

A Comparative Study Between Rural And Urban Peoples' Perception Towards E-Payments Special Reference To Syndicate Bank.

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ABSTRACT: This paper analysis the comparative study between rural and urban peoples' perception towards E-Payments in syndicate bank. E-Payments are one of best services of bank these online services are work through electronic channels. People can do their transactions any time and any where, this paper examined that how much people have knowledge about E-Payments in rural as well as urban also in syndicate bank. This paper mainly concerned with peoples' perception about E-Payments even we can find out how much E-Payments are adopted by syndicate bank. The primary data was collected through questionnaire and interview method from 120 people in rural as well as urban of syndicate customers. The collected data analyzed through percentage method.

INTRODUCTION

E-Payments are transacting through the internet and this has also been adopted in the banking sector. The banking sector has changed phenomenally. Activities in the bank have transformed from the manual ways of providing services to electronic banking. In time past, every transaction would have to be carried out in a banking hall over the counter where customers will spend long hours on queues to make deposits or withdraw cash. But after the introduction of E-Banking in the country in 2003, provision of services improved and the competition between banks increased dramatically. Most developed countries such as the United Kingdom, Norway, Denmark, Sweden, and many others have adopted a modernized state which is cashless and this is promoted through E-Banking devices.

Objective of the study

To analysis peoples' perception towards E-Payments in syndicate bank.

Reserch methodology

The study is conducted to obtain the data peoples' perception towards E-Payments in syndicate bank of 60 people from rural (mamadapur, vijayapur district) another 60 people from urban (vijayapur city). Sample size of 120 were selected based on convenience sampling method, Structured questionnaires are used for collecting data. The responses from the respondents were analyzed using the simple percentage analysis.

Limitations of the study

The research was carried based on primary data and secondary data. The primary data for research objectives was collected from the samples based in two places only. However, the objective of the survey was to verify the peoples' perceptions towards E-Payments with regard to the concept of general banking. Thus, this may not create obstruction in achieving the desired objective even if vijayapur city cannot replicate other major banking hubs of the country.

Most popular E-Payment facilities in syndicate bank

E-Payment modes	Rural area	Urban area
RTGS/NEFT	48%	20%
ATM	12%	35%
E-Wallets	10%	15%
Mobile banking	10%	12%
Net work banking	10%	10%
Tele banking	10%	8%

Conclusion

This paper concluded that comparative study of two places with E-Payments. In rural area most of people were used RTGS/NEFT while comparing other E-Payment modes because still rural people haven't much knowledge even network problem also in the same time more no of urban people were used ATM because in urban more no of ATM Machines were available while we compare to rural. E-Payment trend is going on very fast more no of E-Payment users are adult so.

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