

Women Customers' Preference Towards Traditional Banking Versus E-Banking – An Analysis

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Abstract

Traditional banking is no longer confined in the banking sector, as customer are being provided with innovative banking services and delivery channels i.e. ATMs, Internet Banking, Mobile Banking, Mobile Wallets, etc., with the help of e-banking, nowadays, Banking transactions take place in a virtual ambience on the website of concern banking company. Due to the development of e-banking, the old version of banking called traditional banking is slowly gets down. That is why; the researcher considers that this is the right time to study about the women customers' preference towards traditional banking versus e-banking. The reasons are beyond for their preference have been analysed clearly. Based on the proper analysis, finally, it is concluded that the rural and illiterate women like traditional banking due to the safe and secured transactions whereas the urban women prefer e-banking services due to availability and convenient.

Keywords: Banking, ATM, Internet, Mobile Banking, financial services & Women.