A Study on Customer Perception and Awareness about Internet Banking with Special Reference to Canara Bank, Madurai

R. Sanjeev Shankar
II Year MBA Student, School of Management,
SASTRA University, Thanjavur, South India.

S.T.Surulivel
Senior Assistant Professor, School of Management,
SASTRA University, Thanjavur, South India

ABSTRACT
This paper attempts to find create customer awareness and find out what they most preferred internet banking services of banks. The study has been done in Madurai City comprising a sample size of 300. The survey provided a valuable set of data. The data is analyzed using descriptive statistics and regression analysis. It includes the review of various services provided by the one bank under study. This study reveals that there is a difference in customer perception of Canara bank and other banks towards internet banking services. It also finds out the most important factor which influences the customer perception and awareness towards internet banking of Canara bank. This bank is taken into consideration these factors in deciding internet banking policies. The result of analysis showed that younger generation of respondents uses more internet banking i.e.67.3%. Also female respondents (57%) use more internet banking than the male respondents (43%).

KEYWORDS: Banks, Awareness, Preferred Internet banking Services, Satisfaction, Customer preferences, Services, Age, Income level.