

Challenges Faced by College Students in availing Banking Services

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Abstract

In the present era, banking services have made a great improvement as the rapid changes are taking place globally. These banking services include internet banking, mobile banking, e-wallets etc. as the banking services are advanced, there are many challenges faced by the customers. Thus, the paper concentrates on the challenges faced by the college students in availing them.

Keywords: Internet Banking, Mobile Banking, E- wallet

Introduction

In the modern era of digitalization, rapid technological changes are taking place in the banking sector as well. It includes introduction of virtual banks, internet banking, mobile banking, e-wallets etc. but still various challenges are faced by college students in accessing the banking services. Some college students feel satisfied with the traditional banking while some do not have time, access to internet or are guided by conventional belief that security issues might arise in the internet banking, it charges hidden cost or there is lack of operational knowledge or internet.

Review of Literature

- Evbayiro-Osagie E, Isibor F, Ihemefor G (2017) The study examined undergraduate students' perception of the quality of services offered by banks on the University of Benin campus. The study further revealed that the three most important factors that students consider in selecting a bank are proximity/accessibility, efficient customer service and zero account policy/minimum charges. It has been recommended that banks should empower and adequately train their employees to handle customers' complaints. Also, banks should be situated as close as possible to students' colleges or residence given the importance of proximity to students in bank selection.
- Nagamani M. Nandhine N (2015) This study was based on educated women of Coimbatore district to test the knowledge of banking services on the basis of primary data collected from 200 women and found that young women were capable to handle the technology and most of them had knowledge about ATM cards than any of the other services offered by the banks.

- Amsaveni T, Kanagathinam M (2017) Consumer awareness is of paramount importance for the success of any service. In this study awareness of banking services of Coimbatore district from 485 customers have been analysed. The study focussed on awareness of variety of banking services like ATM, ECS, RTGS, NEFT.
- Chaudhari A, Patil M, Sonwane M (2014) This study analysed the awareness of banking services in the college students from the age group 18- 25 years of age because due to globalisation the scope of banking has changed the investment activities of banks has changed. This study is based on the students in the rural areas of Jalgaon.
- Neha Dixit K Saroj (2010) Internet Bank is based on self service concept more and more users of internet banking are increasing day by day but this study found that users fear providing sensitive information to the websites. This paper analyses the various factors responsible for accepting the e- banking services and also analyses the issues like security and privacy. Primary data has been collected from 200 respondents. The findings of this paper depicts factors like privacy, familiarity, security, level of awareness motivate people to accept these e- banking services. Also the customers are willing to accept the services if the concerned bank provides the necessary guidance to the customers regarding the same.
- Nyangosi R, Arora J Singh S (2009) E banking can provide fastest delivery of the services to the customers. The study tends to collect the information about the importance of banking services and their adoption in India and Kenya. The results found the difference in attitude and awareness rate in India and Kenya. In both the countries the customer had a positive attitude and importance for this industry in both the countries.
- Wai- ching Poon (2008) This paper finds out the ten different factors responsible for adoption of the E banking services. These were accessibility, ease of use, features available, bank reputation, privacy, charges etc. The findings of this study were that privacy and security were identified as the major cause of dissatisfaction whereas ease of use, accessibility, were the source of contentment.

Research Gap

Most of the research studies have been conducted on descriptive analysis of different respondents like women and customers of banks of different age groups but a very few studies have been done on the challenges of banking services faced by college students specially girls. Primarily studies have been done at National or International level and no specific study has been carried out in Jaipur, Rajasthan. Therefore, further research study can be conducted to find out the challenges faced by the college students in availing the banking services.

Objectives

- To find out challenges faced by college students in availing banking services.
- To find out the factors affecting the use of banking services among college students.

Research Design: In this study, primary data has been used which is collected from 100 respondents. Multistage random sampling is used to collect data. The scope of the present study is limited to the four Girl’s colleges of Jaipur.

Hypothesis:

H0: There is no significant difference in challenges faced by college students in availing banking services.

H1: There is a significant difference in challenges faced by college students in availing banking services.

Table 1: Data Analysis & Interpretation

		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	8	8.0	8.0
	Agree	30	30.0	38.0
	Neutral	9	9.0	47.0
	Disagree	35	35.0	82.0
	Strongly disagree	18	18.0	100.0
Total		100	100.0	

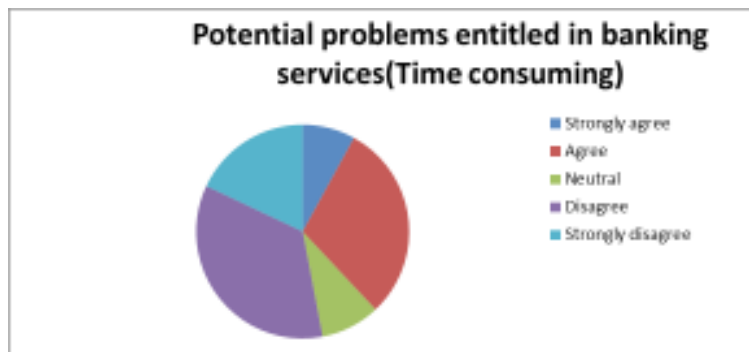


Chart 1: Data Analysis & Interpretation

Interpretation – As it is examined that time consuming is a potential problem entitiled in banking services by college students: 8% students strongly agree, 30% students agree, 9% students have neutral response, 35% students disagree and 18% students strongly disagree. However, most of the students disagree (53%) that time consuming factor is a potential problem entitiled in banking services.

Table 2: Security Issue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	26.0	26.0	26.0
	Agree	26	26.0	26.0	52.0
	Neutral	13	13.0	13.0	65.0
	Disagree	29	29.0	29.0	94.0
	Strongly disagree	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

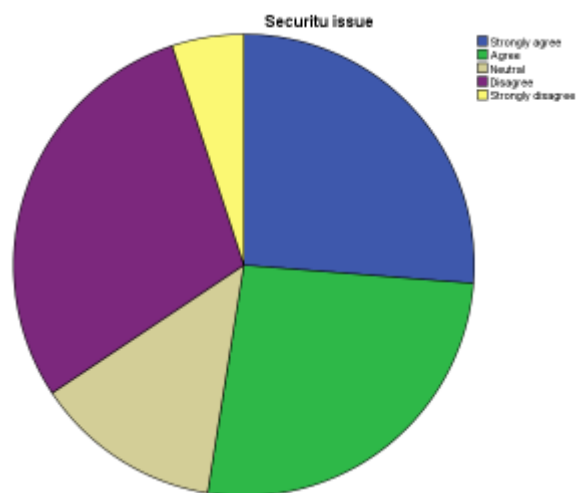


Chart 2: Security Issue

Interpretation – As analyzed from above that security issue is a potential problem entitles in banking services: 26% students strongly agree, 26% students agree, 13% students have neutral response, 29% students disagree, 6% students strongly disagree. Thus, most of the students agree (52%) that security issue is a potential problem entitles in banking services.

Table 3: ATM out of Order

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	24	24.0	24.0	24.0
	Agree	37	37.0	37.0	61.0
	Neutral	25	25.0	25.0	86.0
	Disagree	10	10.0	10.0	96.0
	Strongly disagree	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

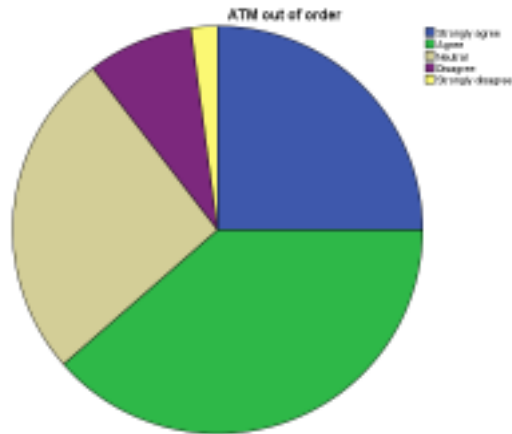


Chart 3: ATM out of Order

Interpretation – As observed ATM out of order is a potential problem entitles in banking services: 24% students strongly agree, 37% students agree, 25% students have neutral response, 10% students disagree and 4% students disagree. Hence, most of the students agree (61%) that it is a potential problem entitles in banking services.

Amount debited but not withdrawn:

Table 4: Amount debited but not withdrawn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	35	35.0	35.0	35.0
	Agree	37	37.0	37.0	72.0
	Neutral	22	22.0	22.0	94.0
	Disagree	4	4.0	4.0	98.0
	Strongly disagree	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

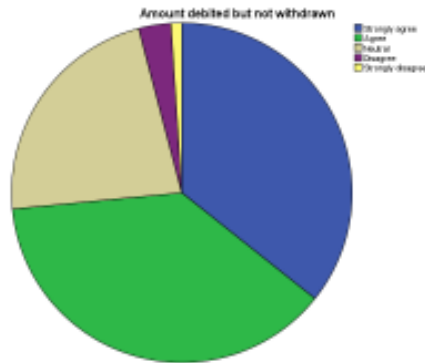


Chart 4: Amount debited but not withdrawn

Interpretation – AS examined the amount debited but not withdrawn is a potential problem entitles in banking services: 35% students strongly agree, 37% students agree, 22% students have neutral response, 4% students disagree and 2% students strongly disagree. Therefore, most of the students agree (72%) that it is a potential problem entitles in banking services.

Table 5: Internet Connectivity Issue

		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	29	29.0	29.0
	Agree	46	46.0	75.0
	Neutral	16	16.0	91.0
	Disagree	6	6.0	97.0
	Strongly disagree	3	3.0	100.0
Total		100	100.0	

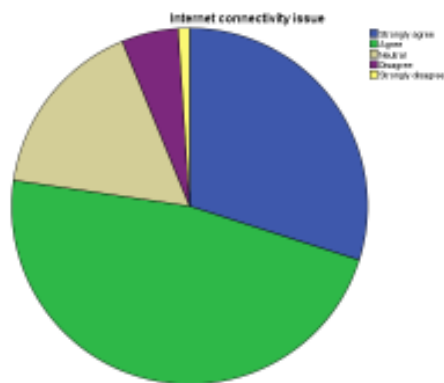


Chart 5: Internet Connectivity Issue

Interpretation – As observed the internet connectivity issue is a potential problem entitles in banking services: 29% students strongly agree, 46% students agree, 16% students have neutral response, 6% students disagree and 3% students strongly disagree. However, most of the students agree (75%) that internet connectivity issue is a potential problem entitles in banking services.

Table 6: Password related issue

		Frequency	Percent	Cumulative Percent
Valid	Strongly agree	26	26.0	27.0
	Agree	45	45.0	73.0
	Neutral	20	20.0	93.0
	Disagree	5	5.0	97.0
	Strongly disagree	3	3.0	100.0
	Total	100	100.0	

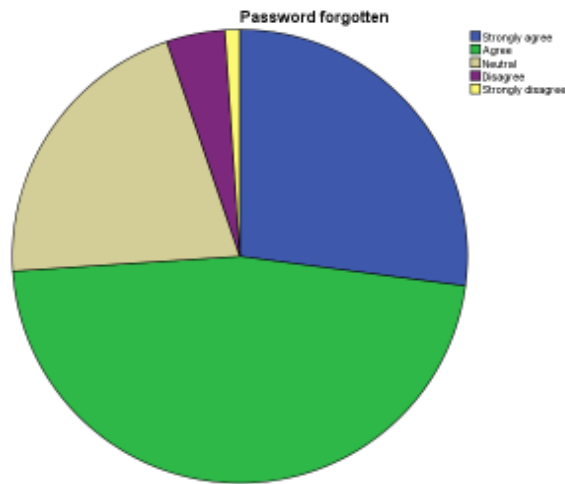


Chart 6: Password related issue

Interpretation – As analyzed from above data that the password forgotten is a potential problem entitles in banking services: 26% students strongly agree, 45% students agree, 20% students have neutral response, 5% students disagree and 3% students strongly disagree. Thus, most of the students agree (71%) that the password forgotten is a potential problem entitles in banking services.

Table 7: Card Misplaced issue

	Frequency	Percent	Cumulative Percent
Strongly agree	22	22.0	22.0
Agree	53	53.0	75.0
Neutral	17	17.0	92.0
Disagree	5	5.0	97.0
Strongly disagree	3	3.0	100.0
Total	100	100.0	

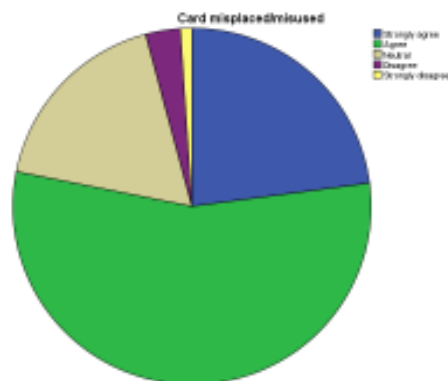


Chart 7: Card misplaced

Interpretation - As observed card misplaced is a potential problem entitles in banking services: 22% students strongly agree, 53% students agree, 17% students have neutral response, 5% students disagree and 3% students strongly disagree. However, most of the students agree (75%) that this factor is a potential problem entitles in banking services.

Objective: To explore the various factors affecting banking awareness in college students

Table 8: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.733
Bartlett's Test of Sphericity	Approx. Chi-Square	167.448
	Df	15
	Sig.	.000

Interpretation: KMO and Bartlett's test for sample adequacy is .733 is which is moderately high, hence sample is adequate to perform factor analysis. Moreover, significance value is .000 hence factor analysis can be performed in the data.

Table 9: Communalities

	Initial	Extraction
Factors affecting banking awareness s among college students(Not a part of curriculum)	1.000	.717
Not aware about rapid changes	1.000	.752
Hesitant	1.000	.657
No Access	1.000	.726
More formalities	1.000	.693
Decisions taken by family	1.000	.619

Extraction Method: Principal Component Analysis.

Interpretation: The values of all communalities are above .6 is which is acceptable.

Table 10: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.703	45.043	45.043	2.703	45.043	45.043	2.218	36.965	36.965
2	1.462	24.362	69.404	1.462	24.362	69.404	1.946	32.440	69.404
3	.559	9.321	78.725						
4	.483	8.051	86.776						
5	.442	7.371	94.147						
6	.351	5.853	100.000						

Extraction Method: Principal Component Analysis.

Interpretation: Total variance is explained is 69.404 which is moderately explained by the factors extracted.

Table 11: Rotated Component Matrix^a

	Component	
	1	2
Not aware about rapid changes	.867	
Factors affecting banking awareness s among college students(Not a part of curriculum)	.842	
Hesitant	.758	
No Access		.843
More formalities		.807
Decisions taken by family		.703

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 12: Factors table

Factor	Variable
Less information	Not aware about rapid changes
	Not a part of curriculum
	Hesitant
Accessibility	No Access
	More formalities
	Decisions taken by family

Interpretation: Rotation component matrix shown the two factor extracted and respective variable also shown in the factor table.

Reliability of Factor 1(Less Information)

Table 13: Reliability Statistics

Cronbach's Alpha	N of Items
.779	3

Reliability of Factor 2(accessibility)

Table 14: Reliability Statistics

Cronbach's Alpha	N of Items
.703	3

Interpretation: Reliability statistics shown that the value of Cranach's alpha value for Factor 1 is .779 and reliability statistics value of Cranach's alpha value for factor 2 is .703 which shows the variables for factor 1 and factor 2 are correlated.

Findings

It can be concluded from the study above most the students does not find time consuming factor as apotential problem entitled in banking services while they find it time consuming by 36% students, find security issue (52%), ATM out of order (61%), amount debited but not withdrawn (72%), internet connectivity issue (75%), password forgotten (71%) and card misplaced (75%) as potential problems entitled in banking services. There are two factors extracted from the study Less information and accessibility. Both have three variables each which are correlated. It implies that less information and accessibility are the main challenges which affect the availing of banking service among college students.

Conclusion

Mostly all the students are availing banking services only a fraction of them finds difficulty in accessing banking services. Most of the students have been using internet banking services from last one year and credit card services are used very infrequently. ATM services are mainly used for withdrawals and

deposits. Most of the students are aware about the banking services but certain problems have been identified with ATM services like passwords forgotten, internet connectivity issues. Students feel like certain aspects of banking are not part of their curriculum or they are unable to cope up with the rapid changes taking place.

Suggestions

- Students should be made aware of the recent and rapid technological changes through educational and vocational programmes
- Banks should come up with more meaningful advertisements and awareness campaigns to create awareness among customers regarding e banking services and popularize it through schools and colleges as well
- E banking products should be popularized among students by organizing the talk shows and public exhibitions

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