

INFLUENCE OF NEFT AMIDST BUSINESS PEOPLE IN COIMBATORE CITY

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ABSTRACT

This study investigates the influence of National Electronic Funds Transfer (NEFT) among business people in Coimbatore City. NEFT has emerged as a crucial electronic payment system facilitating seamless fund transfers between bank accounts. In the context of Coimbatore, a major business hub in Tamil Nadu, understanding the adoption and impact of NEFT among business communities is essential. The research employs a mixed-methods approach, combining surveys and interviews to gather data from a sample of business owners and professionals in Coimbatore. The study aims to uncover the extent of NEFT adoption, its perceived benefits and challenges, and its influence on business operations and financial transactions. Additionally, it explores factors influencing the adoption of NEFT, such as technological infrastructure, awareness, and trust in electronic payment systems. The findings of this research provide valuable insights for policymakers, financial institutions, and businesses to enhance the adoption and utilization of NEFT, thereby fostering digital financial inclusion and economic growth in Coimbatore City.

INTRODUCTION

In moment's Digital Age, Two Critical Financial Systems, NEFT(National Electronic finances Transfer) And RTGS(Real- Time Gross agreement), Have surfaced As Linchpins Of India's Banking structure. These Systems Are vital In Enabling Secure, Effective, And Accessible Fund Transfers, Bridging Geographical walls, And Fostering Financial Addition Across The Nation. In The environment Of fiscal Stability, Central Banks And Controllers Have Decreasingly Realised That It Is Critically Important To Understand The Underpinning Interconnectedness Among Banks And fiscal Institutions In The Architecture Of fiscal System. Consequently, The Supervisory And Regulatory Framework For fiscal Stability Has Acquired Substantial Rigour

With The Use Of Advanced Theoretical And Empirical Models NEFT enables businesses to make payments, transfer finances between accounts, and

conduct colorful fiscal deals seamlessly, reducing the dependence on traditional paper- grounded styles. This overview study may explore how NEFT relinquishment has streamlined fiscal operations, enhanced business effectiveness, and eased profitable growth in Coimbatore megacity. It could also claw into factors similar as ease of use effectiveness, and security, along with any challenges or walls to relinquishment that businesses may have encountered.

1.1.2 STATEMENT OF THE PROBLEM

Before the traditional banking was the only option that was available. The guests had to go to the bank in person to manage any banking sale similar as plutocrat transfer, pullout, 2 deposits, etc. The conception of e-banking surfaced which provides colourful services to the guests. Electronic banking services include Internet banking, Automated Teller Machines, disbenefit/ Credit cards, e-cheque, etc. These services help to manage conditioning similar as vindicating the balance of the accounts, and transfer of plutocrat from one person to another. numerous people in pastoral areas aren't apprehensive of this installation. This study is conducted to understand and know the mindfulness and struggles they face due to E-Banking services.

1.2 SCOPE OF THE STUDY

It facilitates an effective payment and account system which vastly enhances the speed of delivery of banking services. It provides numerous features and functions to its guests, and enables them to view their account balance, and transfer plutocrat from their account to another account(be it in their separate bank or any other bank). With simply using a computer and Internet connection numerous fiscal deals can be carried out. utmost of the online banking services handed by banks are free of cost. probing how the preface of NEFT has impacted the speed, effectiveness, and security of business deals in Coimbatore, including its influence on payment processing times, sale costs, and error rates. Understanding the perception and stations of business possessors towards NEFT, including their reasons for espousing or not espousing the service, perceived benefits, enterprises, and challenges. Comparing the use of NEFT with traditional payment styles

similar as cash, checks, and other electronic payment systems generally used by businesses in Coimbatore.

1.3 OBJECTIVES OF THE STUDY

1. Examine the predictors variables that would determine acceptance of Electronic Payment and Clearing system in Indian Banking sector.
2. To examine the demographic factors of guests and assay their influence in relinquishment of Electronic Payment and clearing system in Indian banking sector.
3. The primary ideal of the study is to identify new products against the old products in front of guests, business associations, business parties.
4. The study focuses on the conditioning of using the products which is helpful to transferring the plutocrat from one place to another.

1.4 LIMITATIONS OF THIS STUDY

- The study was carried out within a period of 4 months.
- The responded size is limited to 175

1.5 METHODOLOGY OF THE STUDY

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problem. The following methodology used in the study.

SAMPLE DESIGN

In this study of sample size of 175 respondents were from different age group having different occupation. In this selection of respondents, convenient sampling method is used.

1.6 PERIOD OF THE STUDY

This study is based on the data collection which was conducted for the period of five months from December 2023 to April 2024.

SOURCES OF DATA

Both the primary data and secondary data were used for the study.

TOOLS USED:

The rules of statistics in research are to function as a tool in designing research, analysing the data, drawing its conclusion from the research by converting large volume of raw data into meaningful result that can be easily read and can be used for future analysis. The tools used are :

- Ranking Analysis
- Weighted Average Method

2.1 REVIEW OF LITERATURE

Dr. Nithya Ramachandran (2018) have made a study titled, “Impact of E-banking in Rural India with Special Reference to Selected Taluk in Erode District, Tamil Nadu”.

To study the impact of demographic factors on the awareness level of respondents about e-banking. To find and analyse the factors influencing use of E-banking. Awareness, satisfaction, opinion towards mobile banking are the variables used in this study.

Pawana Nur Indah, (2018) have made a study titled, “Customer experience in the process of e-banking service recovery”. Theoretical contribution toward the development of customer's prior experience in the process of service recovery on e-banking service with customer personality. Customer's prior experience, international justice, procedural justice, customer personality are the variables used in this study.

Tahir Mumtaz Awan , (2020) have made a study titled, “Impact of e-banking service quality on e-loyalty in pandemic times through interplay of e-satisfaction”. This study aims to empirically explore e-banking service quality and its impact on the e- banking loyalty through a mediating impact of e-banking satisfaction. Privacy, security, satisfaction are variables used in this study.

3.1 DATA ANALYSIS

RANKING ANALYSIS

CONVINENT METHOD OF MONEY TRANSFER

CATEGORY	1(4)	2(3)	3(2)	4(1)	TOTAL	RANK
RTGS	89	19	19	48	175	I
	356	57	38	48	499	
NEFT	21	59	54	41	175	III
	84	177	108	41	410	
UPI APPS	30	62	62	21	175	II
	120	186	124	21	451	
ATM	35	36	40	64	175	IV
	140	108	80	64	392	

INTREPRETATION

From the above table, it is found that RTGS (rank I) is the most convenient form of money transfer and ATM (rank IV) is the least convenient form of money transfer.

WEIGHTED AVERAGE ANALYSIS**NEFT FOR MONEY TRANSFERS MAKE YOU MORE LIKELY TO INVEST YOUR MONEY**

CATEGORY	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN SCORE
DEPOSITS	106	16	13	10	175	2.90
	424	48	26	10	508	
STOCKS	16	66	47	46	175	2.29
	64	198	94	46	402	
BONDS	18	63	71	23	175	2.43
	72	189	142	23	426	
NONE	36	42	41	56	175	2.33
	144	126	82	56	408	

INTREPRETATION

From the above table, it is found that the mean score for deposits is 2.90, the mean score for stocks is 2.29, the mean score for bonds are 2.43 for money transfer through NEFT.

4.1 FINDINGS

The study found that RTGS (rank I) is the most preferred by the respondents and ATM(rank IV) is the least preferred by the respondents. The study found that other method of transaction used rarely.

The study found that the level of satisfaction towards NEFT for money transfers make you more likely to invest your money on bonds from the analysis.

4.2 SUGGESTIONS

In recent years, the advent of digital technologies has transformed various facets of business operations worldwide. Coimbatore, known for its vibrant entrepreneurial ecosystem, stands witness to this digital revolution, particularly with the widespread adoption of National Electronic Funds Transfer (NEFT) among its business community. This study delves into the intricate dynamics of NEFT's influence amidst business professionals in Coimbatore, shedding light on the profound changes it has brought to the city's commercial landscape. NEFT, as a digital payment mechanism, offers unparalleled convenience and efficiency in conducting financial transactions. Its seamless integration with banking systems has significantly streamlined the process of fund transfers, enabling businesses in Coimbatore to execute transactions swiftly and securely. Moreover, NEFT's availability round-the-clock, including on holidays, has eliminated the constraints of traditional banking hours, empowering businesses with greater flexibility and responsiveness in managing their finances. Furthermore, NEFT's role in promoting transparency and accountability cannot be overstated. The digitization of financial transactions has minimized the risk of errors and discrepancies, thereby enhancing trust and credibility among business entities in Coimbatore. Additionally, the availability of digital records has simplified auditing and regulatory compliance, ensuring adherence to legal and financial standards.

4.3 CONCLUSION

In conclusion, the study on the influence of NEFT among business people in Coimbatore city highlights the profound impact of digital payment mechanisms on the local business landscape. NEFT has emerged as a pivotal tool, revolutionizing financial transactions and fostering an environment of efficiency, accessibility, and transparency. Its seamless integration into business operations has not only streamlined financial processes but has also facilitated greater connectivity between businesses and their stakeholders, both locally and beyond geographical boundaries. The adoption of NEFT has significantly contributed to Coimbatore's economic development by enabling businesses to engage in smoother trade relationships, expand market reach, and enhance operational agility. Moreover, NEFT's role in promoting financial inclusion has bridged urban-rural divides, empowering businesses of all sizes to participate actively in the region's economic activities.

References

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