

# CONSUMER AWARENESS IN BANKING SYSTEM TO OVERCOME THE FRAUD REGARDING E-BANKING TRANSACTIONS

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## **Abstract:**

The term e-banking means the entire sphere of technology initiatives that has taken place in the banking industries. In general e-banking means using the electronic channel through telephone, mobile phone and internet etc. for delivery of banking service and product. The traditional mode of banking system changes with time earlier it was very time consuming and very complex to understand easily by the general people. But today the people can sit in the home using through the electronic medium one can get the banking services. The e-banking provides various banking services like online access of account, online fund transfer, online bill paying etc.

**Keywords :** E-banking, fraud, transaction, customer, banking service.

## **Introduction**

Now days, we can't think about the success of a banking system without information and communication technology (ICT). It has boosted the role of banking sector in the economy. The financial transactions and payment can now to be processed quickly and easily. The banks with the latest technology and techniques are more successful in the competitive financial market. Banks have been able to generate more and more business resulting in its greater profitability. Various empirical and the doctrinal studies have been undertaken at the national and international level to analyse the impact of E-Banking and Information and Communication Technology (ICT) on banking sector, customers in banking, and service quality in banking and payment system of banking. The studies mainly focus upon E-Banking impact on productivity and profitability, primarily due to core banking system, electronic

fund transfer, real time gross settlement system and electronic clearing services. From the customer angle the study primarily focuses on, why customers choose E-Banking products and increase in their level of satisfaction due to phone banking, mobile banking, internet banking, website services, ATMs, etc. These services have not only improved the satisfaction level of customers, but also helped in reduction of processing time and transaction time.

### **Review of Literature**

Nicholls (2019) Open banking refers to system where traditional banks by their own choice or forced by regulation, give third party provider's access to their customer information securely and in digital form. Sharing customers information with third party requires customer's express consent and is usually done through APIs. In addition, the standards, and rules for implementing open banking practices are usually shaped by country or region-specific legislation and regulation.

Petrovic (2020) the open banking phenomenon is also changing the roles of these different players. According to study how to enhance security of information in ATM system using fingerprint and to develop ATM simulator-based fingerprint verification operations to reduce fraud associated with the use of ATM.

Ameme, B., & Wireko, J. (2016) talked about banking sector or industry, there is a beneficial bond between technology and customer satisfaction. They also mentioned that satisfaction of customers is not merely introducing innovative products and services rather than it is much more. They found that the bank wants to become the market leader in the competitive environment it uses the innovation approach in all the aspects like products and services.

### **OBJECTIVES OF THE STUDY**

- 1) To examine customer's awareness and sensitization about security of e-banking fraud.

### **Research methodology**

A system of techniques and procedure used to find the results of a research problem is called Research Methodology.

### **SAMPLE DESIGN**

Sample design is the way which tells that how much sample or part of population will be taken to draw out results. For the study purpose following sample will be used: No. of Respondents 500 sample in Rohtak District will be taken for the research. Out of these 114 employees of banks and 386 e-banking fraud victims (Customers).

### **Scaling Technique**

The schedule used in this study is constructed on a five-point scale. The 5-point scale is constructed as follows:

1= Strongly Disagree, 2= Disagree, 3= Neither agree nor disagree, 4= Agree, 5= Strongly agree

**Q1. Have you experienced any fraud while using your ATM Card / Debit Card/ Credit Card of the Bank?**

**Table No. 1**

**Respondent's Experience about E-Banking fraud while using his/her own ATM/Debit/Credit Bank Cards**

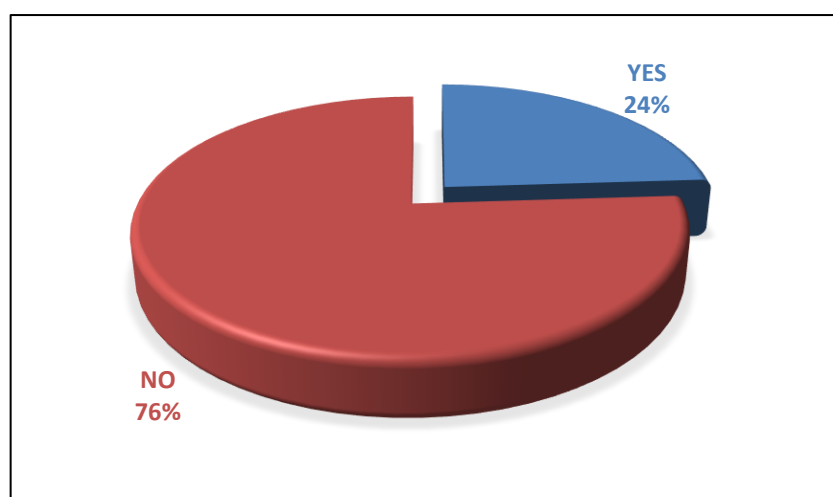
Respondent facing E-Banking Fraud while using his/her own BankCards	YES	NO	Total
No. of Respondents	120	380	500
Percentage	24%	76%	100%

Source: - Field Survey

Table No. 1 indicates that, fraud experience uses of any cards out of total 500 (100%) respondents, maximum 380 (76%) respondent customers are not experienced any E-Banking

fraud while using their own ATM/Debit/Credit Bank Cards and 120 (24%) respondent customers are faced E-Banking frauds while using their own ATM/Debit/Credit Bank Cards.

**Graph No. 1 : Respondent's Experience about E-Banking fraud while using his / her own ATM/ Debit / Credit Bank Cards**



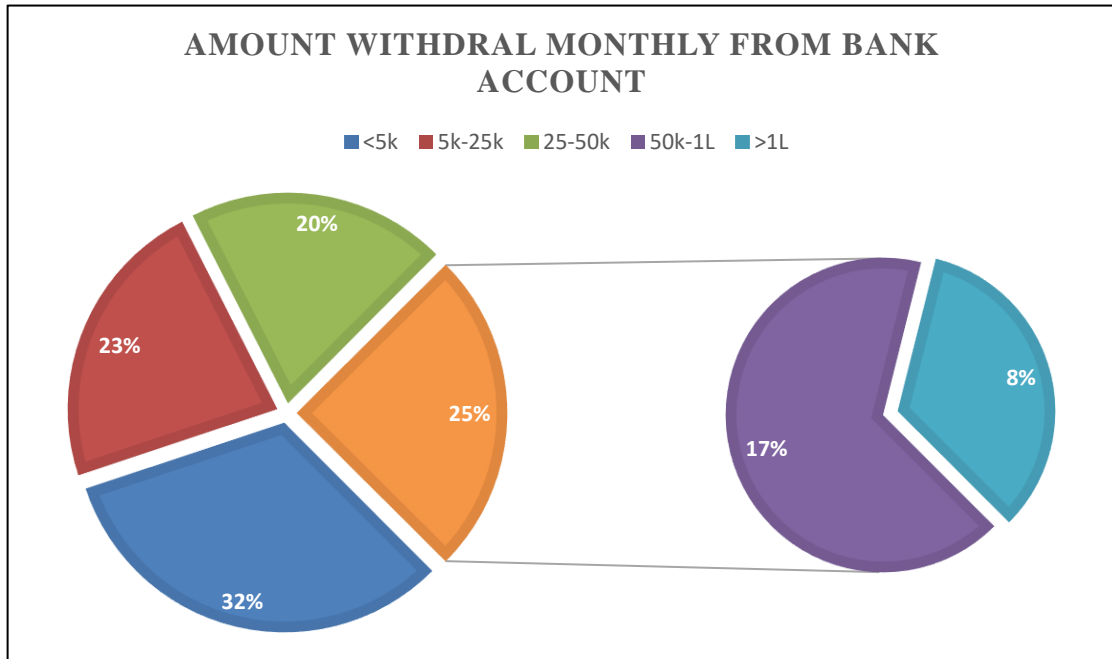
**Q2. How much money frequently withdrawal from your bank account through e-banking?**

**Table No. 2 : Money frequently withdrawal from bank account**

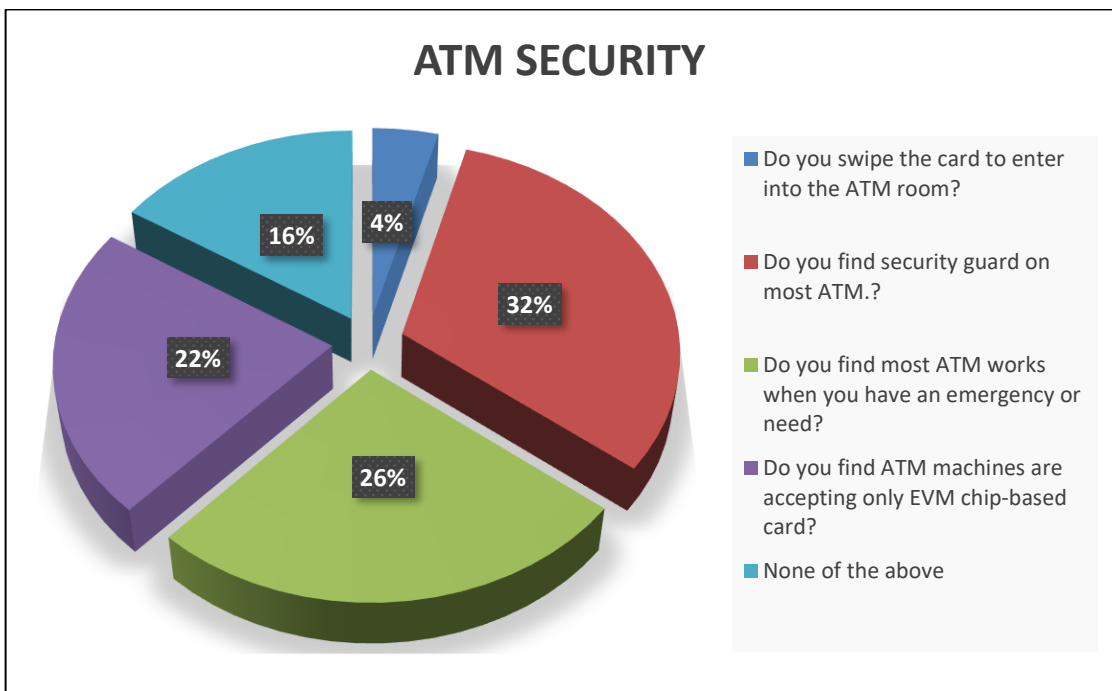
Amount withdrawal from your bank account towards banking fraud	<5k	5k – 25k	25k – 50k	50k – 1L	>1L	Total
No. of Respondents	162	113	100	83	42	500
Percentage	32.5%	22.6%	20%	16.6%	8.4%	100%

Source: - Field Survey

**Graph No. 4.5 : Amount withdrawal by banking fraud**



For above table it is clear that 32.5% respondent's withdrawal their money (<5k) through e-banking while 8.4% respondents' withdrawal their money (>1L) through e-banking fraud.



## Conclusion

The rationale behind the study was verified on the basis of these conclusions as well as the final conclusions that were drawn from the various segregations have enable the researcher to pin point the exact level of awareness amongst E-Banking customers about E-Banking services and the potential risks associated with them while availing them, suggestions are also given for creating awareness about E-Banking frauds and adopt proper safety and security system for banking industry.

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