

Factors Affecting Adoption of Internet Banking: An Empirical Study of Gujarat

Nilam Panchal*

Abstract:

Banking is a highly information-intensive industry. Customers demand accurate information regarding their accounts and this information need to be easily accessible. As a result information technology is extensively used in the collection, processing and output of information to users and customers. Internet banking (E-banking) involves consumers using the Internet to access their bank account and to undertake banking transactions. This paper analyses the factors affecting adoption of internet banking in Gujarat. Primary data has been collected through well-designed questionnaire and secondary data has been collected from internet, magazines. The data has been analyzed using statistical tests including Chi-square test, Anova and Co-relation-Regression. The paper concluded about the most preferred use of internet banking is for Bill Payment, Ticket booking and Account summary followed by the online shopping and fund transfer. The least use of internet banking in area of Insurance & Tax payment.

Key Words: E- Banking, Banking Transactions