



P-2442

**A Study on Customer Preferences for Internet Banking With  
Special Reference to ING Vysya Bank.**

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Of



Department of Management Studies  
**Kumaraguru College of Technology**  
Coimbatore.

A PROJECT REPORT  
Submitted to the

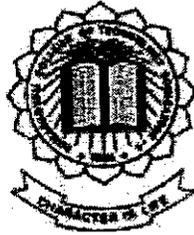
**FACULTY OF MANAGEMENT SCIENCES**

In the partial fulfillment of the requirements  
For the summer internship project

Of

**MASTER OF BUSINESS ADMINISTRATION**

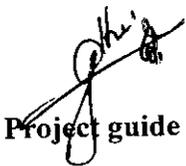
**May, 2008**



DEPARTMENT OF MANAGEMENT STUDIES  
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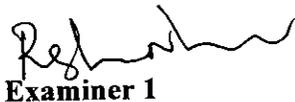
BONAFIDE CERTIFICATE

Certified that this project report titled “A Study On Customer Preferences For Internet Banking With Special Reference to ING Vysya Bank” is the bonafide work of MS. Gnanambigai.P (71206631015) who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

  
Project guide

  
Director

Evaluated and Viva Voce conducted on 02-07-08

  
Examiner 1

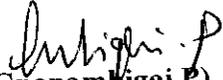
  
Examiner II

## DECLARATION

I, hereby declare that this project report entitled as “A study on customer preferences for internet banking with special reference to ING Vysya Bank” has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the summer internship project of Master of Business Administration. The project report is the record of the original work done by me under the guidance of prof. N. Jothilingam during the academic year 2007 – 2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Date: 2. 7. 2008  
Place: Coimbatore

  
(Gnanam Vigai.P)

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Date: 24/03/2008

**Project Completion Certificate**

This is to certify that **Ms.Gnanambigai (Roll no 71206631015)** a student of KCT Business School, Kumaraguru College of Technology, had undergone a realtime time project between 10/01/2008 to 24/03/2008 entitled "**A Study on Customer Preferences for Internet Banking With Special Reference to ING Vysya Bank**"

During this period we found her conduct is satisfactory.

  
Branch Head J-95-

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## **EXECUTIVE SUMMARY**

The title of the project is “A Study on Customer Preferences for Internet Banking with Special Reference to ING Vysya Bank.”. The aim of the organization is to study the preference for internet banking among the customers. The basic objective is to study market potential of internet banking among the customers of ING Vysya bank saibaba, colony coimbatore. The other objectives were

- To study the awareness and advantages of internet banking.
- To study the internet banking market share of other competitors.
- To suggest measures to seize a bigger market share.
- To offer suggestions based on the findings of the study.

The saibaba colony branch of Coimbatore was undertaken for the study. Percentage analysis and few statistical tools like rank analysis and Chi –Square were used for the analysis. A total of 100 depositor’s opinions were collected in this study. Questionnaire was designed in a way to collect two kinds of basic information on customer satisfaction. One was preference of internet banking of Ing Vysya bank and the other was the reason for not using the internet banking service. After interviews were made, the results were verified and tabulated.

The tabulation was made with Excel and analysis with statistics program SPSS. Based on the data analysis conclusions and suggestions were drawn to improve the future practices of the bank.

## ACKNOWLEDGEMENT

The materialization of this report has witnessed innumerable contributions from numerous people in the form of selfless criticism, valuable suggestions and above all power packed words of motivation. I am deeply indebted to all of them and take this opportunity to express my feeling of gratitude to all of them.

I foremost owe thanks to God Almighty who blessed me to carry out this work. I express my sincere gratitude to our beloved Correspondent Prof.Dr.K.Arumugam, our principal Dr. Joseph V. Thanikal, Kumaraguru College of Technology, Coimbatore for encouraging and providing facilities to do this project.

I express my sincere gratitude and thanks to prof.Devanathan, Director, KCT business school, for permitting me to carry out the project.

I wish to place on record my heart felt thanks and sincere gratitude to my guide Prof.N.Jothilingam for his constant guidance and support throughout this project and for the valuable suggestions given by him in bringing out this report.

I acknowledge my sincere thanks to Mr. Justin Mathew, branch manager of INGVysya Bank, saibaba colony, Coimbatore for giving me an opportunity for doing the project in their esteemed organizations and encouraged me with his expert counseling and guidance for successful completion of my research study.

I cherish to acknowledge the benevolence of my family and Friends for their encouragement, enthusiasm, co-operation and moral support. I affirm my renewed thanks to everyone who in one way or the other helped me to complete this project.

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# **CHAPTER -I**

## **INTRODUCTION**

### **1.1 BACK GROUND OF THE STUDY**

#### **Internet banking**

##### **Definition**

“Electronic banking via the Internet: System of banking in which customers can view their account details, pays bills, and transfer money by means of the Internet”.

##### **Features of internet banking**

- Balance and transaction history search
- Transaction history
- Order new statements
- Transfers
- Pay bills with Bpay
- Receive bills online with Bpay
- Pay anyone payments
- Multi payments
- Daily limits packages for Bpay, pay anyone and multi payments
- SMS banking services
- Extra online security

##### **Business features**

- Payments file upload
- Direct debit payments and payment templates
- Related account access
- Multi user transaction authorization and privilege delegation

##### **Advantages of internet banking**

The advantages of Internet banking are obvious. Business people can access their personal and business account information while saving a trip to the bank. We can check our balances whenever we need to, even if the bank is closed.

We can pay our bills online as well, which saves both time and money on postage. Another advantage of Internet banking is the ability to easily compare services offered by different banks. We can buy financial products and apply for loans online, and in doing so, we can compare their options to ensure that we get the best possible services. We can even buy insurance online through Internet banking services. Stocks and bonds and other investments can be managed with online banking from our home or office independent of a financial intermediary like a stockbroker.

### **Benefits of internet banking**

- Internet banking will be enable us to enquire on account balances
- Transfer funds
- Pay our bills
- View transaction history
- Can obtain an instant online approval for home loan.

## **1.2 REVIEW OF LITERATURE**

- ❖ A literature review by Jinkook Lee<sup>1</sup> on the study of hand book of consumer finance, Based on the 2004 Survey of Consumer Finances (SCF), this study identifies consumer segments left out in the adoption of e-banking technologies, such as ATMs, debit cards, direct deposits, and direct payments. While variations exist for each different type of e-banking technology, e-banking laggards tend to be older, less educated, divorced or separated, and less affluent. We also compare data from the 2004 SCF with data from 1995 to examine whether significant changes exist in the determinants of e-banking adoption over this 10-year period and report how the demographics of e-banking adoption have changed over time. Authors-Jinkook Lee, Jinsook Erin Cho and Fahzy Abdul-Rahman Source- Handbook of Consumer Finance Research volume no10.1007/978-0- 387- 75734-6\_7 (January 03, 2007).
- ❖ The study on customer's preference for internet banking of retail banking sector U.K. aims to explore the key factors of the electronic service quality (e-SQ) perceptions of UK banking customers and to evaluate the customers' perceptions of their banks' actual performance on the identified e-SQ dimensions.

Author(s): Essam E. Ibrahim, Matthew Joseph, Kevin I.N. Ibeh Source- International  
Journal of Bank Marketing (2006), volume-24, Issue: 7 Page: 475 – 493

- ❖ The paper In search of the Internet-banking customer: Exploring the use of decision styles focuses on new technologies in service situations is growing and is of particular importance in financial-services contexts. It is argued that there is mutuality of benefit for both bank and customer through the adoption of self-service technologies (SSTs), of which e-banking is but one example. Having established problems in the use of conventional segmentation methods, this paper reports on a study into Internet banking that focuses on the extent to which 480 retail-bank customers can be clustered according to an adapted decision-making framework. How such clusters can help influence the adoption of the Internet-banking interface is explored. Findings show an encouraging match between the four sample clusters identified from the case bank and the a priori classification of decision styles. This raises opportunities for the case bank's marketing strategy in terms of offering greater insight into the motivations for the adoption of e-banking solutions within the customer base. High levels of Internet use at work are seen to positively influence e-banking registration.

Author(s): Mark Durkin Journal: International Journal of Bank Marketing,  
Year: 2004, Volume: 22, Issue: 7, Page: 484 – 503

- ❖ A study on Consumer preferences for Internet services over time: initial explorations Investigates time as a factor that influences consumer preferences for innovative technological services such as the Internet. Specifically, the case of consumer adoption of the Internet for home use is explored. Examines the effect of time of adoption of Internet based services on preferences at the individual consumer level. The key research question is “What is the effect of time of adoption on consumer preferences for a technological service such as the Internet?” The primary contribution of this research is to demonstrate that existing time preference frameworks, previously applied to consumer durable products, can also be applied to technological service innovations, such as the Internet. An empirical examination is conducted using data from a survey of consumers in the initial stages of Internet adoption.

Author(s): Fareena Sultan, Roy B. Henrichs Journal: Journal of Consumer  
Marketing, Year: 2000 , Volume: 17, Issue: 5, Page: 386 – 402.

- ❖ The growth of the Internet has created an explosion of sites that seek to provide information and conduct business transactions. The service industry and especially online banking stand to gain from that development. This study, anchored in the marketing, social psychology, media, and information systems literature, investigates how users perceive the Internet's abilities to conduct banking activities. Results show variation in media perceptions for the same online banking site across various task environments. The results indicate that user perceptions of the Internet medium depend on task complexity and that technology can serve as a mitigating factor to improve media and quality perception.

Author(s): Walfried M. Lassar, Krishnan Dandapani Journal: International Journal of Bank Marketing, Year: 2003, Volume: 21, Issue: 1, Page: 38 – 47.

### **1.3 STATEMENT OF THE PROBLEM**

Internet banking is of recent origin still it is unpopular among the customers. Though the bank is modernized only few customers alone use internet banking. Even for simple works like bills payment, statement enquires, transaction etc customers are not availing this facility. The main problem behind this study is customers are unaware, they are not motivated and not showing interest to use for it.

### **1.4 OBJECTIVES OF THE STUDY**

#### **Primary objective**

- To study the market potential of internet banking

#### **Secondary objective**

- To study the awareness and advantages of internet banking.
- To study the internet banking market share of other competitors.
- To suggest measures to seize a bigger market share.
- To offer suggestions based on the findings of the study.

## **1.5 SCOPE OF THE STUDY**

The study will help us to understand the awareness and level of satisfaction of internet banking from the users. It helps us to know what the customers expect from internet banking as per their requirements and to motivate according to it. Finally this study will help the bank to re-adjust their facilities according to their customer preferences, in order to withstand the competition from other successful private banks.

## **1.6 METHODOLOGY**

### **1.6.1) Type of the Study**

The research is descriptive in nature as the study was to find out the satisfaction of users and non-users of internet banking

### **1.6.2) Sampling Design**

Convenient sampling method is adopted for the purpose of the study.

### **1.6.3) Sample Size**

The data's are collected from 100 customers alone those who visits the branch. However, the present study could not cover all the customers of INGVysya bank.

### **1.6.3) Method of data collection**

#### **Primary data**

Data's are collected through questionnaires.

#### **Secondary Data**

Annual reports provided by the bank

Brouchers

Magazines

Internet

### **1.6.4) Tools For Analysis**

The data collected were put in excel sheet, by using this sheet simple tables were drawn.

Statistical techniques used for analysis are

- Percentage analysis
- Chi- square analysis.
- Rank analysis.

## **1.7) LIMITATIONS**

- The study was taken only at Ing Vysya bank limited, Coimbatore and hence the result can't be generalized to other branches of the bank.
- Due to time constraint the data's are collected only to few customers those who visit the bank.
- The study is limited to the period of six weeks.

## **1.8) CHAPTER SCHEME**

### **a) Introduction**

The introduction part of the report structure includes the background of the study, review of literature, objectives of the study, statement of the problem, scope of the study, the methodology which consists of the type of study, sampling design, method of data collection and the tools for analysis, limitations and also the chapter scheme.

### **b) Organization profile**

The organization profile includes the history of the organization, the details of the management, the structure of the organization, products profile and the competitive strength of the company and a brief description of the various functional areas of the organization.

### **c) Macro – Micro Analysis**

The macro – micro analysis includes the details of the prevailing scenario with respect to the internet banking sector and the organization undertaken for the study. In this study the macro perspective is the overall banking services and the micro perspective is the internet banking services offered by IngVysya Bank of India in Coimbatore branch.

#### **d) Data Analysis and Interpretation**

The data analysis and interpretation chapter comprises of tables and charts, it gives the tabular distribution of the collected data, analyzed percentage values, graphical representation results.

#### **e) Conclusion**

This chapter deals with the findings of the study and gives suggestion that the researcher put forward to the management.

# ORGANIZATION PROFILE

# INTRODUCTION

**MACRO AND MICRO**  
**ANALYSIS**

## **CHAPTER-2**

### **ORGANIZATION PROFILE**

#### **2.1 HISTORY OF THE ORGANIZATION**

ING Vysya Bank Ltd., is an entity formed with the coming together of erstwhile, Vysya Bank Ltd, a premier bank in the Indian Private Sector and a global financial powerhouse, ING of Dutch origin, during Oct 2002.

The origin of the erstwhile Vysya Bank was pretty humble. It was in the year 1930 that a team of visionaries came together to found a bank that would extend a helping hand to those who weren't privileged enough to enjoy banking services. It's been a long journey since then and the Bank has grown in size and stature to encompass every area of present-day banking activity and has carved a distinct identity of being India's Premier Private Sector Bank.

In 1980, the Bank completed fifty years of service to the nation and post 1985; the Bank made rapid strides to reach the coveted position of being the number one private sector bank. In 1990, the bank completed its Diamond Jubilee year. At the Diamond Jubilee Celebrations, the then Finance Minister Prof. Madhu Dandavate, had termed the performance of the bank 'Stupendous'. The 75th anniversary, the Platinum Jubilee of the bank was celebrated during 2005. The long journey of seventy-five years has had several milestones are as follows:

- 1930-Set up in Bangalore
- 1948-Scheduled Bank
- 1985-Largest Private Sector Bank
- 1987-The Vysya Bank Leasing Ltd. Commenced
- 1988-Pioneered the concept of Co branding of Credit Cards
- 1990-Promoted Vysya Bank Housing Finance Ltd.

- 1992-Deposits cross Rs.1000 crores
- 1993-Number of Branches crossed 300
- 1996- Signs Strategic Alliance with BBL., Belgium. Two National Awards by Gem & jewelers Export Promotion Council for excellent performance in Export Promotion.
- 1998-Cash Management Services & commissioning of VSAT. Golden Peacock Award - for the best HR Practices by Institute of Directors. Rated as Best Domestic Bank in India by Global Finance (International Financial Journal - June 1998)
- 2000-State -of - the -art Data Centre at ITPL, Bangalore.RBI clears setting up of ING Vysya Life Insurance Company.
- 2001-ING-Vysya commenced life insurance business.
- 2002-The Bank launched a range of products & services like the Vys Vyapar Plus, the range of loan schemes for traders, ATM services, Smartserv, personal assistant service, Save & Secure, an account that provides accident hospitalization and insurance cover, Sambandh, the International Debit Card and the mi-b@nk net banking service.
- 2002-ING takes over the Management of the Bank from October 7th , 2002
- 2002-RBI clears the new name of the Bank as ING Vysya Bank Ltd, vide their letter of 17.12.02
- 2003-Introduced customer friendly products like Orange Savings, Orange Current and Protected Home Loans
- 2004-Introduced Protected Home Loans - a housing loan product.
- 2005-Introduced Solo - My Own Account for youth and Customer Service Line – Phone Banking Service
- 2006-Bank has networked all the branches to facilitate ‘AAA’ transactions i.e. Anywhere, Anytime & Anyhow Banking  
In Coimbatore the branch was started in the year 1997 june4th in ram nagar and again it was shifted to saibabacolony in the year 2003 may 5<sup>th</sup>.

## 2.2 MANAGEMENT

ING Vysya bank is managed by the part time Chairman Mr. K R Ramamoorthy and the Managing Director and CEO Mr. Vaughn Nigel Richtor, plays a vital role in the management policy, decision making of the bank and also implements the plans for improvement and growth

### Management Team

- Ashok Rao B  
-Chief Operating Officer
- Donald Koch  
-Chief corporate audit group
- Janak Desai  
-Country head-whole sale banking & financial markets
- Jayant Mehrotra  
-Chief Financial Officer
- Narayanan KB V  
-Company Secretary
- Ned Swarup  
-Chief Risk Officer
- Prasad Jm  
-Chief-Human Resources
- Samir Bimal  
-Country Head – Private Banking
- Anjaneyulu K S R  
-Regional CEO
- Radha Krishnan V S  
-Regional CEO-SE AP
- Sankarshan Rao Y  
-Regional CEO-WEST

## **LIST OF BOARD OF DIRECTORS**

- Mr. Richard
- Mr. Ryan Andrew Padgett
- Mr. Arun Thiagarajan
- Mr. Lars Kramer
- Mr. Willem Fredrik Nagel
- Mr. Philippe Damas
- Mr. Aditya Krishna

## **2.3 FUTURE PLAN**

- Expand and invest in ventures including insurance, private equity and wealth management.
- To attain the par level of other banks

## **2.4 PRODUCTS PROFILE**

ING Vysya bank in saibaba colony offers various products to its customers. They are

### 1) Savings Bank Account

Savings bank account provides attractive returns and personalized banking services, while accumulating funds over a period of time. It is classified into

- Orange savings account
- Advantage salary account
- Saral account
- Saral savings account
- Freedom account
- General savings account

### 2) Current Accounts

Small, medium and large enterprises offer for current account. Its is classified into

- Orange Current Account
- Advantage Current Account

- General Current Account
- Comfort Current Account

### 3) Term Deposits

INGVysya Bank's attractive interest rates on term deposits help you fulfill your needs and keep your savings secure at the same time

- Fixed Deposits
- Cumulative Deposits
- Akshaya Deposits
- Tax advantage deposits

### 4) Cards

#### 5) Golden lockers

#### 6) Gold Loans

#### 7) Mutual funds

#### 8) Life insurance

## **2.5 COMPETITIVE STRENGTH OF THE BANK**

ING Vysya Bank is an MNC Bank and has its net work through out the entire world. It is the only bank that offers free access of atm cards with the special product called orange savings account through any other banks.

It is the first private sector to introduce RTGS (transferring funds from bank to bank) facility in the banking sectors. Customers can maintain zero balance account with the unique feature called freedom savings account with the minimum yearly service charge.

## **2.6 FUNCTIONAL AREAS**

INGVysya Bank Group is a universal bank and offers a range of services including investment banking, asset management, credit cards, insurance, securities trading and factoring.

## **CHAPTER-3**

### **MACRO AND MICRO ANALYSIS**

#### **GLOBAL INTERNET BANKING**

##### **Internet Banking - Scene of last decade and some learning**

In the days of virtualization where working mothers and traveling sales-team prefer to use flexi-time and remote jobs profile; Internet is being adopted as a parallel medium of communication, transaction, and social networking. Internet banking is fast gaining momentum across the globe for its convenience and ease of conducting transactions at a speed and service levels never dreamt of, a decade ago. Bankers needs take to some learning for this last decade of e-driven environment.

##### **Internet banking introspection**

In-spite of its multiple advantages, there is a need to step back and re-think on perceptions of the masses. Is Internet Banking truly replacing the layers of branch banking in a big way? Is Internet Banking a definitive future of how world people will transact over net? There are enough evidences of Internet Banking gaining considerable adoption in developed and to a lesser degree in developing countries. However ample evidence exist to suggest that Internet banking has been highly is accepted and yet global bankers have to fight a fierce battle when Internet Banking will be a truly serious and parallel banking channel, complementing offline banking in a big way. But one thing is sure, e-banking is going through a lot of transformation for a decade and will surely keeping it's footprint across the globe.

By next decade, mobile banking may take over as preferred channel in the tribal regions of Africa and world may follow the pattern. Bangladesh has successfully tested mobile banking for have-nots (with limited functionalities though) and again provided a point to the word that micro-banking is the only aspect that is leading them, given the size and status of their economy.

## **Maintaining e-banking infrastructure**

Developing and maintaining Internet Banking is extremely a tough call for a modern day banker. At one side, the cost and efforts of maintenance of e-banking infrastructure (given the security needs and compliances) may not necessarily justify the benefits to bank of every size. And at the same time, intangible cost of not providing full-fledged internet banking platform is also huge and may affect the opportunities loss for banks. Having said that, in today's context, providing full-service Internet banking platform is more of "when and not if" and the benefits are comparable to "chicken or egg" theory.

### **Pre- Y2K**

In the first generation of Internet Banking, i.e. pre Y2K era, banks in the developed world provided basic facilities such as view balance, e-statements, check-book request, stop payment instructions, Electronic bill payment (EBP) etc.

### **Post - Y2K**

In Post Y2K era banks aggressively adopted various services such as Electronic Bill Presentment and payment (EBPP), customized reporting, account aggregation over multiple bank accounts, Investment banking, also portfolio / investment management, comprehensive money management, and trade finance etc.

### **Internet-only Banks**

Y2K was also an era when few "Internet only" banks were established, and out of which Japanese have better survived by now. Rest of the world is struggling to keep this "internet only" concept alive. Needless to say, debate is on for account aggregation Vs multi-factor authentication Vs privacy Vs so on.

### **2007 and beyond**

In the present regime of 2007 and beyond, the banks are concentrating on targeting the incremental service-level in online banking value-chain e.g. developing creative ways of countering security threats, targeting comprehensive supply chain management for entire life cycle of a transaction utilizing straight through processing (STP) , Customizing the social network in wbe2.0 including offering more control to the user , aligning internet banking with multiple channels to offer the best-in-breed technological upgrades to the customer including Electronic Fund Transfer (EFT) / bulk

transfers using RTGS, mobile banking services, incorporating GIS, imaging, workflow etc. The debates of Zopa, prosper, paypal Vs traditional banking are endless as if the debates on traditional banking Vs Wall Mart was not enough. Banks are targeting Internet banking as a medium to generate new business and attracting either offline or fresh customer through effective ways of cross-selling, establishing cross border services for various corporate as well as consumer segment. Internet Banking is also been used as a channel to create profile driven marketing campaign for various banking products.

### **Research suggesting Internet banking growth story**

As per Pew Internet & American Life Project in 2005, around 53 million Americans conduct majority of their banking online. This is approximately a quarter of all adults and this has risen over 47% since 2002.

Forrester predicts this online number to reach 74 Million household in USA by 2011. The major factor promoting this number is Generation Y, as this segment of online banking is expected to grow by 136% in next 5 years timeframe. EBPP is expected to be a major driver for achieving this envisaged growth of e-banking volumes.

Aite Group forecasts that by 2010, 13% of checking accounts will be opened online in the United States, up from 3% in 2006.

Global e-commerce activity is currently estimated to be approx 10 Trillion US\$. Increasingly, Internet banking will be used as a payment mode either using physical / virtual credit cards or though fund transfer / direct debits. Currently Physical card plays a major role in these global payments with or without using Internet Banking.

### **Security Threats over Internet - a need for introspection**

In contrast to the growth stories, parallel research by organization such as Mintel in USA suggests a flip side of the story. e.g. study by Mintel indicates around two thirds of 40% younger consumers developed or matured market between 18-34 are turning way from online banking services, as they "don't trust transactions on the Internet". Therefore a huge introspection is needed from bankers for planning to counter the security threats in terms of hacking, Phishing, Pharming, keystroke logging, Trojan horses and several other modes of attacks on customer as well as banks. Several Banks across the globe had to

either compensate customers of security scams or to accept the responsibilities of major overhaul of their Internet banking channel. In fact, The Australian Securities and Investment Commission (ASIC) has invited a major debate within banking industry whether to accept liability of banks to compensate customer and / or design higher customer responsibilities for Internet Banking Frauds. A security threats a major deterrent for consumers aggressively using Internet Banking. However it is also seen that perception of threat is much higher in the minds of consumers in comparison to the actually threat itself. Banks have to aggressively work on cost-benefits to offer insurances or liability guarantee to the customers, which may help to garner huge untapped market. But this still leaves with issue of data floating around with the fraudster, which may not be resolved with guarantees.

### **Some Learning by banks**

Internet is one of most cost effective channel of conducting banking operations. It is estimated that Internet banking offers up to minimum of 60% (and much more at higher volumes) cost saving over normal offline banking. But this numbers keep changing esp in of SOA, Multi-channel integration, web 2.0 environments.

Bankers across the world have realized that customer using online banking have lesser attrition in comparison to other channel of banking and offer a relatively loyal customer to the bank. But can they take this for granted, as new online financial service community (esp non-banks) is posing strong threats?

Per product usage per customer for Internet Banking channel is growing exponentially comparing offline banking. But can this become a norm? Can they improve on this numbers as a lot needs to be done yet? Is profile driven campaigning used to it's best? Banks have to yet mature to provide with complete life cycle offerings in true sense.

As per Gartner, on an average, companies save about 45 cents every time they send an account statement electronically instead of by paper mail. A bank that sends monthly account statements by paper mail to 5 million customers would spend \$27 million more than if it sent electronic statements. (So much less wood saved for countering global warming.)

Many banks have started waiving or reducing transaction fees on Internet banking accounts and have been for long, offering higher deposit rates to attract this cost-effective channel of banking transaction.

Branch managers (esp of traditional / old banks) across the globe have realized that Internet Banking offers is not a hindrance or competition to their business growth, but it complements the operations as it actually reduces the excessive burden of servicing customers.

Banks are offering customized reporting aligning with tools e.g. "Quicken 2007 or Microsoft money" etc for customers to analyze their income, expenditure items in various heads and this helps individual families to study / budget their spending from e-banking statements. But bankers need to watch as to how many percent actually use this flashy customized gadget or are they spending money at wrong places.

"Offering image view for checks" is already an established value-add facility to the consumer after modern day regulations such as "check 21" have established it's footprint in USA. Banks in developed countries are also enabling customer to remote deposit checks using scanned images of checks, whereas many countries across the globe are far behind this initiatives. But why would you need checks in next decade? A thorough introspection is needed here.

Banks are struggling to defy the threats of hacking, phishing, Pharming, keystroke logging, Trojan horses etc The organization-wide extensive IT security policy involving establishing protection to IT and network infrastructure, anti-intrusion initiatives, multiple audit programs, tracking suspicious trends, disaster recovery and business continuity, regulatory compliance, customer education and awareness programs are being utilized to counter external threats and save consumers from any probable attacks. FFIEC's recent authentications norms have opened up new scenario and opportunities, but debates on "Man-in-the-middle" or "is this full-proof protection" continue. A major industry-wide drive is needed to counter the security threats in terms of actions from banks as well customers.

Banks are now providing liability guarantees for any unauthorized transaction over Internet, but a lot is desired as compelling restrictive clauses in the "small-print" not

doing enough justice to customer's apprehension towards security threats. Infact Industry-wide debate as well as co-operation amongst players is must and not just wishful.

Can we devise threats-free and full-proof / secured environment, where users will have to conduct minimum actions and not be held responsive for type of anti-virus, anti-threat gadgets they use? I pray this would be true in next decade or so.

Mobile banking may cross over Internet Banking volume within less than a decade. (Internet channel heads, better watch out).

Multi-channel enabled applications is driving the technology architectures, assuming newer channel-driven growth paradigms

## **MICRO ANALYSIS**

ING Vysya Bank is an MNC Bank and has its net work through out the entire world. They have established a strong position in minds of customers by serving their needs. Online facility provided by ING Vysya is centralized and of free of cost.

Internet Banking is a service provided to ING VYSYA Bank customers to access and transact on their accounts over the Internet. The broad categories of services offered through Internet banking are

- Accounts - Transactions & inquiry
- Transfers
- Bill Payments
- Customer Services
- Mails
- Internet banking related settings

Customers will be provided with a unique User ID and passwords for accessing the service. There will be separate passwords to log in and to authorize transactions.

### **New Customer Activation**

Internet banking facility is provided to customers having a valid CIF number with ING Vysya Bank and will be able to access the accounts linked to the CIF based on the mode of operation of the customer.

Customers need to have an email ID registered with the bank to avail Internet banking facility. Based on specific request, customers are registered for Internet Banking facility.

Internet banking account is created for the customer on registration. However, customers will be able to access and use Internet banking only after activation of internet banking account.

On registering a customer for internet banking, email intimation is sent to the customer's registered email ID followed by PIN mailer through Post to the mailing address of the customer as registered with the bank. On receiving confirmation revert from the customer, the internet banking account is activated and made available for use to the customer.

### **User Access**

Access to internet banking account is through user ID and password. User ID for accessing internet banking is CIF number of the customer which is communicated to the customer through Email message.

Customers are provided with login and passwords. These passwords are randomly generated and sent to customer's communication address. The Password sent by the bank is 8 Character numeric passwords. This password is a single password by default for both Login and transaction. When customer logs in for the first time, system prompts for password change for Login as well as for Transaction. The new password should be Minimum of 8 characters and is case sensitive. Customers will be able to view their account details by logging-in using User ID and PIN provided by the bank. Mib@nk application will force the customer to change the password when customer initially logs on to Mib@nk. Customer needs to set his own passwords for Login and for Transactions (customer can set the passwords of his choice as per his convenience. For effecting any transaction, transaction password should be given by the customer in Authorization screen.

Customers will be able to access the accounts that are linked to their CIF. Level of access to the accounts will be based on mode of operation to that account. Access will be provided only to active / live accounts. Accounts which are dormant/inoperative status cannot be accessed through internet banking.

## CHAPTER 4

### DATA ANALYSIS & INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

**TABLE – I**  
**GENDER WISE DISTRIBUTION**

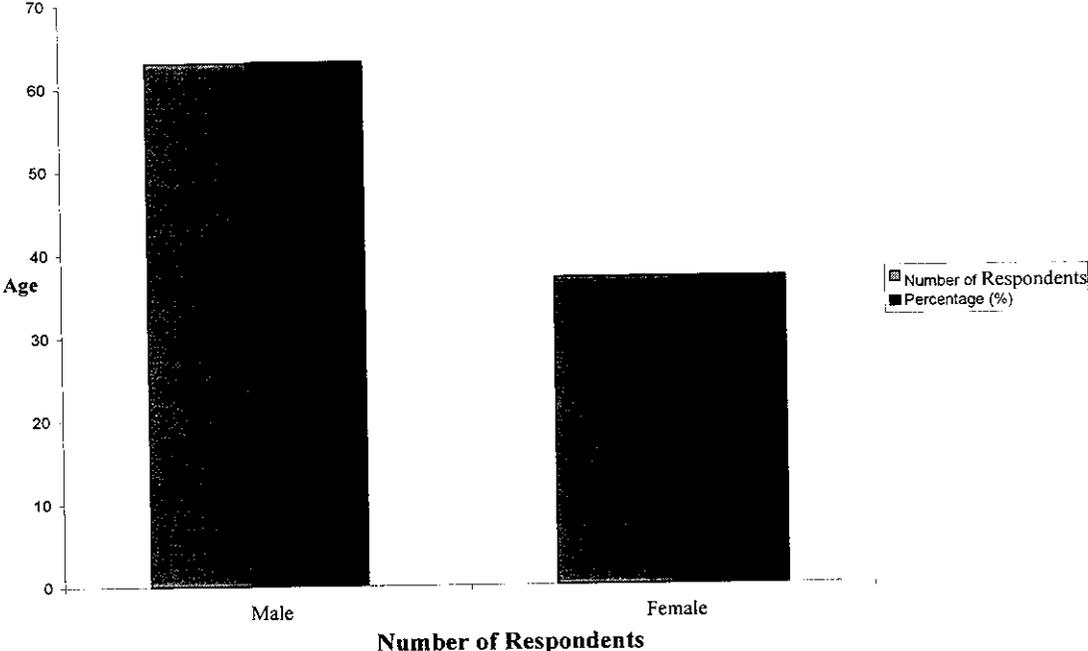
<b>Gender</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Male	63	63
Female	37	37
<b>Total</b>	<b>100</b>	<b>100</b>

#### **Inference**

The above table showing the gender wise classification of respondents. In that 63% of them were male and 37% of them were female.

# CHART-I

## Gender Wise Distribution



# DATA ANALYSIS AND INTERPRETATION

**TABLE – 2**

**CLASSIFICATION OF AGE GROUP**

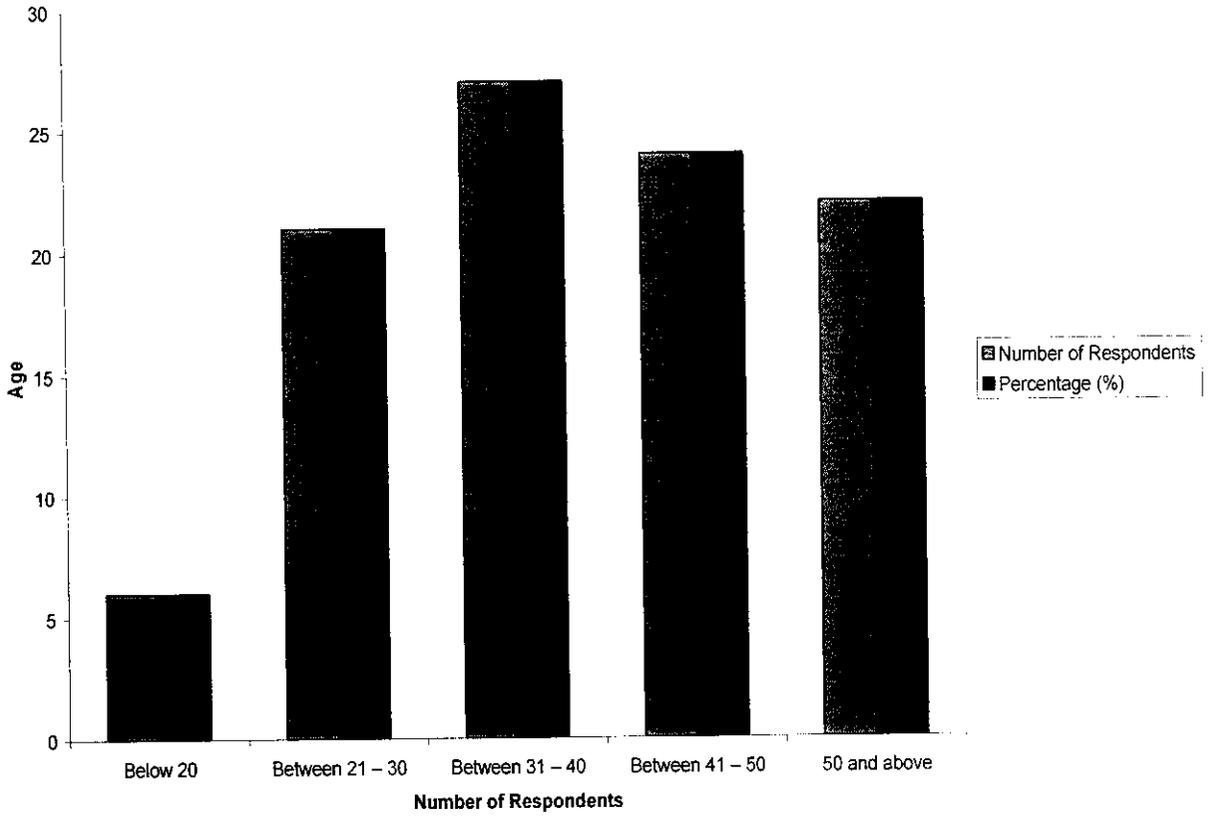
<b>Age</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Below 20	6	6
Between 21 – 30	21	21
Between 31 – 40	27	27
Between 41 – 50	24	24
50 and above	22	22
<b>Total</b>	<b>100</b>	<b>100</b>

**Inference**

The age wise category above table shows that 6% of them belong to below 20, 21% belongs to 21-30, 27% belongs to 31-40, 24% belongs to 41-50 and 22% belongs to 50 and above.

# CHART -II

## CLASSIFICATION OF AGE GROUP



**TABLE – 3****OCCUPATION**

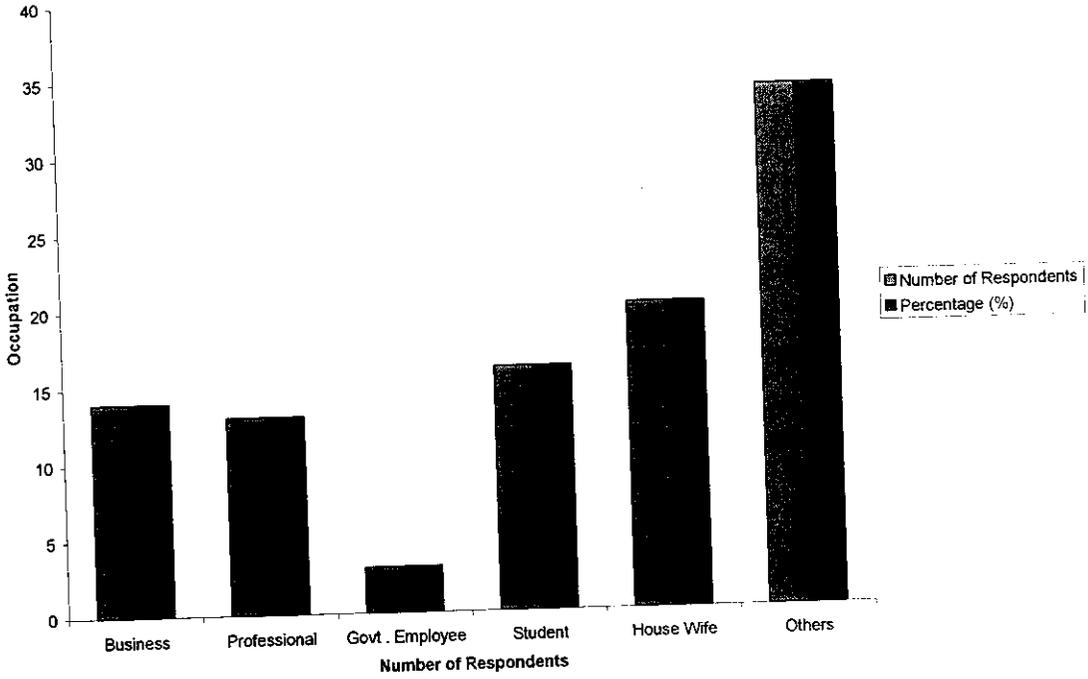
<b>Occupation</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Business	14	14
Professional	13	13
Govt . Employee	3	3
Student	16	16
House Wife	20	20
Others	34	34
<b>Total</b>	<b>100</b>	<b>100</b>

**Inference**

In the above table it shows that 14% of them are business, 13% of them were Professional, 3% were Govt.Employees, 16% of them were students and 26% of them are House wife and 34% of them were others.

# CHART - 3

## OCCUPATION



**TABLE – 4**

**ACCOUNT HOLDER OF INGVYSYA BANK**

<b>Type of account</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Fixed deposit	10	10
Savings A/C	58	58
Current A/C	18	18
Recurring deposit	14	14
<b>Total</b>	<b>100</b>	<b>100</b>

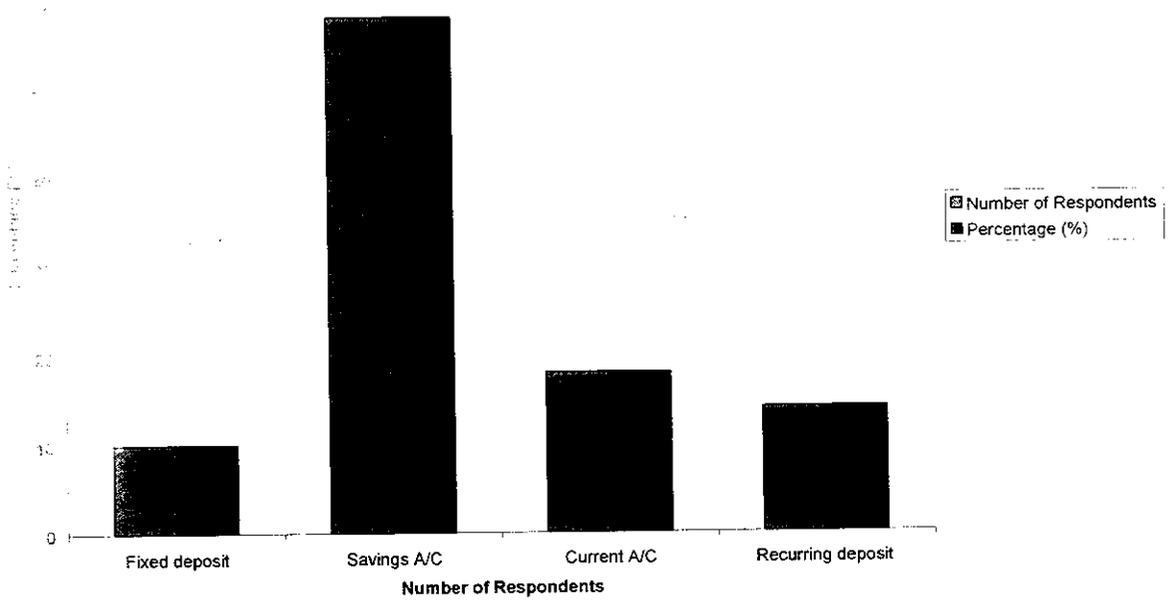
**Inference**

This table shows the account you hold in INGVysya, 10% of them holding fixed deposit, 58% is holding savings a/c, 18% of them holding current a/c, and 14% of them is under recurring deposit.

# CHART - 4

## ACCOUNT HOLDER OF INGVYSYA BANK

INGVysya



**TABLE – 5**

**BANKING REQUIRENMENTS**

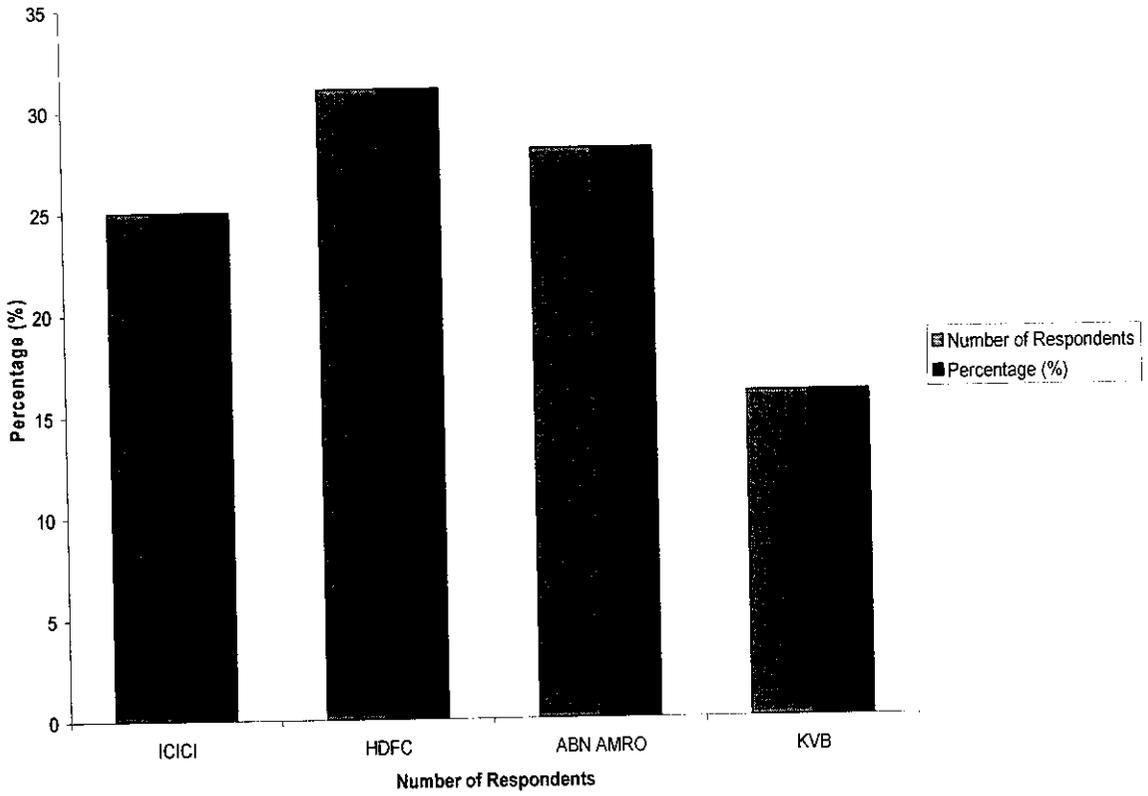
<b>Banking</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
ICICI	25	25
HDFC	31	31
ABN AMRO	28	28
KVB	16	16
<b>Total</b>	<b>100</b>	<b>100</b>

**Inference**

In the above table, 25% meet ICICI, 31% of them meet HDFC, 28% of them meet ABN AMRO, and 16 % of them meet KVB.

# CHART - 5

## BANKING REQUIREMENTS



**TABLE – 6**

**INTERNET BANKING FACILITY**

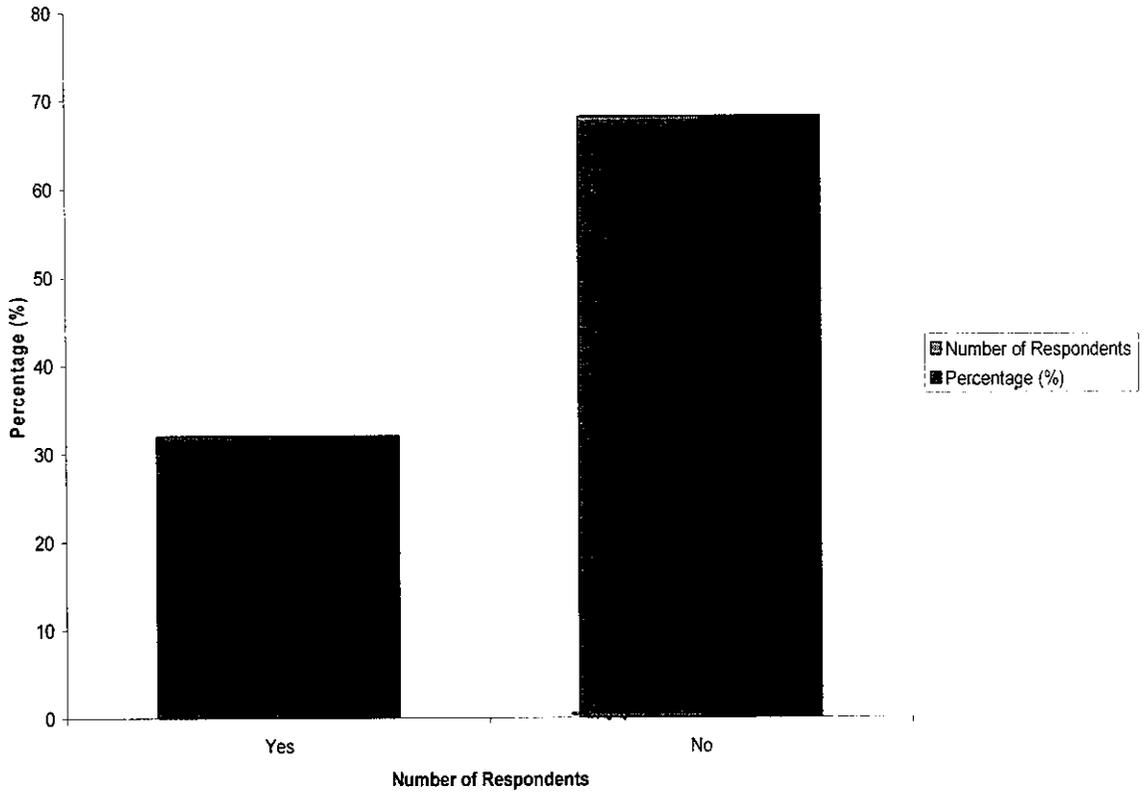
<b>Banking Facility</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	32	32
No	68	68
<b>Total</b>	<b>100</b>	<b>100</b>

**Inference**

In the above table, 32% using Internet facility, 68% not using.

# CHART-6

## INTERNET BANKING FACILITY



**TABLE – 7**

**INTERNET BANKING**

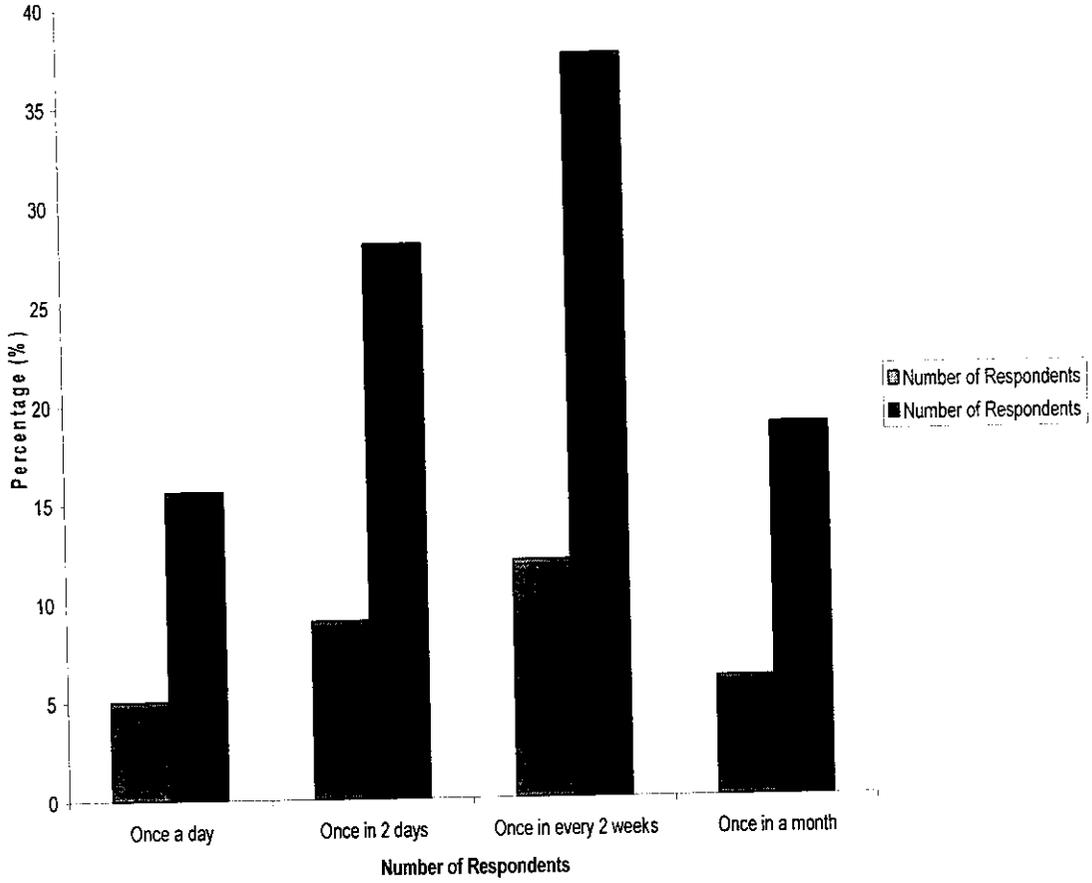
<b>Banking</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Once a day	5	15.6
Once in 2 days	9	28
Once in every 2 weeks	12	37.5
Once in a month	6	18.8
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table, 15.6% of them will use the internet banking once in a day, 28% of them will use the internet once in 2 days, 37.5% of them will use the internet banking once in every 2 weeks, 18.9% of them will use the internet once in a month.

# CHART-7

## INTERNET BANKING



**TABLE – 8**

**INTERNET BANKING IN A DAY**

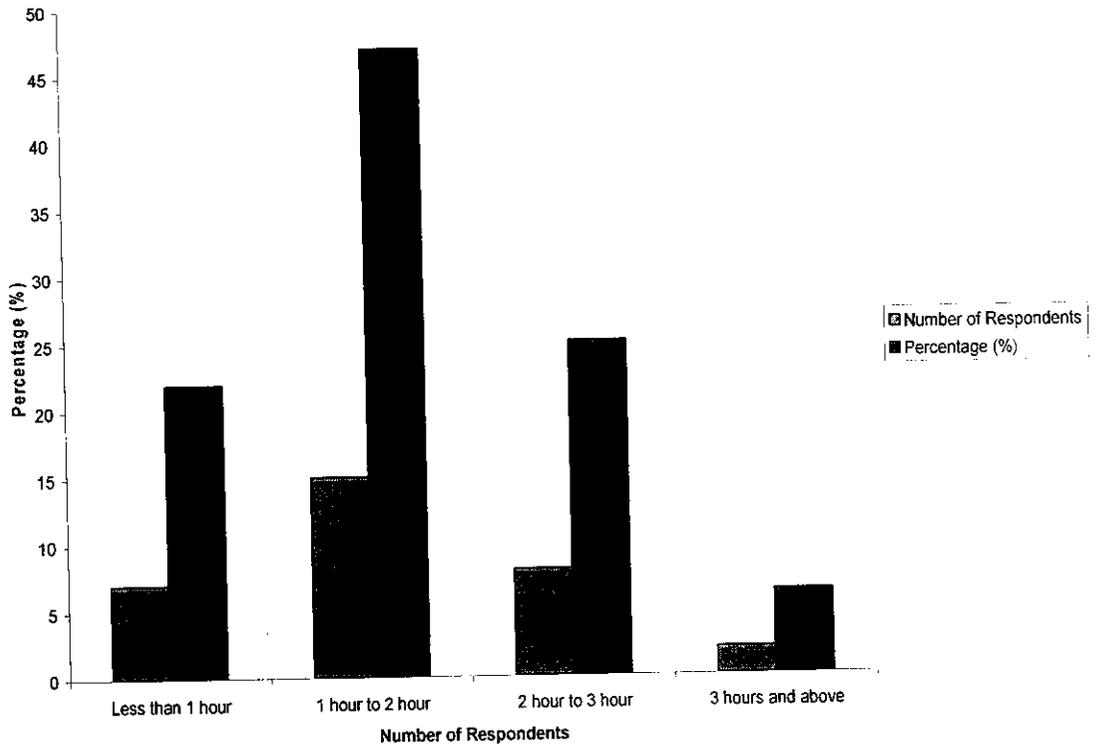
<b>Banking</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Less than 1 hour	7	21.9
1 hour to 2 hour	15	46.9
2 hour to 3 hour	8	25
3 hours and above	2	6.25
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table,21.9% of them use less than 1 hour,46.9% of them will use 1 hour to 2 hour,25% of them will use 2 hour to 3 hour,6.25% of them will use 3hours and above.

# CHART-8

## INTERNET BANKING IN A DAY



**TABLE – 9****VARIOUS FACILITIES USING INTERNET BANKING**

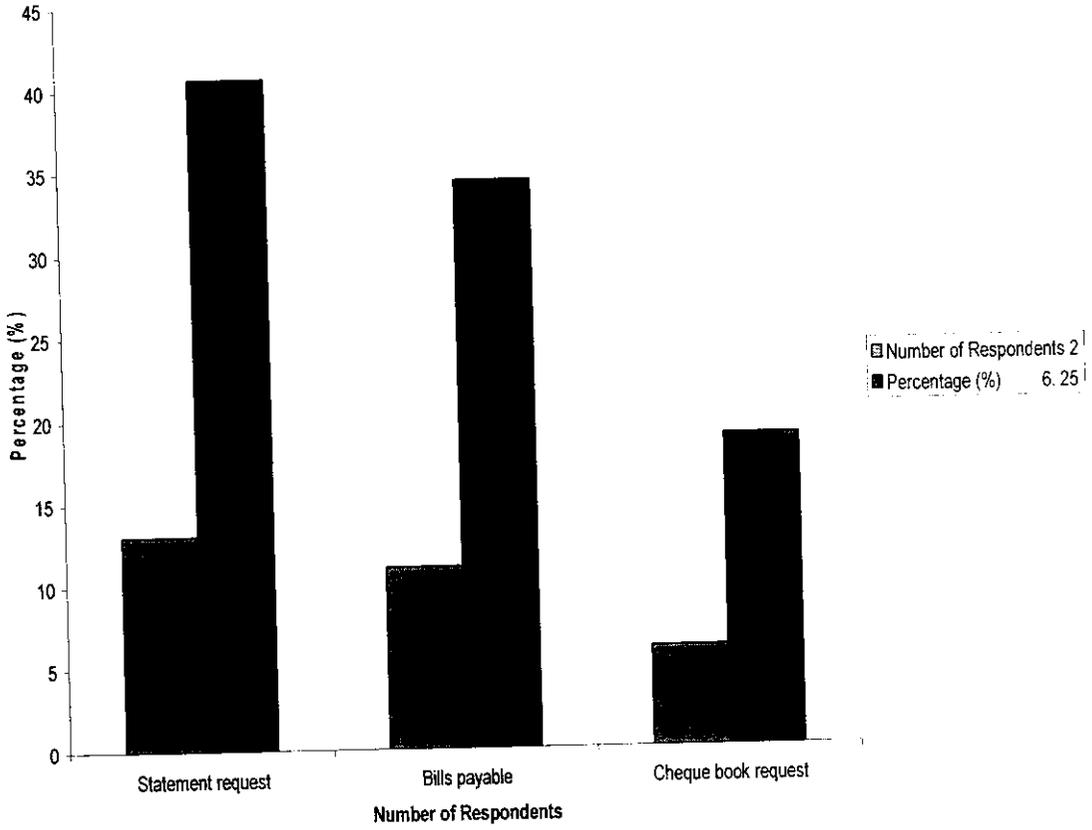
<b>Banking</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Fund transfer	2	6.25
Statement request	13	40.6
Bills payable	11	34.3
Cheque book request	6	18.8
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table, 6.25% of them use fund transfer, 40.6% of them use statement request, 34.3% of them use bills payable, 18.8% of them use cheque book request.

# CHART-9

## VARIOUS FACILITIES USING INTERNET BANKING



**TABLE – 10****REASON FOR USING INTERNET BANKING**

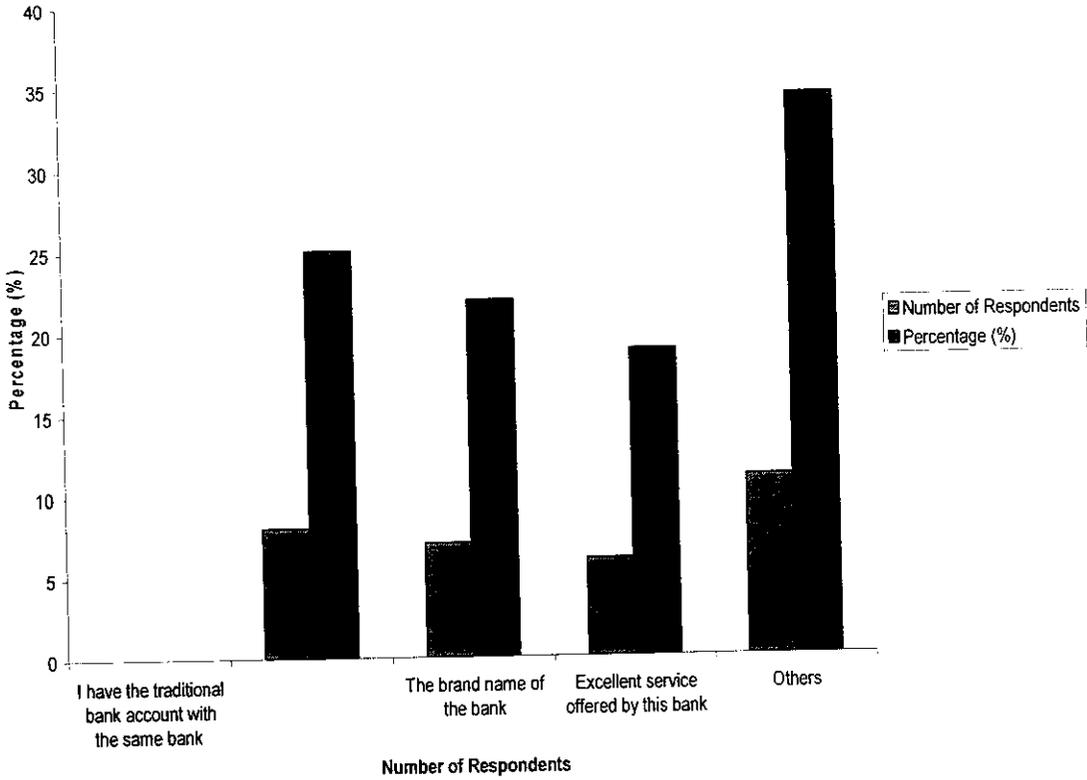
<b>Banking</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
I have the traditional bank account with the same bank	8	25
The brand name of the bank	7	21.9
Excellent service offered by this bank	6	18.8
Others	11	34.3
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table, 25% have traditional bank account with the same bank, 21.9% have brand name of the bank, 18.8% excellent service offered by the bank, 34.3% of them chose others.

# CHART-10

## REASON FOR USING INTERNET BANKING



**TABLE – 11****OTHER ONLINE FACILITIES**

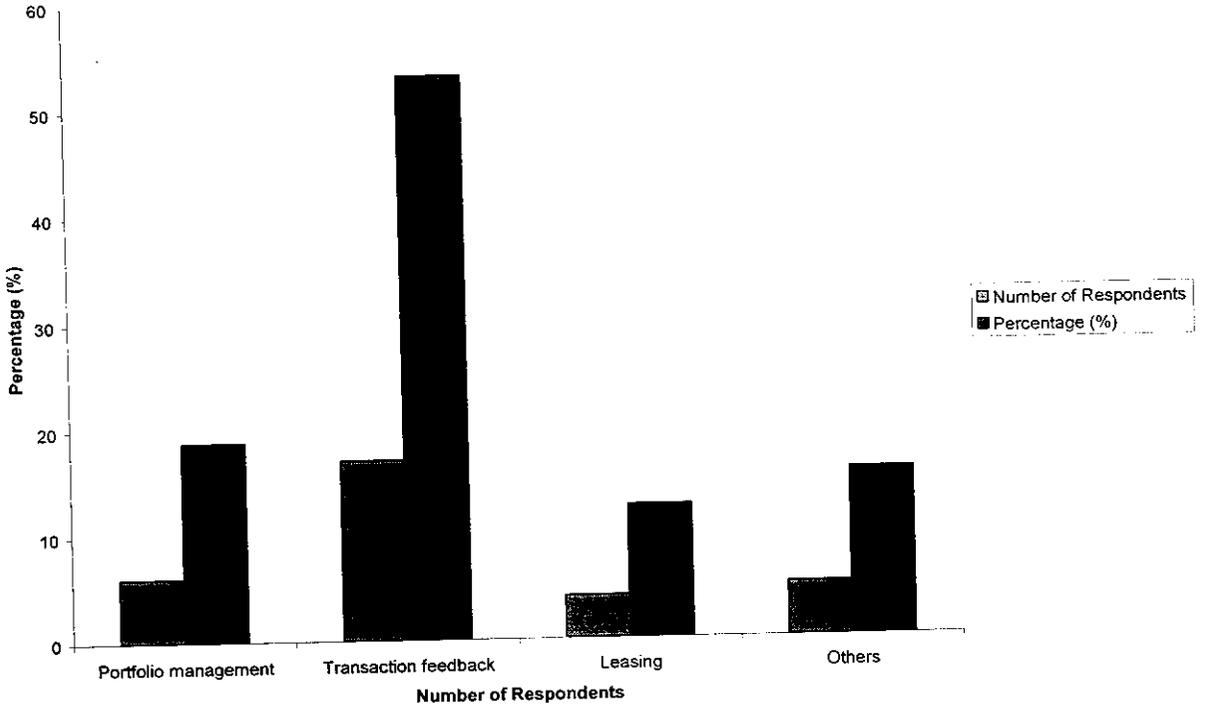
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Portfolio management	6	18.8
Transaction feedback	17	53.1
Leasing	4	12.5
Others	5	15.7
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table, 18.8% of them use portfolio management, 53.1% of them use transaction feedback, 12.5% of them using leasing, 15.7% use others.

# CHART-11

## OTHER ONLINE FACILITIES



**TABLE – 12**

**SPECIFIC INFORMATION**

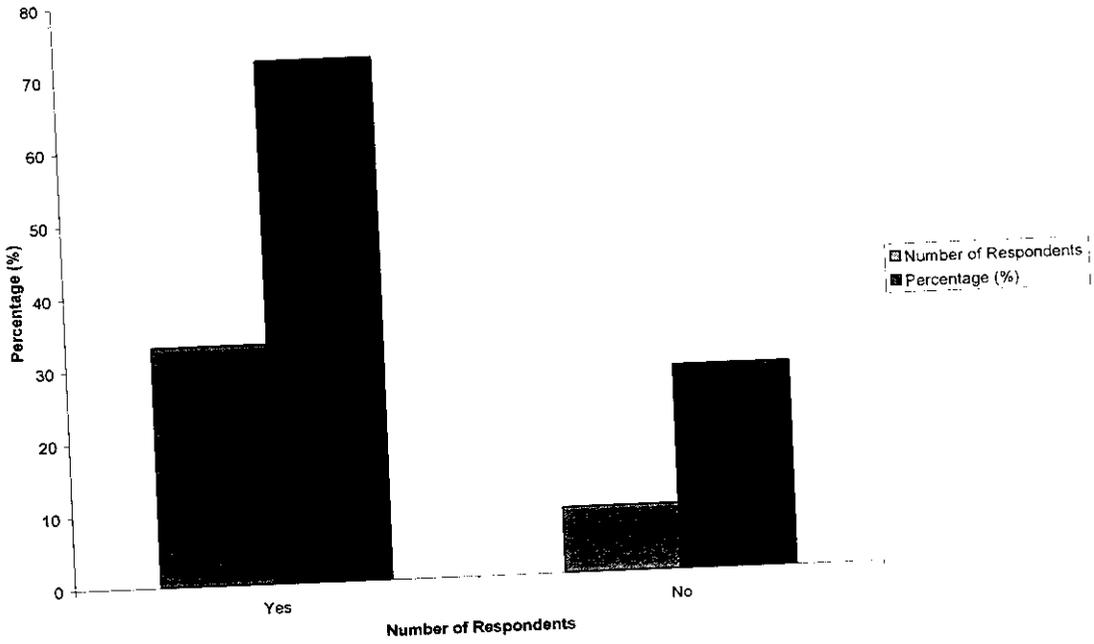
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	33	71.9
No	9	28.1
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table, 71.9% of them have specific information while using internet banking, 28.1% of them are not using it.

# CHART-12

## SPECIFIC INFORMATION



**TABLE – 13****SECURITY QUESTION**

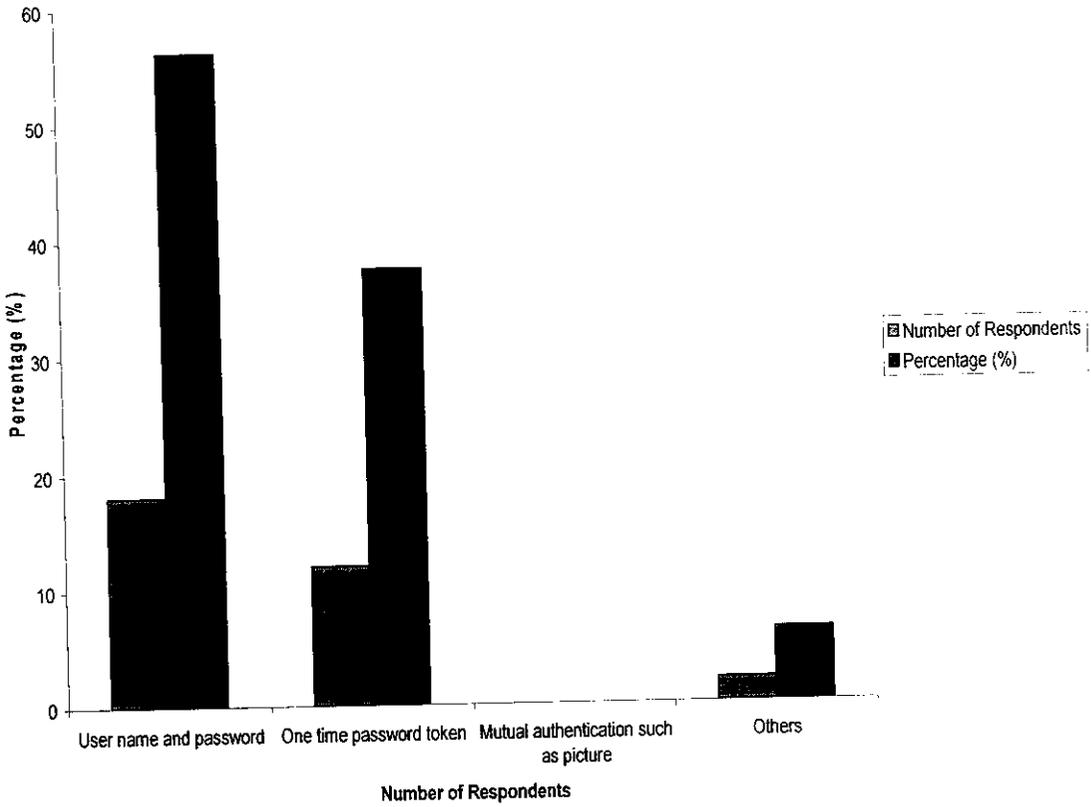
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
User name and password	18	56.2
One time password token	12	37.5
Mutual authentication such as picture	0	0
Others	2	6.25
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table 56.2% of them chooses username and password ,37.5% of them chooses one time password token, None chooses mutual authentication such as picture,6.25% of the chooses others.

# CHART-13

## SECURITY QUESTION



**TABLE – 14**

**PROVIDING ENOUGH SECURITY**

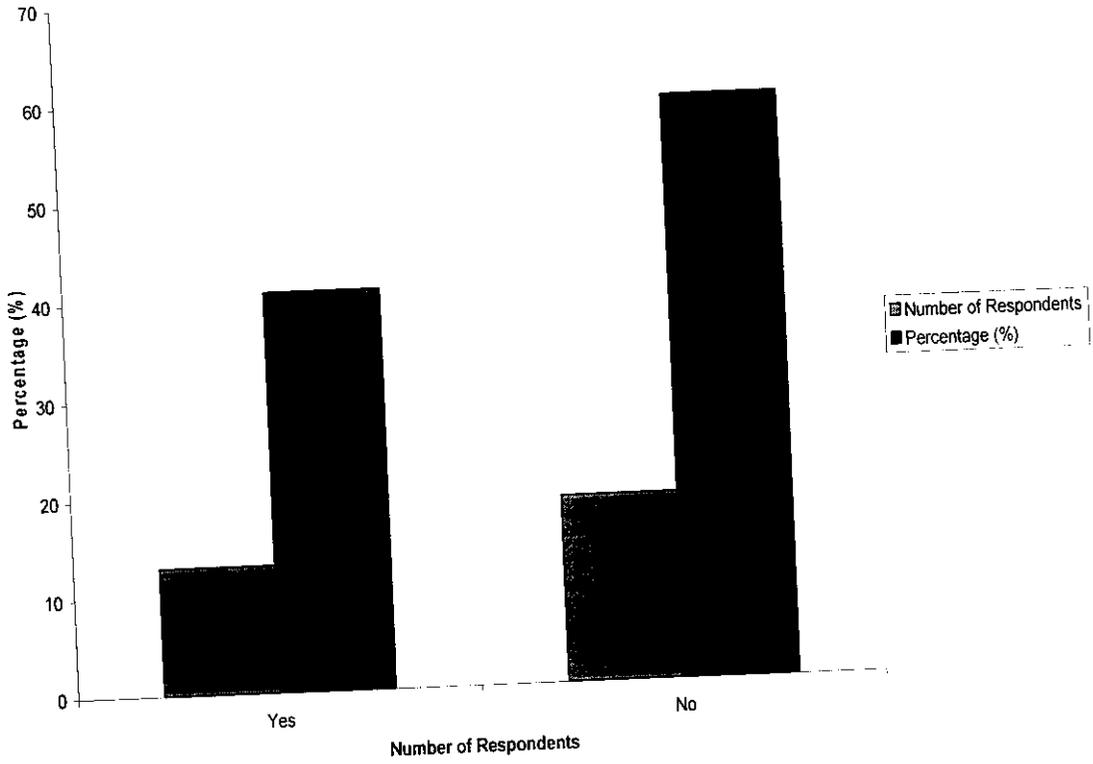
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	13	40.7
No	19	59.3
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table, 40.7% of them says bank is providing enough security, 59.3% of them says they are not providing enough facility.

# CHART-14

## PROVIDING ENOUGH SECURITY



**TABLE – 15**

**ADDITIONAL AUTHENTICATION**

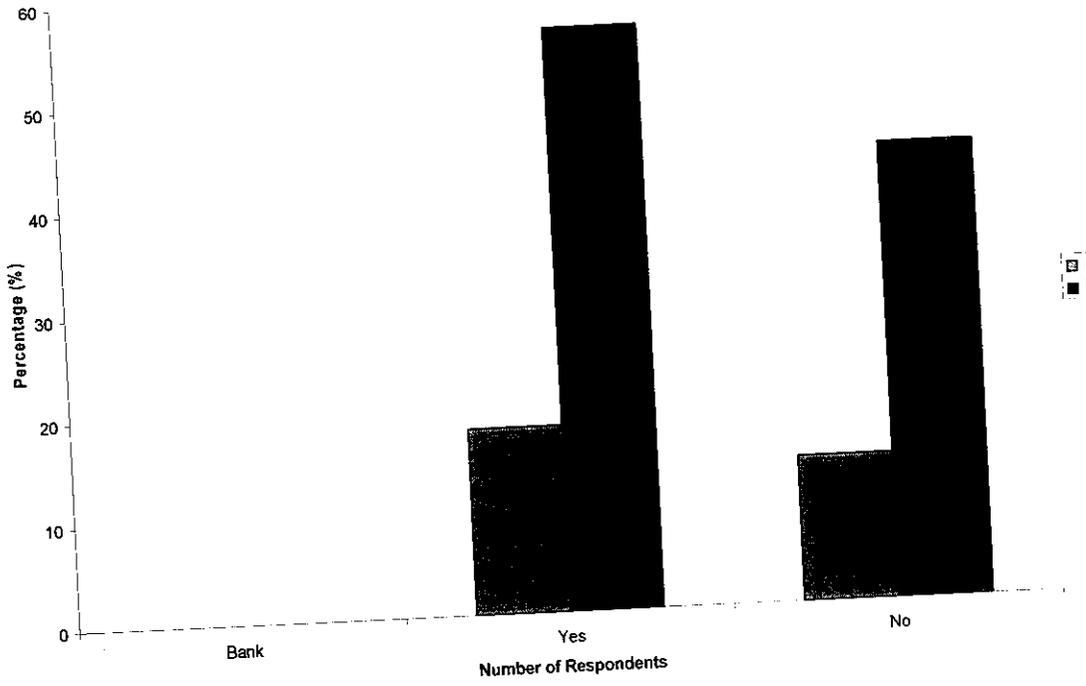
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	18	56.2
No	14	43.8
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

In the above table,56.2% of them says they are willing to use additional authentication besides username and password,43.8% of them says they will never use any additional authentication.

# CHART-15

## ADDITIONAL AUTHENTICATION



**TABLE – 16**

**CONVINCED TO USE INTERNET BANKING OF INGVYSYA**

<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	11	34.3
No	21	65.6
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

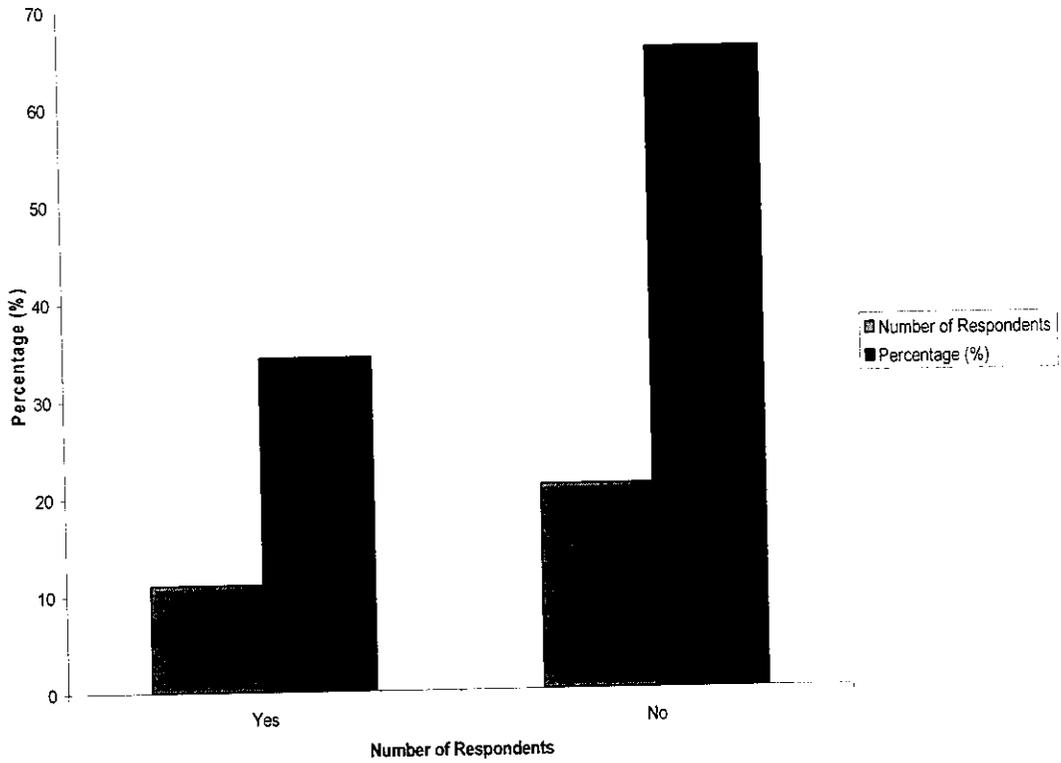
In the above table, 34.3% of them say yes, 65.6% of them say no.



P- 2442

# CHART-16

## INTERNET BANKING OF INGV ysya



**TABLE – 17**

**WAY U CONVENCED**

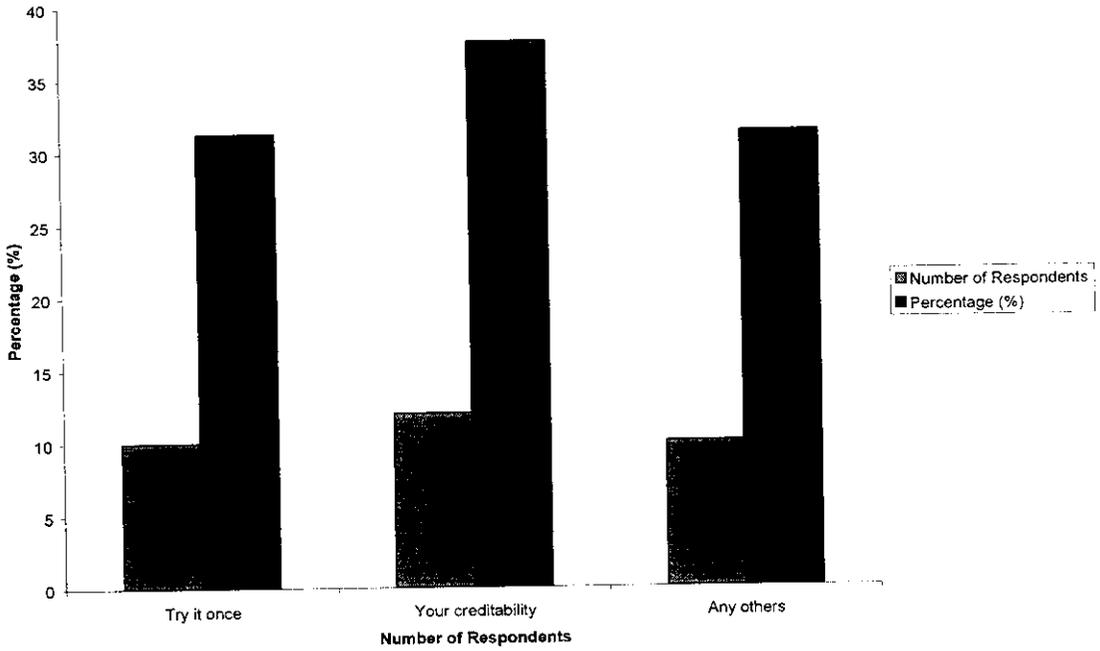
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Try it once	10	31.25
Your creditability	12	37.5
Any others	10	31.25
<b>Total</b>	<b>32</b>	<b>100</b>

**Inference**

From the above table, 31.25% of them tried it once and convinced, 37.5% of them says their creditability, 31.25% of them choose others.

# CHART-17

## WAY U CONVENCED



**TABLE – 18****REASON FOR NOT USING INTERNET BANKING**

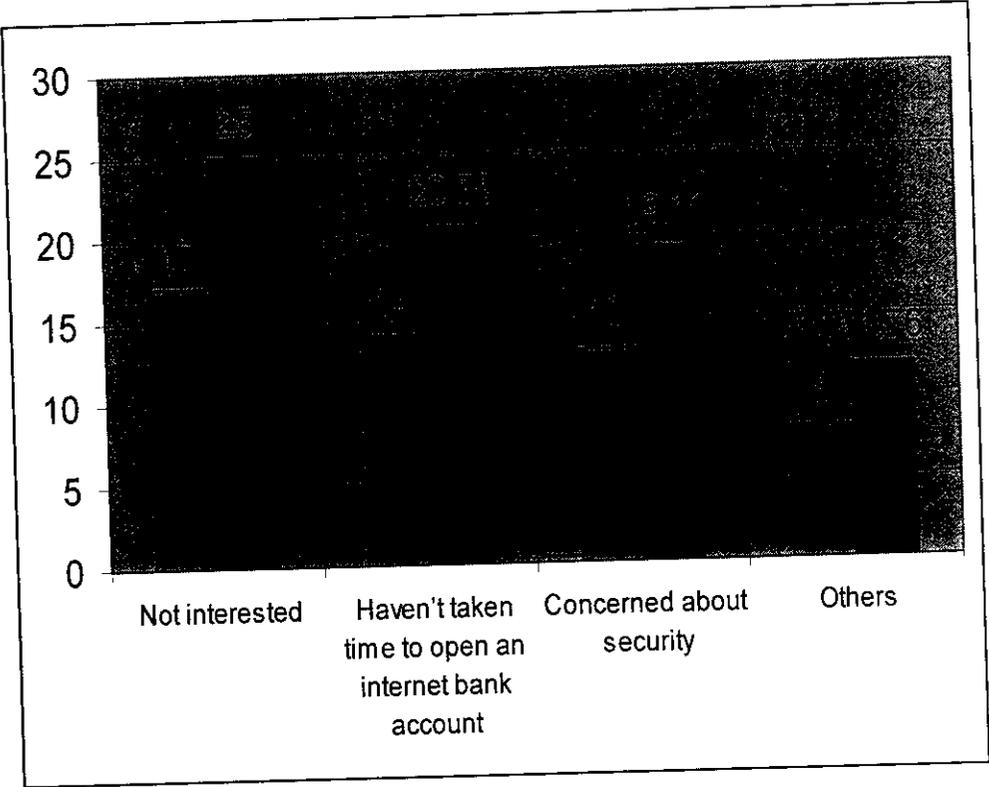
<b>Bank</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Not yet heard about the facility	16	23.52
Not interested	17	25
Haven't taken time to open an internet bank account	14	20.58
Concerned about security	13	19.11
Others	8	11.76
<b>Total</b>	<b>68</b>	<b>100</b>

**Inference**

From the above table,2% of them not yet heard about the facility,17% of them not interested ,10% of them haven't taken time to o[pen an internet bank account,1% of them concerned about security,2% of them says others.

**CHART- 18**

**REASON FOR NOT USING INTERNET BANKING**



## CHI – SQUARE ANALYSIS

### AGE AND SERVICE PROVIDED BY THE BANKS

**Null hypothesis ( $H_0$ ):** The demographic variable age does not have any significant influence on the service.

**Alternative hypothesis ( $H_1$ ):** The demographic variable age have significant influence on the service

**TABLE-19**

Age	Opinion about the services provided				Total
	ICICI	HDFC	ABN	KVB	
Below 20	1	2	2	1	6
21-30 years	2	8	5	6	21
31-40 years	6	9	8	4	27
41-50 years	7	8	7	2	24
50 & above	9	4	6	3	22
<b>Total</b>	<b>25</b>	<b>31</b>	<b>28</b>	<b>16</b>	<b>100</b>

### Inference

Calculated value: 9.555247

Calculated value is more than the table value so it is been accepted that there is a relationship between age and the opinion about the services provided

## INFLUENCE OF OCCUPATION OVER ACCOUNT HOLDERS OF ING VYSYA BANK

**Null hypothesis ( $H_0$ ):** The demographic variable occupation does not have any significant influence over the account holders of INGVysya Bank.

**Alternative hypothesis ( $H_1$ ):** The demographic variable occupation has significant influence over the account holders of INGVysya Bank.

**TABLE-20**

Occupation	Opinion regarding the account hold in INGVysya				
	Fixed Deposit	Saving A/C	Current A/C	Recurring Deposit	Total
Business	2	6	4	2	14
Professional	2	5	3	3	13
Govt. Employee	1	1	1	1	4
Student	1	8	4	2	15
House Wife	2	11	5	2	20
Others	2	27	1	4	34
<b>Total</b>	10	58	18	14	100

### Inference

Calculated Value: 15.30973

The calculated value is lesser than the table value so there is no relationship between occupation and the account holded in INGVysya Bank.

## RANK CORRELATION

TABLE-21

Bank	Highly satisfied	satisfied	Dissatisfied	Highly dissatisfied	TOTAL	RANK
ING Vysya	6	5	2	3	16	5
	24	15	4	3	46	
ICICI	10	8	5	2	25	1
	40	24	10	2	76	
HDFC	9	5	4	3	21	2
	36	15	8	3	62	
ABN AMRO	6	3	5	4	18	4
	24	9	10	4	47	
KVB	9	5	3	3	20	3
	36	15	6	3	60	
<b>TOTAL</b>	<b>40</b>	<b>26</b>	<b>19</b>	<b>15</b>	<b>100</b>	

### Inference

From the above table, ICICI Bank is ranked first, HDFC Bank is ranked second, KVB Bank is ranked third, ABN AMRO Bank is ranked fourth and ING VYSYA Bank Company is ranked five.

# CONCLUSION

## CHAPTER 5

### FINDINGS AND RECOMMENDATIONS

The chapter deals with the findings and recommendations of the study.

#### 5.1 FINDINGS

The results of the study are given below:

- Most of the respondents belong to the age group of below 20, (i.e. 6%), 21 – 30, (i.e. 21%), 27% of the respondents are between the age group of 31-40, 24% of the respondents belong to the age group of 41 -50, 22% of the respondents belong to the age group of above 50 and 2.5% of the respondents belong to the category of less than 20.
- Majority (63%) of the respondents is male and 37 % are female.
- Majority (6%) of the respondents is business people, 21% of the respondents belong to the professional category and 27% are employed in government enterprises 24 % of the respondents is student ,22% of the respondents is house wives and the other category respondents is 37%.
- Of the total respondents savings account holder are maximum (58%), fixed deposit holders constitute only 10%,current account holder are 14% and recurring deposit holders are constitute 14%.
- Some customers have banking requirements in other banks also , 2 5% of the respondents hold a/c in ICICI,31% respondents hold a/c in HDFC,28%

respondents hold account in ABN AMRO and 16% of the respondents hold a/c in KVB.

- Majority of the respondents 68% are not using the internet banking facility of ING Vysya bank only 32% avail the internet banking facility.
- Total of 32 respondents, 25% use the internet banking facility of having traditional bank account with the same bank, 21.9% use for the brand name of the bank, 18.8% use for its excellent service offered by the bank, 34.3% use them for other reasons.
- Total of 32 respondents, 15.6% use internet banking once in a day, 28% use internet banking once in 2 days, 37.5% use internet banking once in every 2 weeks, and 18.9% use internet banking once in a month.
- Total of 32 respondents, 21.9% of the respondents use internet banking less than 1 hour, 46.9% use internet banking 1 hour to 2 hour, 25% use internet banking 2 hour to 3 hour, 6.25% of them use 3 hours and above.
- Total of 32 respondents, 6.25% of them use internet banking for fund transfer, 40.6% of them use internet banking statement request, 34.3% of them use internet banking bills payable, 18.8% of them use internet banking cheque book request.
- The respondents who are willing to use other internet banking facilities, 18.8% of them use portfolio management, 53.1% of them use transaction feedback, 12.5% of them using leasing, 15.7% use others.
- In order to reduce frauds while using internet banking bank provides various options, it is found that 56.2% of them chooses username and password

,37.5% of them chooses one time password token, None chooses mutual authentication such as picture,6.25% of the chooses others.

- To know whether bank provides enough security from respondents its is found that 40.7% of them says bank is providing enough security and 59.3% of them says they are not providing enough facility
- Majority of the respondents says 34.3% have convinced to use internet banking and 65.6% of them say no.
- The respondents who are convinced says 31.25% of them tried it once and convinced, 37.5% of them says their creditability, 31.25% of them choose others.
- Total of 68 respondents who are not using internet banking facility its found that 2% of them not yet heard about the facility,17% of them not interested, 10% of them haven't taken time to open an internet bank account,1% of them concerned about security.
- It is observed that there is significant relationship between age and the opinion about the services provided by various banks.
- It is observed that there is no significant relationship between occupation and the account holded in INGVysya Bank.

## 5.2 RECOMMENDATIONS

No organization can improve without considering their customer suggestions and problems. Similarly there are some suggestions given by the customers of INGVysya branch. Customers are expecting a few changes to be made. As the result of the study following suggestions may be considered by the bank

- Proper advertisements are to be made in order to make awareness and to motivate customers for using the internet banking facility.
- Bank has to introduce various internet banking facilities what the customers expect from using of it.
- The reason for not applying internet banking facility is that customers feel scared about the privacy, so the bank has to make certain steps in improving the security.

# APPENDICES

# APPENDICES

## QUESTIONNAIRE

1. Name :

2. Age :

- Below 20                       21 – 30                       31-40                       41-50  
 Above 50

3. Gender :

- Male                       Female

4. Occupation :

- Business                       Professional                       Govt .Employee  
 Student                       House Wife                       Others

5. What type of account do you hold in INGVysya?

- Fixed Deposit                       Savings A/C  
 Current Account                       Recurring Deposit

6. Which other bank do you use to meet your banking requirements?

- ICICI                       HDFC                       ABN AMRO  
 KVB

7. Rate the following Banks concerning your satisfaction as the service provided by them.

	Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied
ING Vysya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ICICI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HDFC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ABN AMRO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KVB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Are you using Internet-Banking Facility of INGVysya bank?

- Yes                       No (if No, secondly use question number 21)

9. If Yes, How Often Do You Use Internet Banking In a Month?

- Once in a day                       Once in 2 days  
 Once in every 2 weeks       Once in a month

10. How many hours do you use internet banking in a day?

- Less than 1 hour                       1 hour to 2 hour  
 2 hour to 3 hour                       3 hour and above

11. Rank the factors from 1 to 5 about the online banking facilities provided by ING Vysya Bank (rank them where 1 is the lowest and 5 is the highest ).

	1	2	3	4
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Privacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What are the various facilities you have availed so far using Internet Banking?

- Fund Transfer                       Statement Request  
 Bills Payment                       Cheque Book Request

13. What are the reasons for using the internet banking?

- I have the traditional bank Account with the same Bank  
 The Brand Name of the Bank       Excellent Service Offered By this bank  
 Others

14. What other online facilities would you prefer?

- Portfolio Management                       Transaction Feed Back  
 Leasing                                       Others (specify).....

15. Did bank ask for any specific information while using internet banking?

- Yes     No

16. If yes, what kind of security questions it asks for while log in?

- User name and pass word                       One time pass word token  
 Mutual authentication such                       others ( specify)

17. Did you feel bank is providing enough security to protect your information online?

- Yes  No

18. In order to protect internet banking account, would you be willing to use additional authentication besides user name and pass word?

- Yes  No

19. Have you convinced any one to use internet banking of INGVysya bank?

- Yes  No

20. If yes, what in what way did you have convinced?

- Try it once  Your credibility  
 Any others (specify).....

21. What are the reasons for not using the internet banking?

- Not yet hearted about the facility  Not interested  
 haven't taken time to open an internet bank account  
 Concerned about security  others

Kindly fill in the form provided by ING Vysya bank and avail the prospects of internet banking.

Thank you

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