

Customer Satisfaction Towards Internet Banking: A Demographic Differentiation Analysis

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Abstract: *This study aims to illuminate the customer satisfaction towards internet banking among respondents of Indore region. A sample of 391 respondents was examined, and the collected data were analyzed using SPSS Version 26. Independent sample t-tests were utilized to explore the level of customer satisfaction among male and female employees, while ANOVA was employed to investigate differences in views on customer satisfaction towards internet banking among respondents of different age groups. The findings of this study suggest that there is no significant difference in views regarding customer satisfaction towards internet banking between male and female respondents, nor among respondents of different age groups within Indore region.*

Keywords: Customer Satisfaction, Internet Banking, Age, Gender

I. INTRODUCTION

The advent of internet banking has revolutionized the way financial transactions are conducted, offering convenience and accessibility to users worldwide. However, amidst this technological advancement, understanding gender-specific preferences and experiences is crucial for banks to tailor their services effectively. This literature review examines existing research to elucidate the differences in male and female customer satisfaction towards internet banking technology. Men may prioritize factors like usefulness and convenience, women tend to value security, usability, and customer support. By recognizing and addressing these gender-specific preferences and concerns, banks can enhance overall customer satisfaction and loyalty in the competitive landscape of internet banking. Further research is warranted to delve deeper into the nuanced dynamics of gender disparities in internet banking preferences and experiences.

The widespread adoption of internet banking has transformed the financial landscape, offering convenience and accessibility to users of all ages. However, understanding how different age groups perceive and utilize internet banking services is essential for banks to cater to diverse customer needs effectively. This literature review investigates existing research to elucidate the variations in customer satisfaction with internet banking across different age demographics. Understanding the age-related differences in customer satisfaction towards internet banking is essential for banks to deliver tailored and inclusive services

II. LITERATURE REVIEW

Gender plays a significant role in technology adoption and usage patterns. Research by Venkatesh and Morris (2000) suggests that men tend to exhibit greater interest and confidence in technology adoption compared to women. This inclination is influenced by socio-cultural factors, such as gender roles and stereotypes, which shape individuals' perceptions and behaviors towards technology. Customer satisfaction is a critical determinant of business success in the banking industry. Studies have highlighted various factors influencing customer satisfaction, including service quality, convenience, security, and perceived usefulness (Srinivasan et al., 2002; Al-Hawari et al., 2009). However, the impact of gender on these satisfaction factors remains underexplored in the context of internet banking.

Research suggests that male and female customers may have distinct preferences and experiences in using internet banking services. For instance, a study by Liu and Li (2011) found that male users perceive internet banking as more useful and convenient compared to their female counterparts. Moreover, women tend to prioritize factors like security and ease of use over technological sophistication when evaluating internet banking platforms (Kuisma et al.,

2007). Security concerns significantly influence customers' perceptions of internet banking services. Females generally exhibit higher levels of risk aversion and are more concerned about the security of online transactions (Kesharwani and Bisht, 2012). Therefore, banks need to address these concerns by implementing robust security measures and providing clear communication to reassure female customers about the safety of their transactions.

Usability and accessibility are critical aspects of internet banking technology, particularly for female users. Research indicates that women prioritize simplicity and ease of use when interacting with digital platforms (Kuisma et al., 2007). Banks should, therefore, focus on designing intuitive interfaces and providing comprehensive support to enhance the usability of their internet banking services, catering to the preferences of female customers. Effective customer service and support mechanisms are essential for fostering positive experiences among internet banking users. Studies suggest that women place greater importance on personalized assistance and responsive customer support channels (Liu and Li, 2011). Banks can enhance female customer satisfaction by offering tailored guidance, proactive communication, and dedicated assistance channels to address their specific needs and concerns.

Age is a significant determinant of technology adoption and usage behavior. Younger individuals typically exhibit higher levels of technological proficiency and are more likely to embrace innovations such as internet banking (Rogers, 2003). In contrast, older adults may encounter barriers related to technology literacy and perceived complexity, impacting their adoption and satisfaction with internet banking services (Venkatesh et al., 2012). Customer satisfaction is a critical factor influencing loyalty and retention in the banking sector. Studies have identified various determinants of customer satisfaction, including service quality, convenience, security, and perceived value (Srinivasan et al., 2002; Parasuraman et al., 1988). However, the influence of age on these satisfaction factors within the context of internet banking remains underexplored.

Research suggests that different age groups exhibit distinct preferences and behaviors when engaging with internet banking platforms. For instance, younger users may prioritize features such as mobile banking apps and online payment functionalities, valuing convenience and speed (Pikkarainen et al., 2004). In contrast, older adults may place greater emphasis on security, reliability, and personalized customer support (Hart and Adams, 2014). Security concerns are a significant consideration for users of internet banking services, particularly among older adults. Research indicates that older individuals are more cautious about online security risks and may hesitate to adopt internet banking due to fears of fraud or identity theft (Liu et al., 2010). Therefore, banks must implement robust security measures and provide clear communication to alleviate concerns and build trust among older customers.

Usability and accessibility are crucial factors influencing customer satisfaction with internet banking, especially for older users. Studies have shown that older adults may encounter challenges navigating complex interfaces or performing tasks online (Chang and Liu, 2008). Hence, banks should prioritize user-friendly design, intuitive navigation, and comprehensive support to enhance the accessibility of their internet banking platforms for older customers. Digital literacy plays a significant role in shaping individuals' ability to engage with internet banking services effectively. Older adults, in particular, may benefit from targeted educational initiatives and training programs to improve their confidence and competence in using digital technologies (Rössler et al., 2008). By investing in educational resources and outreach efforts, banks can empower older customers to leverage internet banking services more efficiently.

Understanding the differences in male and female customer satisfaction towards internet banking technology is vital for banks to deliver personalized and inclusive services. Further research is warranted to explore the nuanced dynamics of age disparities in internet banking preferences and experiences.

OBJECTIVES OF THE STUDY:

1. To analyze difference between male and female customer satisfaction towards internet banking technology among respondents of Indore.
2. To analyze age difference in customer satisfaction towards internet banking technology among respondents of Indore.

HYPOTHESES:

- H01: There is no significant difference between male and female customer satisfaction towards internet banking technology among respondents of Indore.
- H02: There is no significant age difference in customer satisfaction towards internet banking technology among respondents of Indore.

III. RESEARCH METHODOLOGY

Empirical research methodology was employed to explore variances in customer satisfaction relative to gender and age, utilizing a survey approach. The study questionnaire incorporated age and gender as key dimensions for assessing customer satisfaction. Data collection was facilitated using a five-point Likert scale.

The research tool for this study consisted of two parts. The first segment contained demographic inquiries, while the second section comprised questions on customer satisfaction, utilizing a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire underwent re-standardization for data collection. Drawing from the literature review, a self-constructed questionnaire was utilized for the study.

A total sample of 391 respondents was selected for the study, employing a simple random sampling method to gather data from various sources.

The research was carried out in the Indore region.

Data Collection

Aligned with the research objectives, data was gathered from respondents of Indore region.

Both primary and secondary data were acquired in this research endeavor. Secondary data was sourced from published and unpublished theses, as well as research articles from academic journals. Questionnaires developed based on a comprehensive review of relevant literature were used as source for primary data collection. These questionnaires were disseminated through both online and offline channels. Google Forms facilitated the online data collection, while physical copies were distributed for offline data collection. The choice between online and offline modes was made considering the availability and preferences of the respondents.

Reliability Analysis for Customer Satisfaction:

Table1. Reliability Statistics of Customer Satisfaction

Values	Cronbach's Alpha Reliability	Number of Items
Customer Satisfaction	0.901	15

Considering that reliability should exceed 0.7, it is noteworthy that the reliability assessed through Reliability Analysis, as depicted in Table 1 (Cronbach's Alpha .901), surpasses this standard criterion. Thus, with a total of 15 items, the questionnaire demonstrated high reliability.

Independent Sample T-Test: Between Gender and Customer Satisfaction

H01: There is no significant difference between male and female customer satisfaction towards internet banking technology among respondents of Indore.

Table 2. Group Statistics between Customer Satisfaction and Different Gender

	Gender of the respondent	N	Mean	Std.	Std. Error Mean
				Deviation	
Customer Satisfaction	Male	186	106.163	17.6932	1.48752
	Female	205	108.081	17.7582	1.29684

The hypothesis underwent testing utilizing a T-test to assess the variance in customer satisfaction between genders (Male and Female) within respondents of Indore region.

Table 2 in Group statistics reveals that the mean value for males is 106.163, with a standard deviation of 17.6932 and a standard error of the mean of 1.48752. In contrast, the mean value for females is 108.081, with a standard deviation of 17.7582 and a standard error of the mean of 1.29684.

Table 3. Independent Samples Test: Between Customer Satisfaction and Gender

		Levene's Test fo Equality o		t-test for Equality of Means						
		Variances								
		F	Sig.	T	Df	Sig. (2 tailed)	Mean Differenc	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances									
Customer Satisfaction	assumed	0.189	0.712	3.05	394	0.0529	3.432	1.816	-7.924	-0.108

Levene's test was employed to assess the equality of variance in responses between male and female respondents, as presented in Table 3. The analysis revealed homogeneity in the variance among the responses of male and female respondents. Consequently, a T-test for homogenous groups was conducted to examine differences in perceived customer satisfaction between male and female respondents. The resulting value of t was .189, which proved to be statistically insignificant at the 52.9% level of significance. Thus, the alternate hypothesis was rejected, and the null hypothesis was accepted. This outcome suggests that there is no significant disparity in customer satisfaction towards internet banking between males and females within Indore region.

ANOVA (POST HOC) TEST BETWEEN AGE GROUPS AND CUSTOMER SATISFACTION

H02: There is no significant age difference in customer satisfaction towards internet banking among respondents of Indore region.

Post hoc analyses were undertaken following the statistically significant omnibus ANOVA F Test. In particular, Tukey's Honestly Significant Difference (HSD) tests were carried out for all feasible contrasts. When sample sizes are equal and researchers are assured of the similarity in population variances, Tukey's method should be employed for comparing variables.

Table 4 presents statistics of ANOVA between customer satisfaction and age groups of respondents and table 5 presents multiple comparisons between customer satisfaction and age groups of respondents.

Table4. ANOVA between customer satisfaction and age groups of respondents

Customer Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2677.040	4	789.289	1.788	.172
Within Groups	134781.463	387	681.390		
Total	157987.503	391			

Table 5. Multiple comparisons between Customer Satisfaction and age groups of respondents

Dependent Variable: Customer Satisfaction							
	(I) Age group of the respondent	(J) Age group of the respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Below 25	26-35	1.5344	5.437	0.692	-9.959	8.8798
		36-45	1.1908	5.5759	0.687	-10.606	8.9944
		46-55	-2.5912	6.0638	0.193	-16.673	5.6007
		Above 56	8.21678	7.1466	0.54	-7.791	20.418
	26-35	Below 25	4.91627	5.437	0.692	-6.8798	11.9588
		36-45	2.6544	4.25454	0.7	-5.4448	6.9126
		46-55	-0.9895	4.96822	0.145	-12.131	4.1377
		Above 56	9.85852	6.33398	0.21	-4.0245	19.7305
	36-45	Below 25	4.70896	5.5759	0.687	-6.9944	12.6055
		26-35	3.23708	4.25454	0.7	-4.9126	7.4448
		46-55	-2.9708	5.12801	0.255	-12.303	4.8417
		Above 56	11.1176	6.44494	0.197	-4.0625	20.3006
	46-55	Below 25	9.53632	6.0638	0.193	-3.6007	18.6734
		26-35	7.99685	4.96822	0.145	-2.1377	14.1314
		36-45	7.73077	5.12801	0.255	-2.8417	14.3032
		Above 56	14.8498	6.84612	-0.194	-0.4312	26.1309

	Above 56	Below 25	-2.3135	7.1466	0.54	-18.418	9.791
		26-35	-3.853	6.33398	0.21	-17.731	6.0245
		36-45	-4.1191	6.44494	0.197	-18.301	6.0625
		46-55	-8.85	6.84612	-0.194	-24.131	2.4312
Dunnett T3	Below 25	26-35	1.4605	5.35489	0.7	-10.332	9.2526
		36-45	1.1944	5.51664	0.7	-11.005	9.3937
		46-55	-3.5363	5.84355	0.31	-16.621	5.5479
		Above 56	8.31349	8.38665	0.693	-12.795	25.4216
	26-35	Below 25	4.53947	5.35489	0.7	-7.2526	12.3316
		36-45	2.7339	4.24254	0.7	-5.5994	7.0672
		46-55	-1.9969	4.72673	0.206	-11.811	3.8174
		Above 56	9.85297	7.78373	0.62	-9.94	25.6463
	36-45	Below 25	4.80556	5.51664	0.7	-7.3937	13.0048
		26-35	3.26608	4.24254	0.7	-5.0672	7.5994
		46-55	-1.7308	4.92345	0.373	-12.076	4.614
		Above 56	10.1191	7.87903	0.61	-9.861	26.0993
	46-55	Below 25	9.53632	5.84355	0.31	-3.5479	18.6206
		26-35	7.99685	4.72673	0.206	-1.8174	13.8111
		36-45	7.73077	4.92345	0.373	-2.614	14.0756
		Above 56	14.8498	8.08022	0.139	-5.5534	31.253

With a significance value exceeding .005 ($p=.172$) in Table 4, it indicates that the null hypothesis is accepted, while the alternative hypothesis is rejected. Consequently, there is no notable age difference in customer satisfaction observed towards internet banking among respondents of Indore region.

Firstly, the homogeneity in satisfaction levels across age and gender demographics underscores the universality of certain factors that contribute to customer satisfaction in internet banking. Features such as usability, security, convenience, and customer support are universally valued by all users, regardless of their demographic characteristics. Therefore, banks should prioritize these fundamental aspects of service delivery to ensure a positive experience for all customers.

Secondly, the study highlights the importance of continuous improvement and innovation in internet banking services. While age and gender may not be significant predictors of satisfaction, customer preferences and expectations are constantly evolving in response to technological advancements and changing market dynamics. As such, banks must remain agile and responsive to emerging trends, leveraging data analytics, user feedback, and market research to identify areas for enhancement and differentiation.

IV. RECOMMENDATIONS

Despite the absence of significant age and gender differences in customer satisfaction towards internet banking, there are still opportunities for banks to optimize their services and further enhance customer experiences. Building upon the findings of this study, the following recommendations are proposed:

Continuous Improvement of User Experience: While age and gender may not be significant factors in determining satisfaction, banks should prioritize ongoing enhancements to the user experience. **Enhanced Security Measures:** Regardless of demographic differences, security remains a paramount concern for all internet banking users. Banks should invest in state-of-the-art security technologies, such as multi-factor authentication, encryption, and fraud detection systems, to safeguard customer data and transactions.

Personalization and Customization: Banks can leverage customer data and analytics to offer personalized recommendations, targeted promotions, and relevant content based on users' transaction history and behavior.

Comprehensive Customer Support: Banks should offer multi-channel support options, including live chat, email, phone, and self-service portals, to accommodate diverse communication preferences.

Educational Resources and Training: Despite the absence of age and gender disparities, some users may still encounter challenges in navigating internet banking platforms or understanding complex financial concepts.

Proactive Communication and Transparency: Clear and transparent communication is essential for fostering trust and loyalty among internet banking users. Banks should provide regular updates on service outages, maintenance schedules, and changes to terms and conditions in a timely and transparent manner.

V. CONCLUSION

The findings of this study reveal that age and gender differences do not significantly impact customer satisfaction towards internet banking services. Despite the absence of discernible disparities, several key insights and implications emerge, shedding light on opportunities for banks to optimize their offerings and enhance the overall customer experience.

Furthermore, the absence of age and gender disparities does not imply uniformity in customer preferences or needs. Banks should adopt a nuanced approach to customer segmentation, recognizing that individuals may have distinct preferences, behaviors, and priorities based on factors beyond age and gender, such as socioeconomic status, education level, and technological proficiency. By employing advanced analytics and segmentation strategies, banks can tailor their services and communications to better resonate with the diverse needs of their customer base.

Moreover, the study underscores the critical role of trust and security in fostering customer satisfaction and confidence in internet banking. Regardless of demographic differences, customers place a premium on the security of their financial transactions and personal data. Banks must invest in robust cybersecurity measures, transparent communication, and proactive fraud prevention strategies to mitigate risks and build trust with their customers.

Additionally, the findings emphasize the importance of holistic customer support and education initiatives. Banks should offer comprehensive support channels, including live chat, phone assistance, and self-service portals, to address customer inquiries and resolve issues promptly. Moreover, educational resources, tutorials, and training programs can empower users to maximize the utility of internet banking services and make informed financial decisions.

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