



A STUDY ON CUSTOMER PREFERENCE TOWARDS CYBER CRIME WITH BANKING INDUSTRY

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Abstract:

As the cases of cybercrime grow; there is a growing need to prevent them. Cyberspace belongs to everyone. There should be electronic surveillance which means investigators tracking down hackers often want to monitor a cracker as he breaks into a victim's computer system. The two basic laws governing real-time electronic surveillance in other criminal investigations also apply in this context, search warrants which means that search warrants may be obtained to gain access to the premises where the cracker is believed to have evidence of the crime. Such evidence would include the computer used to commit the crime, as well as the software used to gain unauthorized access and other evidence of the crime. The main objective of the study is to analyse about the cyber space and the customers perception about cyber crime. For this purpose a sample of 120 was collected from the respondents and percentage analysis and chi-square were used as tools to analyse the data. The conclusion is that more awareness programs can be conducted for the customers so that the cyber crime can be reduced in future period of time.

Key Words: Cyber Crime, Electronic Surveillance & Customers

Introduction:

Every individual has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing internet banking is increasingly becoming a "need to have" than a "nice to have" service. The net banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services.

Review of Literature:

Joseph et al. (1999) investigated the influence of internet on the delivery of banking services. They found six underlying dimensions of e-banking service quality such as convenience and accuracy, feedback and complaint management, efficiency, queue management, accessibility and customization.

Cybercrime according to Douglas and Loader (2000) can be defined computer mediated activities conducted through global electronic networks which are either illegal or considered illicit by certain parties. In the banking sector, the cybercrimes which are committed using online technologies to illegally remove or transfer money to different account are tagged as banking frauds (Wall, 2001). The cybercrimes according to Wall (2001) can be categorized into four major categories i.e. cyber-deceptions, cyber-pornography, cyber-violence and cyber-trespass. The banking frauds are sub-categorized in cyber-deception which can be defines as an immoral activities including stealing, credit card fraud, and intellectual property violations (Anderson et al., 2012).

Jun and Cai (2001) identified 17 service quality dimensions of i-banking service quality. These are reliability, responsiveness, competence, courtesy, credibility, access, communication, understanding the customer, collaboration, continuous improvement,

content, accuracy, ease of use, timeliness, aesthetics, security and divers features. They also suggested that some dimensions such as responsiveness, reliability and access are critical for both traditional and internet banks.

Jayawardhena (2004) transforms the original SERVQUAL scale to the internet context and develops a battery of 21 items to assess service quality in e-banking. By means of an Exploratory Factor Analysis (EFA) and a Confirmatory Factor Analysis (CFA), these 21 items are condensed to five quality dimensions: access, website interface, trust, attention and credibility.

Meuter et al. (2000) have identified critical incidents of customer satisfaction and dissatisfaction with technology-based service encounters. Given that business-to-business transactions are the fastest growing segment of technology-driven services (Hof, 1999); Meuter and his colleagues (2000) suggested investigating what drives business customer satisfaction or dissatisfaction with technology driven services. According to Gönroos (1982), customers distinguish the quality of customer interactions that take place during service delivery (functional quality) and the quality of the outcome the customer receives in the service encounter (technical quality).

Divya Singhal and V. Padhmanabhan, (Dec 2008), "A Study on Customer Perception towards Internet Banking: Identifying Major Contributing Factor", Internet banking is becoming increasingly popular because of convenience and flexibility. The present paper explores the major factors responsible for internet banking based on respondents' perception on various internet applications. The study employs primary data as well as secondary data. Secondary data was collected from different published sources. Primary data was collected by structured survey. Thus, Providing Internet banking is increasingly becoming a "need to have" than a "nice to have" service.

Umma Salma¹ Mir Abdullah Shahneaz, (2013), "Customer Satisfaction: A Comparative Analysis of Public and Private Sector Banks in Bangladesh", this paper discuss about attempts to make a comparative analysis of level of customer satisfaction towards services provided by public and private sector banks. The study has been conducted in 5 cities. But when we talk about public sector banks customers of public sector banks were more satisfied with reputation, reliability and the prices which public sector banks impose on services like cheque/cash deposit and cheque/cash withdraw (it has been shown that price charges are lower in public sector banks than in private sector).

Statement of Problem:

Cyber crime is a digital wrong doing. Any illegal activities committed using a computer or by using the net is known as cyber crime. Digital criminal acts are a variety of wrong doings, which utilize machines and network systems for criminal exercises. Cybercrime is a growing threat in the virtual world because individuals and organizations are relying more on internet at an increasing rate. The use of internet and other technologies have enhanced the risk of attack from cyber criminals across the globe. With the number of incidents of theft, phishing, computer viruses, hacking, on the rise, there is a need to explore the cybercrime scenario. The main problem of the study is to analyse about the customers affected due to cyber crime in banking industry.

Objective of the Study:

- To know about perceptual mapping of internet banking users.
- To study the reason behind the cyber crime in banks.
- To analyse the customer awareness
- To know the factors effecting e-banking based on cyber crime.

Scope of the Study:

The study is to analyse about the persons affected due to cyber crime while using their net banking and it will be help full for the banks to rectify the errors in future period of time. The data was collected in Erode area.

Research Methodology:

Research Design:

The researcher was concerned mainly with descriptive research design. The study was conducted in order to find out the perception of customers in Erode.

Sampling Design & Tools Applied:

Sampling Techniques:

Sampling Plan:

One of the main elements in the research design is sampling plan which is further divided into sampling unit, sampling size, sampling type.

Sampling Unit:

Sampling unit can be defined as the basic unit containing the Customer perception towards cyber crime in public and private banks in Erode.

Sampling Size:

In this research, the sample size amount to one hundred and twenty, which are surveyed from customers who using the banks.

Sampling Type:

Convenience sampling was adapted in this research. It is a non-probability sampling and it refers to selecting a sample based on convenience and also, the statistical tools are applied viz.

- ✓ Chi-square test
- ✓ Percentage analysis

Analysis and Interpretation:

Gender:

	Frequency	Percent
Male	85	70.8
Female	35	29.2
Total	120	100.0

Interpretation:

The above table shows about the gender of the respondents were out of 120 respondents 70.8% are male and 29.2% are female. It shows that most of the respondents are male in our survey.

Age:

	Frequency	Percent
18-25	47	39.2
26-35	37	30.8
Above 35	36	30.0
Total	120	100.0

Interpretation:

The above table shows about the age of the respondents were out of 120 respondents 39.2% are from the age group of 18-25, 30.8% are from the age group of 26-35, and 30% are from the age group of above 35. It shows that most of the respondents are from the age group of 18-25 in our survey.

Educational Qualification:

	Frequency	Percent
Below 10th or illiterate	3	2.5
10th	4	3.3
Higher secondary	62	51.7
UG	41	34.2
PG	7	5.8
Others	3	2.5
Total	120	100.0

Interpretation:

The above table shows about the educational qualification of the respondents were out of 120 respondents 2.5% are below 10th, 3.3% have completed their 10th, 51.7% have completed their higher secondary, 34.25 have completed their UG, 5.8% have completed their PG and 2.5% have completed other courses. It shows that most of the respondents have completed their higher secondary in our survey.

Place of Living:

	Frequency	Percent
Semi rural	10	8.3
Rural	40	33.3
Urban	60	50.0
Semi urban	10	8.3
Total	120	100.0

Interpretation:

The above table shows about the place of living of the respondents were out of 120 respondents 8.3% are from semi rural area, 33.3% are from rural area, 50% are from urban area and 8.3% are form semi urban area. It shows that most of the respondents are from urban area in our survey.

Occupational Income:

	Frequency	Percent
Below 5000/month	5	4.2
5000-10000/month	28	23.3
10000-20000/ month	38	31.7
Above 20000/month	49	40.8
Total	120	100.0

Interpretation:

The above table shows about occupational income of the respondents were out of 120 respondents 4.2% are earning below 5000/ month, 23.3% are earning from 5000-10000/month, 31.7% are from 10000-20000/month, and 40.8% are earning above 20000 month. It shows that most of the respondents are earning above 20000 month.

Age* Level of Acceptance Towards Various Factors:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.305 ^a	6	.080
	44.362 ^a	8	.000

Interpretation:

There is a significance relationship between age and level of acceptance towards financial security and confidentiality provided by the bank as the level of significance is less than 0.05 at 0.000.

Weighted Average:

An average that takes into account the proportional relevance of each component, rather than treating each component equally.

Particulars	SA	A	N	D	SD	
Rely on the bank for not misusing the information available in the documents and systems	10	62	28	20	0	28.13
Bank provides financial security and confidentiality	20	51	30	9	10	28.13
The delivery of services are unique and as per expectations	20	13	23	29	35	20.93
IT Unit provides sufficient support after a new system or enhancement is introduced	0	51	29	20	20	23.40
Reliance on the bank for not misusing their information	11	50	35	14	10	26.53
Provision of financial security and confidentiality	11	33	37	19	20	23.73
High reliability of existing systems	12	43	29	27	9	25.47
Bank and its associates provide true information	11	51	33	25	0	27.20
The banks provide unique delivery of services	18	35	44	19	4	26.93
There is a responsiveness towards/ problem handling & Support on new system enhancement	20	51	30	9	10	28.13
Account Balance enquiry service of their bank is excellent	20	13	23	29	35	20.93
Credit card account information of the bank is excellent	51	29	20	20	0	31.40
Viewing digital checks online service of the bank is excellent	20	51	30	9	10	28.13
The bank keeps its promises to deliver a service on a specified date.	20	13	23	29	35	20.93
Services are accurately delivered by the bank at the first attempt.	0	51	29	20	20	23.40
When handling customer problems, the bank looks forward to find a solution.	11	50	35	14	10	26.53
Transaction processing and customer details are handled without errors.	11	33	37	19	20	23.73
There is a possibility of hacking the bank website	12	43	29	27	9	25.47
The banks take remedy measures towards thefts of funds when using net banking and mobile banking services	11	51	33	25	0	27.20

Interpretation:

The above table shows about the weighted average of level of acceptance of the respondents were the weight is high with credit card account information of the bank is excellent with a weight of 31.40 and this factor can be taken for decision making process of the study.

Findings:

Maximum of the respondents are male in our survey. Most of the respondents are from the age group of 18-25 in our survey. Maximum of the respondents have completed their higher secondary in our survey. Most of the respondents are from urban area in our survey. Most of the respondents agree for level of acceptance towards reliance on the bank for not misusing their information. Maximum of the respondents neutral for level of acceptance towards provision of financial security and confidentiality. Most of the respondents agree for level of acceptance towards high reliability of existing systems. Maximum of the respondents agree for level of acceptance towards true information provided by bank and its associates. Most of the respondents are neutral towards unique delivery of services provided by the bank. Maximum of the respondents agree for level of acceptance towards responsiveness towards/ problem handling & Support on new system enhancement. Most of the respondents are neutral towards excellence of bank towards account Balance. Maximum of the respondents agree for level of acceptance towards credit card account information of the bank. Most of the respondents agree for level of acceptance towards excellence on viewing digital checks online. Maximum of the respondents agree for level of acceptance towards bank keeping its promises to deliver a service on a specified date. Most of the respondents agree for level of acceptance towards delivery of service at first attempt by the bank. Maximum of the respondents agree for level of acceptance towards finding solution for customer problems. Most of the respondents agree for level of acceptance towards handling transaction processing and customer details without errors.

Suggestions:

Treat all unsolicited emails (especially if you don't know the sender) with caution and never click on links in these emails to visit unknown web sites - these could contain links to code that could affect your computer. Don't open attachments in emails that you're not expecting - they could contain a virus or code that would allow someone to control your computer and don't share files or programs with other users and also don't use free software unless you know it's reputable and safe.

Install anti-virus software, keep it up to date and run regular security scans. Install the latest security updates for your computer software, also known as patches. Install and learn how to use a personal firewall.

Be careful not to share personal information such as address information, bank details, telephone numbers, date of birth etc on social networking sites and other websites that don't use encryption to secure the information you publish and don't use the same password on different websites. Although this makes it more difficult to manage your online accounts it's worth the effort. You can use password management software and encryption to make this easier.

Conclusion:

The conclusion is that more awareness programs can be conducted for the customers so that the cyber crime can be reduced in future period of time.

Limitations of the Study:

- ✓ The data was collected only with the customers of banks only in Erode.
- ✓ The study could not be generalized due to the fact that researcher adapted personal interview method.
- ✓ The study was limited to 3 months as deep analysis about the project will not be made.
- ✓ There may be bias in collecting secondary data from various sources.

- ✓ There was a bias in collecting the data as the respondents may give a wrong answer for the questions asked with them.

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