



Awareness and Perceptions of Rural People Regarding Role of Public Sector Banks through E-Banking Services-A Case Study of Danapur Area in Patna District, Bihar

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Abstract : *It has been well recognized that the contribution of technology in the field of business, health and of course, banking are growing day by day. There are several major challenges and issues faced in the growth of E-banking. Present research describes an empirical study of investigating recent trends and developments of the application of E-Banking in rural areas and the customer's awareness and perceptions regarding it. Internet banking has never been important to our society than it is today in the banking fraternity. It plays a very important role in lending, investing and*

transferring funds throughout the country. And that too in a developing country like India it could be a fate decider for the banking system. Internet banking is such a technological innovation resulting from banking technology which has opened new avenues in "convenience banking". It has also led to reduction in transaction cost for banks to about a tenth of branch banking. Providing this service 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 developing countries like India due to the fact that it is the cheapest way of providing banking services. Now- a- days, e-banking has experienced phenomenal growth and has become one of the main avenues for banks to deliver their products and services. According to a survey, today 'one in four web users bank online everyday. Thus, the evolution of e-banking has fundamentally transformed the way banks traditionally operate their businesses and the ways in which customers perform their banking activities.

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