ATM pin change facility

Cash deposit machine

Cash Deposit Machine is self-service terminal that enables you to deposit cash without any manual intervention of the branch officer. Deposit your cash through the simple and fast CDM installed in the branch and get instant credit in your CASA account. You get immediate receipt, No need to fill cash deposit slips, No need to stand in long queues at the cash counter table, To use the CDM, you simply need to have Kotak Mahindra Bank Debit Card or know the Kotak Mahindra Bank's account number in which you wish to deposit the money.

Cheque Deposit machine

A cheque deposit kisko is a self-services terminal that allows the customer to deposit a cheque without any manual assistance or supervision. No need to stands in queues. And no need to fill deposit slips.

2.0 LITERATURE REVIEW:

Nitsure, R.R. (2003) studied the Internet banking has the potential to transform the banking business as it significantly lowers transaction and delivery costs. This paper discusses some of the problems developing countries. Which have a low penetration of information and telecommunication technology. Face in realizing the advantages of internet banking initiatives. Major concerns such as the 'digital divide' between the rich and poor, the different operational environments for public and private sector banks, problems of security and authentication, management and regulation, and inadequate financing of small and medium enterprises are highlighted.

Bauer, Malike and Falik, (2006) studied the significant impact on a customer's quality perception in the internet providing banks which serves a promising start for best establishment of an effective quality management. The empirical model study validated a measurement model for web quality model based on security, trust, basic service quality, value, responsiveness, buying service quality to achieve the Best customer satisfaction.

Rajesh Kumar Srivastava (2007) studied the Internet banking is still at infancy stage in the world. The research is focused on what are the customer's perceptions about internet banking and what are the drivers that drive consumers. How consumers have accepted internet banking and how to improve the usage rate were the focus of research area in this study. The study revealed that education, Occupation, gender, income , Residential area this all demographic factors plays an important role in usage of internet banking.. Inhibitory factors like trust, safety, security, time consume, environmental , culture, religion, security, and price can have minimal effect on consumer mindset towards internet banking.

Hernan E. Riquelme& Khalid A. Mekkaoui (2009) studied (a) identify which customer services and online attributes predict overall satisfaction. (b) to determine if satisfied customer use more online banking features than less satisfied customers (c) to identify characteristics of less satisfied customers. The sample was drawn from one of the main banks in Kuwait, the middle East. And the findings suggest that the majority of the customers in the sample are satisfied or very satisfied with the service and online systems attributes.

Uppal, R.K. & Chawla, R. (2009) studied the respondents were equally divided among three bank groups namely, public sector, private sector and foreign banks. The present study investigates the perceptions of the bank customers regarding necessity of e-banking services, quality of e-banking services, bank frauds. Future of internet banking, preference of bank customers regarding banks. Comparative study of banking services in various bank groups. Preferences regarding use of e-channels and problems faced by internet bank customers. The major finding of this study is that customers of all bank groups are interested in internet banking services, but at the same time are facing problems like. inadequate knowledge, poor network, lack of infrastructure unsuitable location, misuse of ATM cards and difficulty to open an account, Online shopping facilities. Proper working and installation of ATM machines, etc. To enhance e-banking services. Majority of professionals and business class customers as well as highly educated and less educated customers also feel that e-banking has improved the quality of customer services in banks.

Malhotra, Pouja & Singh, B. (2010) studied the factors affecting the extent of Internet banking services. The results show that the private and foreign Internet banks have performed well in offering a wider range and more advanced services of Internet banking in comparison with public sector banks. Among the determinants affecting the extent of Internet banking services, size of the bank, experience of the bank in offering Internet banking, financing pattern and ownership of the bank are found to be significant. The purpose of the study is to help fill significant gaps in knowledge about the Internet banking in India. The findings are expected the great use to the government, regulators, commercial banks, and other financial institutions, An understanding of the factors affecting the extent of Internet banking, services is essential both for economists studying the determinants of growth and producers of such technologies. Moreover, this paper contributes to the empirical literature on diffusion of financial innovations. particularly Internet banking, in a developing country it is India.

Bindiya Tater, Manish Tanwar, and Krishna Murari (2011) studied the perception of Indian customers towards the use of technologies with respect to such factors as convenience, privacy, security; ease of use, real time accessibility and accurate record of varied transaction that enable customer adoption of Banking Technology. Other factors such as slow transfer speed, technical failure, frauds and unawareness among customers that make hindrance in adoption, are also tested. The results show that demographic variables such as gender, age, qualification and income play a positive role in adoption of banking technology. There is no significant difference between adoption rates of banking technologies by the customers of different private banks. The paper also shows that banking

technology helps in increasing customer satisfaction, customer loyalty, improvised growth, and performance of the banks.

PoojaMalhar (2012) the study found out that the demographic factors affecting adoption of electronic banking in general and Internet banking in particular in India. The survey was conducted. The results of this study indicate that Gender, age, marital status, education, income, Family background Residential Area Income and occupational status as well as educational qualification are the most influential demographic variables affecting Internet banking usage. Using a mailed questionnaire with a response rate of 40 per cent and 28.8 percentage of the Indian consumers who responded to this survey were already using Internet banking services. well as non-users.

ShilpiKhandelwal (2013) studied the change in the economic and banking environment all over the world. With the economic and financial sector reforms introduced in the country since early 1990s, the operating environment for in India has also undergone a rapid change. Now a days increase the more and more people are switching to electronic platforms for executing financial transactions. For the internet banking adoption of technology has emerged as a strategic resource for achieve in higher efficiency, control of operations. Productivity and profitability. For customers. it is the realization of their anywhere, anytime, anyway banking dream. And internet banking provides them up to date information, allowing for timely fund management decisions. Internet banking allows customer easier access to the internet banking had a low transaction cost and a high speed of services when compare to other services.

3.0 RESEARCH OBJECTIVES:

1. To find out Customer Perception towards innovative E-Banking services at Kotak MahindraBank.
2. To find out an association between various demographic factors with E-Banking at Kotak Mahindra Bank.
3. To study an impact of various demographic factor on E-Banking at Kotak Mahindra Bank.
4. To find out various challenges of e-banking.

4.0 METHODS AND MATERIALS:

An exploratory and conclusive descriptive research was used, i.e. data analyzed by using quantitative and tests the specific hypothesis. Single cross sectional research design means one sample of respondents selected from the target population and information was obtain from this sample once upon a time. Data collection survey method with a structured questionnaire using likert scale given to the sample of population and planned to obtain precise information from the 142 respondents. Data collected from a Customer of Kotak Mahindra Bank at Ahmedabad area, non-probability with convenience sampling method was used.

5.0 DATA ANALYSIS & ITS INTERPRETATION:

Sr. No	Demographic profile of Respondents	Attributes	Frequency	Percentage
1.	Age	0-25	63	44.4
		26-50	72	50.7
		Above 51	7	4.9
2.	Gender	Male	77	54.2
		Female	65	45.8
3.	Marital Status	Married	68	47.9
		Unmarried	65	45.8
		Widowed	7	4.9
		Divorced	2	1.4
4	Monthly Income	0-50,000	78	54.9
		50,001-1,00,000	23	16.2
		1,00,001-1,50,000	10	7.0
		More than 1,50,001	31	21.8
5	Occupational Status	Student	40	28.2

		Business	49	34.5
		Job	38	26.8
		Other	15	10.6
6	Education Qualification	Under Graduate	18	12.7
		Graduate	66	46.5
		P.G.	30	21.1
		Professional	28	19.7
7	Residential Area	Urban	94	66.2
		Rural	36	25.4
		Semi-Urban	12	8.5
8	Family members using E-banking	Below 2	55	38.7
		2-4	44	31.0
		Above 4	43	30.3

Sr. No	Profile Of Respondent	Attributes	Frequency	Percentage
1	Often Use of E-Banking	Daily	41	28.9
		Weekly	54	38.0
		Monthly	34	23.9
		Yearly	4	2.8
		Never	9	6.3

2	The Main Reason Use of E-Banking	Better Information	23	16.2
		Simplification Process	50	35.2
		24Hours Services	57	40.1
		Other	12	8.5
3	Access to the E-Banking Service From	My House	68	47.9
		My Working Place	46	32.4
		An Internet cafe	7	4.9
		Another Place	21	14.8
4	Service Type Mostly You Use	Balance& Transfer	57	40.1
		Online fund transfer	33	23.2
		Open FD	5	3.5
		LOCK/ ATM/ Activate	11	7.7

		DebitCard		
		c.Requesta Cheque Book	3	2.1
		Payment	33	23.2

5.1 Reliability Statistics:

Cronbach's Alpha	N of Items
.962	17

From the above Table 4.0 Test of Reliability statistics. My research show that Reliability Statistics Cronbach's Alpha the value is 0.962 which is more than 0.7 so, research data are reliable.

To attain a first objective of the research is to find out Customer Perception towards innovative E-Banking services at Kotak Mahindra Bank.

Descriptive Statistics		
	N	Mean
Internet Banking give enough information about the internet banking transaction.	142	4.3592
Use of Internet banking saves time	142	4.3169
Use of Internet Banking is good.	142	4.3099
Internet Banking transaction procedures are simple and straight forward.	142	4.2254
Internet Banking is compatible with my lifestyle.	142	4.2042
My interaction with internet banking is clear and understandable.	142	4.1901
Use of Internet Banking has more advantage.	142	4.1761
Interaction with Internet Banking doesn't Require lot of mental efforts for me.	142	4.1408
Bank Provides Sufficient Information When Customer Needs In Any Case of Problem	142	4.1338
I feel my transaction with the banks are safe.	142	4.1056
I able to get in the site quickly.	142	4.0775
Internet Banking service is less costly than other banking services (Branch ,ATM etc.)	142	4.0704
I find the use of internet banking is exciting.	142	4.0634
UsingInternetBankingfitswellwiththe Way I like to manage myfinances.	142	4.0634
I feel my transactions with the banks are safe.	142	4.0493
Physical facilities are more important for me while using internet banking.	142	3.9437
It will not misuse my information.	142	3.8944
Valid N (list wise)	142	

INTERPRETATION:

From the Above Frequency Distribution of Some variables of E-Banking. It shows that the Kotak Mahindra Bank more focus on this variables that is Internet Banking give enough information about the internet banking transaction, Internet Banking transaction procedures are simple and straight forward, Use of Internet Banking has more advantage, Use of Internet

Banking is good, Use of Internet banking saves time, I find the use of internet banking is exciting, I feel my transaction with the banks are safe, I find it easy to do what I want in Internet Banking, Using Internet Banking fits well with the Way I like to manage my finances, My interaction with internet banking is clear and understandable, Internet Banking is compatible with my lifestyle, I able to get in the site quickly, Internet Banking service is less costly than other banking services (Branch ,ATM etc.), The bank provides sufficient information when customer needs it in case of any problem, Interaction with Internet Banking doesn't Require lot of mental efforts for me.

5.2 Chie-Square Test

To find out an association between various demographic factors with E-Banking at Kotak Mahindra Bank.

Sr. No.	HYPOTHESIS	(P) VALUE	RESULT
H01	There is no significant association between Service Type Mostly Use and Occupational Status.	0.000	Reject
H02	There is no significant association between Often Use Of Internet Banking and Residential Area.	0.001	Reject
H03	There is no significant association between Often Use of Internet Banking and Age.	0.004	Reject
H04	There is no significant association between The Main Reason Use of Internet Banking And How Many Family Members Using Internet Banking	0.014	Reject

INTERPRETATION:

Chi-Square Tests of Service Type Mostly Use and Occupational Status the significance value (P) is 0.000, Often Use of Internet Banking and Residential Area the significance value (P) is 0.001, Often Use of Internet Banking and Age the significance value (P) is 0.004, the main reason use of Internet Banking and family members using Internet Banking the significance

value is(P) 0.01 which is less than 0.05 So that Null Hypothesis (H₀) rejected and Alternative Hypothesis (H₁) accepted.

5.3 ONE WAY ANOVA:

To study an impact of various demographic factor on E-Banking at Kotak Mahindra Bank.

Sr. No.	HYPOTHESIS	(P) VALUE	RESULT
H01	There is no significant Impact between Internet Bank is Good and Monthly Income	0.002	Reject
H02	There is no significant Impact between Internet Banking Saves Time and Age.	0.006	Reject
H03	There is no significant Impact between Internet Banking Fits Well With the Way I Like to Manage My Finances and Age	0.040	Reject
H04	There is no significant Impact between Easy To do What I want in Internet Banking and Age.	0.049	Reject
H05	There is no significant Impact between Internet Banking will not Misuse of My Information and Educational Qualification.	0.043	Reject

INTERPRETATION:

ANOVA Test of Internet is Good and Monthly Income the significance value (P) is 0.002. Internet Banking Saves Time And Age the significance value (P) is 0.006. Internet Banking Fits Well With the Way I Like to Manage My Finances and Age the significance value (P) is 0.040. Easy To do What I want in Internet Banking and Age the significance value (P) is 0.049, Internet Banking will not Misuse of My Information and Educational Qualification the significance value (P) is 0.043 which is less than 0.05, So that the Alternative Hypothesis (H₁) is accepted and reject the Null Hypothesis(H₀).

6.0 Challenges in E-banking:

- Technological related problem like access to the Internet is a major problem in the developing world, and presents an obstacle to the growth of e-banking.
- Poor design of website has been estimated to result in the loss of up to 50 percent of potential repeat visits (Cunliffe, 2000). Poor design may include use of inappropriate colours, contrast, font or navigation functions. Lack of proper functionality, excessive use of graphics or other similar factors can also deter customers from coming back to that website.
- The Internet is also a major source of consumer intelligence (personal information, buying patterns and behaviour) which raises a number of privacy, security and data protection issues which regulators must address effectively.
- Effective e-banking requires that management has up -to- date and timely information in an understandable format. Any improvements in this area can lead to significant benefits in operations and the marketing of e-services.
- E-banking increases security risks, potentially exposing traditionally isolated systems to the open and risky world of Internet.
- Lack of consumer trust is a major hurdle in the growth of e-banking.
- Failing to successfully adopt e-business initiatives originate from a combination of unclear business vision for e- business and lack of technological expertise

7.0 Research Findings:

1. Reliability Statistics Cronbach's Alpha the value is 0.962 which is more than 0.7 so that we accept my data are reliable.
2. Research found that aware about the Internet Banking that is 97.9% and the only 2.1% is not aware About the Internet Banking.
3. Research found that the 95.01% of respondents are using Internet Banking and only the 4.9% of respondents are not using Internet Banking.
4. Research found that the respondents are using Internet Banking on a daily basis that is 28.9% respondents. And other respondents are using Internet Banking on a weekly basis that is 38.0%, some respondents are using Internet Banking that is 2.8% on a yearly Basis. 6.3% respondents are never use of Internet Banking.

5. Research found that the highest 40.1% of respondent's main reason behind the use of Internet banking that is 24 hours services. The 35.2% respondent's main reason behind the use of Internet Banking is simplification of processes and 16.2% respondents reason is better information. Some respondent's main reason behind Internet Banking that is only 8.5% is other reason.
6. Research found that the 47% respondents are access to the Internet Banking service from their house. 32.4% of respondents are access to the Internet Banking service from their work place. 14.8% respondents are access to the Internet Service from another place and 4.9% respondents are access to the Internet banking at an Internet Cafe.
7. Research found that the percentages of respondents are mostly using the balance and transaction type of services. 23.2% of respondents are using online fund transfer services. Also 23.2% of respondents are using Payment services. 7.7% respondents are using Lock/ATM/Activate Debit Card. 3.5% of respondents are using Open FD type of services. 2.1% of respondents are using request a Cheque Book.
8. Research found that there are 91.5% of respondents are satisfied with this Internet banking and 8.5% of people are not satisfied with the Internet banking.
9. Research found that the majority of the respondents are male that is 54.23% So that the other respondents are female and that is 45.77%.
10. Research found that, the highest percentage of respondents are married that is 47.9% , 45.8% of respondents are unmarried, 4.9% of respondents are widowed and 1.4% respondents are divorcee.
11. Research found that, the respondent's Education Qualification is 46.5% that is graduate, 21.1% of respondent's Educational Qualification is post-Graduation, 19.72% of respondents are Professional and the other 12.68% of respondents are under Graduate.
12. Research found that the respondent's Occupational Status is 34.5% having their own business, 28.2% of Respondents are Students , 26.8% of respondents are doing a job and the 10.6% respondents are housewife etc.
13. Research found that, the highest percentage of respondents are living in a Urban Area that is 66.2%, 25.4% of respondents are living in a Rural Area and the 8.5% of respondents are living in Semi-Urban Area.
14. Research found that the respondent's family members using Internet Banking are 30.3%, above 4 members. Respondent's family members are using Internet Banking is 31.0% are 2 to 4 members. And other Respondent's family members using Internet Banking are 38.7% is below 2 members.

16. Research found that variables that is Internet Banking give enough information about the internet banking transaction, Internet Banking transaction procedures are simple and straight forward, Use of Internet Banking has more advantage, Use of Internet Banking is good, Use of Internet banking saves time, I find the use of internet banking is exciting, I feel my transaction with the banks are safe, I find it easy to do what I want in Internet Banking, Using Internet Banking fits well with the Way I like to manage my finances, My interaction with internet banking is clear and understandable, Internet Banking is compatible with my lifestyle having mean values of more than 4.0.

17. Research found that the Chi-Square Tests of Service Type Mostly Use and Occupational Status the significance value (P) is 0.000, Often Use of Internet Banking and Residential Area the significance value (P) is 0.001, Often Use of Internet Banking and Age the significance value (P) is 0.004, the main reason use of Internet Banking and family members using Internet Banking the significance value is(P) 0.01 which all are less than 0.05 So that we accept Alternative Hypothesis and reject Null Hypothesis. So, we concluded that there is an association between Service Type Mostly Use and Occupational Status of customer, There is an association between Often Use Of Internet Banking and Residential Area, There is an association between Often Use of Internet Banking and Age, there is an association between The Main Reason Use of Internet Banking And How Many Family Members Using Internet Banking.

18. Research found that the ANOVA Test of Easy to do What I want in Internet Banking and Age the significance value (P) is 0.049. Internet is Good and Monthly Income the significance value (P) is 0.002. Internet Banking Saves Time And Age the significance value (P) is 0.006. Internet Banking Fits Well With the Way I Like to Manage My Finances and Age the significance value (P) is 0.040. Internet Banking will not Misuse of My Information and Educational Qualification the significance value (P) is 0.043 which is less than 0.05, So that we accept Alternative Hypothesis and we reject the Null Hypothesis. So that, there is Impact between Easy To do What I want in Internet Banking and Age, Impact between Internet Bank is Good and Monthly Income, Impact between Internet Banking Saves Time and Age, Impact between Internet Banking Fits Well With the Way I Like to Manage My Finances and Age, Impact between Internet Banking will not Misuse of My Information and Educational Qualification.

8.0 MANAGERIAL IMPLICATION OF RESEARCH:

1. Kotak Mahindra Bank should give focus on Gender than I found that maximum using the internet banking it is male that is 54.2% and female that is 45.8%.
2. Kotak Mahindra Bank should give Focus on criteria of Age is between 26 to 50 are using more Internet Banking also the age of above 51 and 0 to 25 age criterion customer are use but the highest use Internet Banking Customer which is around 26 to 50 age of Customer using.
3. Kotak Mahindra Bank should give focus on Educational Qualification of respondent's is 46.5% that is Graduate. And Improve the P.G level.
4. Kotak Mahindra Bank should give highest percentage of respondent's Occupational Status is 34.5% (n – 49) that is Business , 28.2% (n – 40) of Respondents are Students , 26.8% (n - 38) of respondents are doing a job and the 10.6% (n- 15) respondents are in other that is housewife etc. So that, Focus on Business, Job and Students of occupation.
5. Kotak Mahindra Bank should give focus on respondents who are using Internet banking that is 95.01% .
6. Kotak Mahindra Bank should also give focus on education qualification of customer to minimize the misuse of the Information.

Research found that the Kotak Mahindra Bank more focus on this variables that is Internet Banking give enough information about the internet banking transaction, Internet Banking transaction procedures are simple and straight forward, Use of Internet Banking has more advantage, Use of Internet Banking is good, Use of Internet banking saves time, I find the use of internet banking is exciting, I feel my transaction with the banks are safe, I find it easy to do what I want in Internet Banking, Using Internet Banking fits well with the Way I like to manage my finances, My interaction with internet banking is clear and understandable, Internet Banking is compatible with my lifestyle.

9.0 Limitation

The study' Sample size was limited that is 142.The Area size was also limited that is Ahmedabad city. The people having a problem in find out the web-site and having a problem in first time open app and web-site. Security and privacy aspects are major issues in case of Internet Banking Transaction.

10.0 Conclusion:

Kotak Mahindra Bank is the leading bank in the country, its provides a variety of the products and services to different segment of the customers. The bank performing well on

giving to the customers Individual customers and employees always is being willing to help the customers.

Kotak Bank always ready to serve for any kind of services to their customer and improve the Internet Banking services which available for 24 hours to customers and give quick services.

The privilege given to the preferred customer and royal customer like home service is liked and appreciated by the customers.

Kotak Mahindra Bank have to focus on this variables Use of Internet banking saves time Bank Provides Sufficient Information When Customer Needs In Any Case of Problem, my transaction with the banks are safe and improve this variables that is Physical facilities are more important for me while using Internet banking, not misuse the information.

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