



A STUDY ON CUSTOMER ATTITUDE TOWARDS INTERNET BANKING

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ABSTRACT

This study has been carried out to know the Internet banking and the customer attitude towards Internet banking. Descriptive research design is used for this study. The main goal of this type of research is to describe the data and characteristics about what is being studied. The primary data is collected through structured questionnaire circulated among the respondents and secondary data collected through Magazines, Journals, and Online. Non-probability sampling methods are used in this study since the population is indefinite. The type of sampling adopted is convenience sampling. The statistical tools used for this study are Percentage Analysis, Chi-Square, ANOVA, Multiple Regressions, Kolmogorov- Smirnov Test, Weighted Average Method, and Ranking Method. Major findings are that the female respondents are less. While using the Ranking method the researcher came to understand that many of the respondents prefer convenience is the important factor of Internet banking. In selection of internet banking services web security playing a major role rather than facilities offered therein.

KEYWORDS: *Internet Banking, Kolmogorov-Smirnov Test, Ranking, Regression, Security.*