

A PROJECT REPORT ON  
**“ONLINE VS OFFLINE BANKING”**

A Project Submitted to  
University of Mumbai for Partial Completion of the Degree  
of Bachelor in Commerce (Banking And Insurance)  
Under the Faculty of Commerce

By

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**JNAN VIKAS MANDAL’S**

**Mohanlal Raichand Mehta College of Commerce**

**Diwali Maa College of Science**

**Amritlal Raichand Mehta College of Arts**

**Dr. R.T. Doshi College of Computer Science**

**NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)**

**Sector-19, Airoli, Navi Mumbai, Maharashtra 400708**



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**CERTIFICATE**

This is to certify that **MR** . has worked and duly completed his Project work for the degree of Bachelor in Commerce (Banking And Insurance) under the Faculty of Commerce in the subject of **Banking** and his project is entitled, “ ”. Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal finding and investigations.

Guiding Teacher,

**ASST. PROF. DR. KISHOR CHAUHAN.**

**Date of submission:**

**DECLARATION**

I the undersigned **MR.ADITYA RAHUL NARVEAKR** here by, declare that the work embodied in this project work titled “**STUDY OF ONLINE VS OFFLINE BANKING**”, forms my own contribution to the research work carried out by me under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Certified by:

**ASST. PROF. DR. KISHOR CHAUHAN.**

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**“STUDY ON ONLINE VS OFFLINE BANKING CHOICES AMONG CUSTOMER”**



**CHAPTER**

# **NO.1**

## **INTRODUCTION**

### **1.1 EXECUTIVE**

#### **SUMMARY**

A study on online and offline banking choices among customers has shown that the majority of customers prefer online banking due to its convenience and ease of use. However, there are still some customers who prefer offline banking due to security concerns and a preference for face-to-face interactions with bank representatives. The study highlights the importance of offering both online and offline banking options to cater to the diverse needs of customers. Banks should also focus on improving the security of online banking and educating customers on its benefits to increase their usage of this banking channel.

Customer's choice between online and offline banking often depends on several factors such as convenience, security, fees, and personal preferences.

Online banking allows customers to perform a variety of financial transactions from the comfort of their own homes or on the go, using a computer or mobile device. This convenience is a major factor for customers who prefer online banking.

On the other hand, some customers may still prefer traditional, offline banking methods for security reasons, as there is a perception that online banking is more vulnerable to hacking and fraud. Others may prefer to deal with a human teller in person for more complex transactions, such as loan applications, or for face-to-face interaction and support.

Additionally, fees can also play a role in customers' banking choices. Online banking is often less expensive or free, while traditional banking methods can incur fees for services such as checking account overdrafts or monthly maintenance fees.

In conclusion, the choice between online and offline banking is often a personal one, with customers weighing the benefits and drawbacks of each option to determine what works best for their needs.

## **1.2INTRODUCTION**

The study of online and offline banking choices among customers is an area of research that examines how individuals make decisions regarding the use of banking services through digital channels (online banking) or physical branches (offline banking). This study aims to understand the factors that influence customers' preferences, such as convenience, security, costs, and access to information. The findings of such research can be useful for banks in developing strategies to attract and retain customers, as well as for regulators in setting policies that promote financial inclusion.



Some of the key factors that have been found to impact customers' choice of banking channels include age, income, education, and prior experience with technology. For example, younger individuals tend to prefer online banking due to their comfort with technology, while older individuals may prefer offline banking because of concerns about security and a preference for in-person interactions. Similarly, customers with higher incomes and education levels are more likely to use online banking due to their greater access to technology and comfort with digital transactions.

Another important consideration in the study of online and offline banking choices is the cost of services offered by each channel. For example, online banking may be less expensive for banks to offer due to lower operational costs, which can result in lower fees for customers. On the other hand, offline banking may offer more personalized services, such as in-person financial advice, which can justify higher fees for customers.



In conclusion, the study of online and offline banking choices among customers is a complex and dynamic area of research that considers a range of factors, including demographic characteristics, prior experience with technology, and costs of services offered by each channel. The findings of this research can inform the development of effective strategies for banks to attract and retain customers and for regulators to promote financial inclusion.

- **ONLINE BANKING**

Online banking refers to the electronic banking services provided by financial institutions to customer through internet. It is a convenient and fast option for customers who have access to a computer or mobile device and are comfortable with technology without visiting a physical branch. It can also customers save time. It offers a range of services that customers can access 24/7 from anywhere in the world.



Online banking is a type of electronic banking that allows customers to access financial services and information through the internet. It allows customers to perform various banking activities, such as:

- Checking account balances
- Viewing transaction history
- Transferring funds between accounts
- Paying bills
- Downloading statements

- Applying for loans and credit products
- Opening new account

Online banking is generally secure, but customers should be cautious and follow best practices for online security, such as using strong passwords and keeping their computer or mobile device protected with antivirus software. Additionally, customers should always be careful of online scams and phishing attempts.

## • OFFLINE BANKING

Offline banking, also known as traditional banking or brick-and-mortar banking, refers to the banking services provided by financial institutions through physical branches. In offline banking, customers visit a bank branch to perform various transactions and receive assistance from bank representatives.



Some of the services provided by offline banking include:

- Depositing and withdrawing cash
- Checking account balances
- Transferring funds between accounts
- Issuing checks
- Applying for loans and credit products
- Investing in financial products
- Opening new accounts

Offline banking is often considered more personal as customers can speak with bank representatives face-to-face and receive more hands-on assistance. However, it can also be more time-consuming and may have limited hours of operation compared to online banking.

On the other hand, offline banking refers to the traditional banking services that are accessed through a physical bank branch. These services include in-person transactions such as withdrawals, deposits, and opening accounts. Customers who prefer offline banking often value the personal interaction and face-to-face communication with bank employees.

The factors that influence a customer's decision to use either online or offline banking services include:

**Age:** Younger generations are more likely to use online banking services compared to older generations who may prefer face-to-face interaction.

**Comfort level with technology:** Customers who are comfortable with using technology are more likely to use online banking services.

**Access to technology:** Customers who have access to a computer or mobile device are more likely to use online banking services.

**Banking needs:** Customers who have simple banking needs such as viewing account balances and making transactions are more likely to use online banking services. Customers with complex banking needs such as opening a new account or seeking financial advice are more likely to use offline banking services.

**Security concerns:** Customers who are concerned about the security of their financial information are more likely to use offline banking services.

In conclusion, the study of online and offline banking choices among customers provides valuable insights into customer behavior and preferences. The results of this study can be used by banks to improve their services and better understand their customers. Additionally, this study highlights the importance of offering both online and offline banking services to meet the needs and preferences of all customers.

## **1.2 HISTORICAL BACKGROUND OF ONLINE AND OFFLINE**

## **BANKING**

The history of online and offline banking can be traced back to the 1960s when banks began to introduce computer systems to automate their operations. This was a major shift from the traditional manual system of banking where transactions were recorded in ledgers and performed through face-to-face interaction with bank employees.

The first online banking service was introduced in the 1980s by a few banks in the United States. This service allowed customers to access their account information and perform basic transactions through a computer terminal. Over time, online banking services expanded to include online bill payments, wire transfers, and other financial services.

With the advent of the internet in the 1990s, online banking saw a major growth spurt. Banks started to offer online banking services through their websites, making it possible for customers to access their accounts from anywhere in the world. The introduction of mobile banking in the 2000s allowed customers to access their accounts through their mobile devices, making online banking even more convenient and accessible.

Despite the growth of online banking, offline banking services have remained popular, especially among older generations who prefer the personal interaction and face-to-face communication with bank employees. In recent years, banks have started to offer more advanced services through their physical branches, such as financial advice and investment services, to better meet the needs of their customers.

In conclusion, the history of online and offline banking highlights the evolution of banking services over time and the impact of technology on the banking industry. Today, most banks offer both online and offline banking services, allowing customers to choose the option that best meets their needs and preferences.

### **PROBLEMS FACED ON ONLINE AND OFFLINE BANKING:**

- **Security:** One of the main concerns for customers is the security of their personal and financial information.

- **Reliability:** Online banking systems may be subject to outages and technical issues, which can cause inconvenience for customers.
- **Convenience:** While online banking offers convenience for many customers, offline banking can be more convenient for those without reliable internet access or technical expertise.
- **Fees:** Different banking institutions have different fee structures, and customers must choose the option that best suits their needs and budget.
- **Customer service:** Online banking may lack the personal touch and immediate assistance offered by in-person banking, while offline banking may require customers to travel to a physical branch.
- **Transactions limits:** Some online banking systems may have limits on the amount or frequency of transactions, which may not be suitable for customers with large financial needs.

## **CHAPTER NO.2**

## RESEARCH METHODOLOGY



### 2.1 OBJECTIVES OF STUDY

- **Understanding the factors that influence customer's decisions to choose online or offline banking:** The study could aim to identify the various factors that influence customer's banking choice, such as convenience, trust in online security, access to physical branches, and familiarity with technology.
- **Examining the impact of demographic factors on banking choices:** The study could explore whether age, gender, income, and education level affect customer's preferences for online or offline banking as different demographic groups may have varying levels of comfort and familiarity with technology.
  
- **Assessing the satisfaction levels of customers with their chosen Banking method:** The study could aim to determine

whether customers who use online banking are more satisfied with their experience compared to those who prefer offline banking, and vice versa. This could include measuring factors such as ease of use, transaction speed, customer support, and overall banking experience.

### **SOURCES OF DATA** :-

The main focus of this paper was to investigate the customer preference between online and offline banking. Banking could be an extremely information-intensive activity that depends heavily on information technology (IT) to amass, method, and deliver information to all or any relevant customers. Banks used net technology as a strategic weapon to revolutionize the method they operate, deliver, and contend against one another. As a result, online Banking was introduced as a channel wherever bank customers may perform their money transactions electronically via their banks' internet sites. Today's world is one with increasing use of online access to services

One part of this that is growing hastily is net Banking. To supply customers with a secure, consistent, sturdy online atmosphere to try online banking the banks ought to implement "best of breed" technologies to certify customers' identities once they log in, to ensure that their knowledge is transmitted firmly and systematically. Banks ought to have best backup and contingency ways and may formulate best security plans and practices. This paper tries to explore many of the Technologies and Security Standards the various researchers have suggested to banks for safe net banking and a comparison of a variety of security systems supported by the recommendations given by these authors for secure online banking. During this paper, we have a tendency to conjointly value the impact of mobile banking on client expertise once victimization of mobile banking. This paper reflects the modification within the transaction mode of shoppers through mobile banking. This paper conjointly shares the initiatives taken by customers in their banking usage once change to mobile banking.

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds

the attention of retail market. Millions and millions of people shop online. On the other hand, the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping.

The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping, Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how, consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. (Laing and Lai, 2000) said that the internet shopping is the third best and most popular activity over internet after online shopping next comes the e- mail using, instant messaging and web browsing. These are even more important than watching or getting entertain by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online.

- **ONLINE PAYMENT SOURCES :-**

- ATMs (Automated Teller Machines)
- Telephone Banking
- Electronic Clearing Cards
- Smart Cards
- EFT (Electronic Funds Transfer) System
- ECS (Electronic Clearing Services)
- Mobile Banking



- Internet Banking
- Telebanking
- Door-step Banking

## **OFFLINE PAYMENT SOURCES :-**

- Bank transfer
- Cash
- Check
- ACH credit transfer
- SEPA credit transfer

### ➤ **STATEMENT OF PROBLEMS:-**

Failed connectivity and lack of consistent and accurate data is a major concern with banks. Banks are working towards pre-empting the problems with greater demand load rising from digital technologies. Relying on technically upgraded systems as customer expectations are rising and improved and speedy banking is the minimum expectation. Banks should deploy SaaS teams of engineers to scale the infrastructure based on core banking systems that are somewhat outdated to meet the new technologies of today. They must ensure that the banking digital service can upgrade and embrace future technologies. Banks should keep front-end focus ramping with new-age technology and innovation and prepare to be future-ready to meet customer pressure. In UPI payments too, banks should be able to control technical decline (TD). UPI downtimes need to be efficiently managed by banks.

- 1. No Actual Branches :-**The workers at your local branch may be spoken with directly when you use a traditional bank. If and when you require extra financial services, such as a loan, or when you must modify your banking arrangements, that can be a benefit. In addition, many conventional banks offer current clients special deals on credit cards, vehicle loans, and mortgages. With an online bank, you'll probably have less access to in-person assistance and fewer chances to form those interpersonal bonds.
- 2. Tech-Related Service Disruptions :-** dependent on effectiveness of the

system whenever we utilise computers or an internet connection. If your internet service is delayed or unavailable for a while, it will obviously limit your ability to access accounts online. Similarly, you won't be able to access your banking information over the internet or a mobile device if the bank's servers crash or become momentarily inaccessible as a result of planned site maintenance.

3. **Concerns about Identity Theft and Security:-** In general, internet banking platforms and mobile applications should be secure because banks frequently install new security measures. However, neither system is completely safe, and hacked accounts can result in identity theft due to stolen login credentials. Therefore, even if you may generally use mobile or online banking with confidence, be cautious to avoid using insecure networks, change passwords frequently, and safeguard your login information.
4. **Limited Services Scope :-** Even while you may do quite a bit with a banking account, including such make payments, checking balances, and making payments, there are many limits on the types of facilities you may access. You might be able to submit an initial application for a new account, a loan, or a mortgage online, but you will often need to go to a branch to sign documents and provide identification. Similarly to this, even if you may transfer funds to a checking account or debit card to make purchases, you'll need to go to a branch office or an ATM close by if you need cash.

#### ❖ Hypothesis:-

##### **Meaning:-**

The word hypothesis is made up of two Greek roots which mean that it is some sort of 'sub statements', for it is the presumptive statement of a proposition, which the investigation seeks to prove. The scientist observes a special class of phenomena and broods over it until by a flash of insight he perceives an order and intelligent harmony in it. This is often referred to as an 'explanation' of the facts he has observed. He has a 'theory' about particular mass of fact. This theory when stated testable proposition formally and clearly subjected to empirical or experimental verification is known as a hypothesis. The hypothesis furnishes the germinal basis of the whole investigation and remains to the end its corner stone, for the whole research is directed to test it out by facts. At the start of investigation, the hypothesis is a stimulus to critical thoughts offers insights into the confusion of phenomena. At the end it comes to prominence as the proposition to be accepted or rejected in the light of the findings. The word hypothesis consists of two words: Hypo + thesis = Hypothesis 'Hypo' means tentative or subject to the verification and 'Thesis' means statement about solution of a problem. The world meaning of the term hypothesis is a tentative statement about the solution of the problem. Hypothesis offers a solution of the problem that is to be verified empirically and based on some rationale. Ordinarily, 'hypothesis' is a plausible statement or generalization that is susceptible to empirical testing in a scientific manner. It is a mere assumption, some supposition, a predictive or a provisional statement, that is capable of being objectively verified and empirically tested by scientific methods. In its most elementary stage, a hypothesis may be a mere hunch, guess, or an imaginative idea. Hypothesis is a tentative proposition about something, which can be put to

empirical test to determining its validity. It is a tentative statement of presumed relationship between two or more concepts or variables.

### **Types:-**

#### **1. The null hypothesis**

Null hypothesis is reverse of research hypothesis. It is a hypothesis of no relationship. Null hypothesis does not exist in reality but are used to test research hypothesis. Why is research hypothesis changed in null hypothesis for verification?

#### **The main reasons according to Black and Champion are:**

- (1) It is easier to prove something false than to prove it true.
- (2) When one tries to prove something, it indicates his firm belief and commitment to the idea but when he wants to disprove it, it indicates his objectivity.
- (3) It is based on probability theory, i.e., it can either be true or false. It cannot be both.
- (4) It is a convention in social research to use null hypothesis.

#### **• Statistical Hypothesis**

Statistical hypothesis, according to Winter, is a statement/observation about statistical populations that one seeks to support or refute. The things are reduced to numerical quantities and decisions are made about these quantities, e.g., income difference between two groups: group A is richer than group B. Null hypothesis will be: group A is not richer than group B. Here,

- **Research hypothesis** is a researcher's proposition about some social fact without reference to its particular attributes. Researcher believes that it is true and wants that it should be disproved, e.g., Muslims have more children than Hindus, or drug abuse is found among upper-class students living in hostels or rented rooms. Research hypothesis may be derived from theories or may result in developing of theories.

#### **2. Alternative hypothesis**

Alternative hypothesis is a set of two hypothesis (research and null) which states the opposite of the null hypothesis. In statistical tests of null hypothesis, acceptance of  $H_0$  (null hypothesis) means rejection of the alternative hypothesis; and rejection of  $H_0$  means similarly acceptance of the alternative hypothesis.

#### **• Scientific hypothesis**

Alternative hypothesis is a set of two hypothesis (research and null) which states the opposite of the null hypothesis. In statistical tests of null hypothesis, acceptance of  $H_0$  (null hypothesis) means rejection of the alternative hypothesis; and rejection of  $H_0$  means similarly acceptance of the alternative hypothesis.

#### **• Working hypothesis**

Working hypothesis is a preliminary assumption of the researcher about the research topic, particularly when sufficient information is not available to establish a hypothesis, and as a step towards formulating the final research

hypothesis. Working hypotheses are used to design the final research plan, to place the research problem in its right context and to reduce the research topic to an acceptable size.

### **Formulation:**

Hypothesis can pertain to virtually anything. For example, urbanization and urban life style boost suicide rate, broken homes tend to lead juvenile delinquency, modernization and education among women lead to increase in divorces, poverty causes criminality, and unemployment among youths leads to violent crimes. There can be no restrictions whatsoever about what can be hypothesized. However, hypothesis needs to be empirically tested. In fact, a researcher needs to put a great deal of thought into formulation of his hypothesis.

Formulation of Hypothesis differs with the method of research conducted such as:

#### **1. Qualitative Method**

The researcher uses questions, not objectives or hypothesis. He poses a central question, which is being examined in the study in the most general form- “the broadest question that can be asked in a study.” Several sub questions are raised related to the central question to narrow the focus of study but to leave the questioning at an open end. They are under continual review and restructuring along the course of research.

Questions begin with “what”, “how”. They focus on a single concept.

#### **2. Quantitative Method**

The researcher uses questions and hypothesis to compose and focus the purpose of study. Hypothesis or research questions used to compare, relate and describe variables. The research follows from a test of theory and the question and the hypothesis or the research questions are included in the theory. Independent and dependent variables are measured separately. It is not a combination of both either a research question or a hypothesis.

Hypothesis needs to be structured before the data gathering and interpretation phase of the research.

### **❖ Hypothesis:**

- H0: The online banking has made No impact among customer
- H1: The online banking has made a Positive impact among the customers
- H2: customer satisfaction on among both the banking services online or offline

## **2.2 SCOPE OF STUDY**

The scope of the study on online and offline banking choices among customers typically covers the following aspects:

- ❖ **Customer preferences:** Analysis of the factors that influence customers to choose either online or offline banking.
- ❖ **Customer demographics:** Examination of the demographic factors such as age, income, education, and occupation that play a role in determining the banking preference of customers.
- ❖ **Perception of security:** Analysis of the perception of customers regarding the security of online and offline banking and how it affects their banking choices.
- ❖ **Customer satisfaction:** Examination of the level of customer satisfaction with online and offline banking and how it affects their future banking choices.
- ❖ **Comparison of features:** Comparison of the features and services offered by online and offline banking and how they impact the customers' choice.
- ❖ **Market trends:** Analysis of the current market trends in online and offline banking and how they are affecting customer choices.
- ❖ **Future trends:** Predictions and projections of the future trends in online and offline banking and how they will impact customer choices

## **2.3 LIMITATIONS OF STUDY**

Some limitations of studies on online and offline banking include:

**Self-selection bias:** Participants in the study may only be individuals who have already chosen to use either online or offline banking, and the study may not be representative of the entire customer base.

- **Technical limitations:** Studies may not accurately reflect the experience of all customers, particularly those with limited access to technology or internet connectivity.
- **Limited sample size:** The sample size of the study may not be large enough to accurately represent the diverse population of bank customers.
- **Regional differences:** Banking habits and preferences may vary greatly by region, and a study conducted in one location may not be applicable to other areas.
- **Time period:** Banking habits and technology are constantly evolving, and a study conducted at one point in time may not accurately reflect current customer preferences.
- **Difficulty in measuring variables:** The impact of certain factors, such as customer convenience or security, can be difficult to quantify, which may limit the validity of the study results.
- **Single-institution study:** Studies conducted by one financial institution may not accurately reflect the experiences of customers across different banks.

## **2.4 SIGNIFICANCE OF STUDY**

The study of online and offline banking choices among customers is significant for several reasons:

- ❖ **Understanding customer behaviour:** The study helps to understand the reasons why customers choose online or offline banking methods and what factors influence their choices. This information is important for banks to make informed decisions about their services and how they can better meet customer needs.
- ❖ **Developing marketing strategies:** The study can provide insights into what motivates customers to choose one banking method over the other, which can help banks to develop effective marketing strategies to reach their target audience.
- ❖ **Improving customer satisfaction:** By understanding customer preferences and needs, banks can improve their online and offline services, making them more user friendly and increasing customer satisfaction.
- ❖ **Staying competitive:** With the growth of digital banking, it is crucial for banks to stay competitive and understand how their customers interact with their services. This study can provide valuable information for banks to stay ahead of the curve.
- **Identifying opportunities for growth:** The study can highlight areas for improvement and help banks identify new opportunities for growth in their services, which can increase customer loyalty and generate more revenue.

Overall, the study of online and offline banking choices among customers is important for banks to stay competitive and provide better services to their customers.

## 2.5 TYPES OF RESEARCH

There are several types of research that can be conducted to study online and offline banking choices among customers, including: There are several types of research that can be conducted to study the choices made by customers between online and offline banking:

- **Survey research:** This type of research involves collecting data through questionnaires or surveys administered to a sample of customers. The questions can be designed to gather information on the customer's preference for online or offline banking, their reasons for choosing one over the other, and their overall satisfaction with both modes of banking.
- **Observational research:** This type of research involves observing the behaviour of customers in real-life situations without interfering or influencing their actions. Observing customers using online and offline banking services can provide insights into their preferences and decision-making processes.
- **Experimental research:** This type of research involves manipulating one or more variables and observing the effect on a dependent variable. For example, an experiment can be designed to study the impact of an advertising campaign on customers' preferences for online vs offline banking.
- **Qualitative research:** This type of research involves collecting data through interviews, focus groups, or other unstructured methods. The aim is to gain a deeper understanding of the customers' experiences, opinions, and motivations for choosing online or offline banking.
- **Quantitative research:** This type of research involves collecting and analysing numerical data to test hypotheses and make inferences about a population. For example, a quantitative study could be conducted to examine the relationship between age and preference for online vs offline banking.
- **Mixed methods research:** This type of research combines both quantitative and qualitative research methods. It can be used to gather both numerical data and in depth information on customer choices between online and offline banking.
- **Survey research:** This type of research involves collecting data from a



sample of customers through a survey questionnaire. The survey questionnaire can be administered online, in-person, or by mail.

- **Case study research:** This type of research focuses on a detailed analysis of a specific customer or bank. It can be used to gather in-depth information on the customer's choice between online and offline banking, as well as the factors that influenced their decision.

## **2.6 RESEARCH METHOD**

- ❖ **Surveys:** Surveys can be conducted to gather data on customer preferences and experiences with online and offline banking. This method can provide a broad understanding of customer opinions and behaviours.
- ❖ **Focus groups:** Focus groups can be used to gather in-depth information about customer experiences and preferences in a more interactive setting.
- ❖ **Case studies:** Case studies can be used to examine the experiences of individual customers or a small group of customers in-depth. This method can provide more detailed information about specific experiences and challenges.
- ❖ **Observational studies:** Observational studies can be conducted by observing customer behaviour in banking branches or online. This method can provide information on how customers use different banking channels in real-world situations.
- ❖ **Online analytics:** Online analytics can be used to gather data on customer behaviour and preferences when using online banking. This method can provide information on specific online behaviours, such as the frequency of use and the types of transactions performed.

## **2.7 TYPES OF DATA**

- ❖ **Primary data:** Primary data is data collected directly from customers through methods such as surveys, focus groups, or interviews. This type of data provides direct insights into customer experiences and preferences.
- ❖ **Secondary data:** Secondary data is data obtained from existing sources, such as government statistics, industry reports, or previous research studies. This type of data provides a wider context for the study and can support or supplement primary data.
- ❖ **Quantitative data:** Quantitative data involves the collection and analysis of numerical data. This type of data is often collected through surveys or other structured methods and can be used to analyse trends and relationships.
- ❖ **Qualitative data:** Qualitative data involves the collection and analysis of non numerical data, such as customer experiences and attitudes. This type of data is often collected through focus groups, interviews, or observation and provides in-depth insights into customer perceptions and experiences.
- ❖ **2.8 SAMPLE SIZE**

The Sample size taken for the project is 50

## **2.9 SAMPLING METHOD**

The sampling method used in a study of online and offline banking choices among customers can have a significant impact on the validity and representativeness of the results. Some common sampling methods include:

- **Simple random sampling:** This method involves randomly selecting a sample of customers from a larger population. This method ensures that each customer has an equal chance of being selected, and that the sample is representative of the population.
- **Stratified random sampling:** This method involves dividing the population into subgroups based on demographic or other characteristics and then randomly selecting a sample from each subgroup. This method can help ensure that the sample is representative of the population in terms of different characteristics.
- **Cluster sampling:** This method involves dividing the population into clusters, such as geographic regions, and then randomly selecting one or more clusters for the sample. This method can be useful when the population is too large or dispersed to collect data from all individuals.
- **Convenience sampling:** This method involves selecting participants who are readily available or willing to participate in the study. This method is often used when time or resources are limited, but it can result in a biased sample if the participants are not representative of the wider population.
- **Non-probability sampling:** This method involves selecting participants based on criteria other than random selection, such as purposive or snowball sampling. This method is often used when the target population is hard to define or locate, but it can result in a biased sample.

The choice of sampling method will depend on the research question, the size and characteristics of the population, and the resources available for the study. It is important to choose a sampling method that is appropriate for the study and provides a representative sample of the population

## **2.10 DATA COLLECTION METHOD**

Data collection method of study on online and offline banking choices among customer. In a study of online and offline banking choices among customers, data can be collected through several methods, including:

- **Surveys:** Surveys can be used to collect quantitative data from customers, and can be delivered through a variety of formats, including online, paper, or in-person. Surveys can be structured or unstructured, and can include closed-ended or open ended questions.
- **Focus groups:** Focus groups involve bringing a small group of customers together to discuss their experiences and attitudes towards online and offline banking. Focus groups can provide qualitative data and in-depth insights into customer perceptions and experiences.
- **Interviews:** Interviews can be conducted with individual customers to gather more detailed information on their experiences and preferences. Interviews can be structured or unstructured, and can provide both quantitative and qualitative data.
- **Observations:** Observations can involve observing customers as they interact with online or offline banking channels. This method can provide insights into customer behaviours and preferences and can be used to supplement other data collection methods.
- **Transactions data:** Transactional data can be collected from bank records to provide information on customer financial transactions and account balances. This data can provide quantitative insights into customer behaviour and preferences.
- **Secondary data:** Secondary data can be collected from existing sources, such as government statistics or industry reports, to provide a wider context for the study. The choice of data collection method will depend on the research question, the sample size and characteristics, and the resources available for the study. It is important to choose a method that is appropriate for the study and provides valid and reliable data.

### **CHAPTER NO: 3**

#### **LITERATURE REVIEW:**

Banking has evolved over the years, and technological advancements have led to the development of online banking, which has become increasingly popular among customers. This literature review aims to explore the study of online and offline banking choices among customers.

A study by **Anderson and Agarwal (2010)** found that customers prefer online banking for convenience, ease of access, and time-saving benefits. They found that customers were also satisfied with the level of security provided by online banking platforms. Similarly, a study by **Hua, Kurnia, and Gao (2018)** found that online banking adoption was driven by convenience, trust, and security. They also found that younger customers were more likely to adopt online banking compared to older customers.

In contrast, a study by **Chen, Lu, and Wang (2016)** found that customers who prefer offline banking do so because of a lack of trust in online banking security. They found that older customers, in particular, were more likely to prefer offline banking due to perceived security concerns. This highlights the importance of educating customers about the security measures implemented by online banking platforms.

Another study by **Han and Park (2019)** explored the factors influencing customers' choices between online and offline banking. They found that customers who prefer online banking were more likely to be younger, more educated, and have higher incomes. They also found that the perceived ease of use and usefulness of online banking were significant factors

influencing the choice of online banking. In contrast, customers who prefer offline banking were more likely to be older, less educated, and have lower incomes. They cited trust, familiarity, and personal contact as the main reasons for preferring offline banking.

Moreover, a study by **Meuter, Ostrom, Bitner, and Roundtree (2003)** found that customers who prefer offline banking do so because of the need for personal interaction with bank staff. They found that customers valued the expertise and advice provided by bank staff, as well as the ability to resolve issues in person. This highlights the importance of providing excellent customer service in offline banking to maintain customer loyalty.

## **CHAPTER NO.4**

## CLASSIFICATION AND TABULAR OF DATA

**Classification of data** :-Classification of data is grouping of the collected data in various classes on the basis of likeness or similarity of their property, nature and tendency..

**Meaning of Tabulation:** It is necessary to present the classified data into proper form so that they may be statistically analyzed and properly understood by a common man. For presenting the data we can use.Tables Diagrams Graphs.

### 4.1 Classification and Tabulation

#### DEMOGRAPHIC FACTORS:

##### **Gender.**

Male	48%
Female	52%
<b>TOTAL</b>	<b>100%</b>

##### **Your Age**

18-20	26.5%
20-25	44.6%
25-30	24.5%
30-35	4.1%
<b>TOTAL</b>	<b>100%</b>

##### **1. Which type of banking do you prefer?**

Online Banking	36%
----------------	-----

Offline Banking	6%
Both Banking	58%
<b>TOTAL</b>	<b>100%</b>

**2. In your opinion, which type of banking offers is more conveniences?**

Online Banking	50%
Offline Banking	10%
Both Banking	40%
<b>TOTAL</b>	<b>100%</b>

**3. Which type of banking do you believe is more secure?**

Online Banking	<b>36.7%</b>
Offline Banking	<b>30.6%</b>
Both Banking	<b>32.7%</b>
<b>TOTAL</b>	<b>100%</b>

**4. How often do you use the online banking platform provided by your financial institute?**

Daily	65.3%
Weekly	8.2%
Monthly	16.3%
Rarely	2%
Never	8.2%
<b>TOTAL</b>	<b>100%</b>

**5. How satisfied are you with the user interface and navigation of the online banking platform?**

Very Satisfied	60%
----------------	-----

Somewhat Satisfied	16%
Neutral	22%
Somewhat Dissatisfied	2%
Very Dissatisfied	0%
<b>TOTAL</b>	<b>100%</b>

**6. Have you ever experienced any technical difficulties or issues while using the online banking platform?**

Yes	79.6%
No	20.4%
<b>TOTAL</b>	<b>100%</b>

**7. How often do you visit your bank branch for banking transactions?**

Daily	28.6%
Weekly	12.2%
Monthly	28.6%
Rarely	28.6%
Never	2%
<b>TOTAL</b>	<b>100%</b>

**8. How satisfied are you with the customer service provided at your bank branch?**

Very Satisfied	62%
Somewhat Satisfied	20%
Neutral	14%
Somewhat Dissatisfied	4%
Very Dissatisfied	0%
<b>TOTAL</b>	<b>100%</b>



**9. How would you rate the availability of banking services at your bank branch?**

Excellent	52%
Good	38%
Fair	8%
Poor	2%
Very unsecure	0%
<b>TOTAL</b>	<b>100%</b>

**10. Have you ever used the mobile app for your financial institution's online banking platform?**

Yes	90%
No	10%
<b>TOTAL</b>	<b>100%</b>

**11. How long do you usually have to wait in line before being assisted at your bank branch?**

Less than 5 minutes	27.1%
5-10 minutes	27.1%
10-15 minutes	22.9%
More than 15 minutes	16.7%
Never had to wait in line	6.3%
<b>TOTAL</b>	<b>100%</b>

**12. How likely are you to recommend your bank branch to a friend or family member?**

Very Likely	46.9%
Somewhat Likely	24.5%
Neutral	26.5%
Somewhat Unlikely	2%
Very Unlikely	0%

<b>TOTAL</b>	<b>100%</b>
--------------	-------------

**13. How often do you use online banking to manage your account?**

Never	26.5%
Rarely	20.4%
Occasionally	18.4%
Regularly	30.6%
Very frequently	4.1%
<b>TOTAL</b>	<b>100%</b>

**14. How comfortable are you with using online banking to perform financial transactions?**

Not comfortable at all	26.5%
Somewhat uncomfortable	8.2%
Neutral	18.4%
Comfortable	30.6%
Very comfortable	16.3%
<b>TOTAL</b>	<b>100%</b>

**15. What factor influence your decision to use online banking?**

Convenience	49%
Security	24.5%
Fees	6.1%
Features	10.2%
Technical support	16.3%
Others	0%
<b>TOTAL</b>	<b>100%</b>

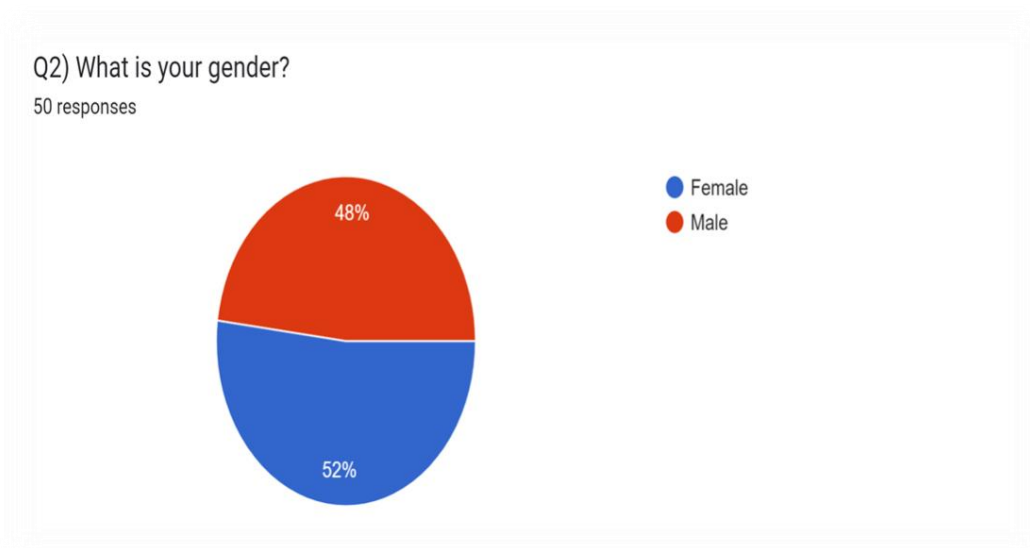
## CHAPTER NO 5

### ANALYSIS AND INTERPRETATION OF DATA

**Data Analysis:-** Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

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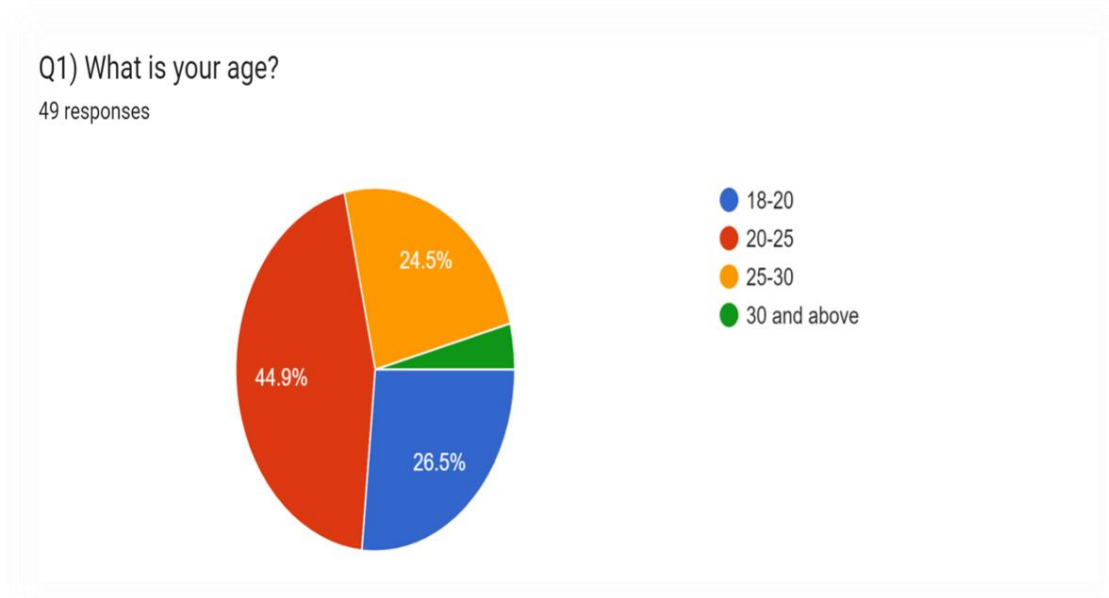
#### 1. Gender



## **INTERPRETATION:**

- From the above chart we understand that out of 100 respondents, 52% of respondents are males and 48% of respondents are females. Therefore, it is understood that male usage of banking is more as compared to female.

## **2. Your age**

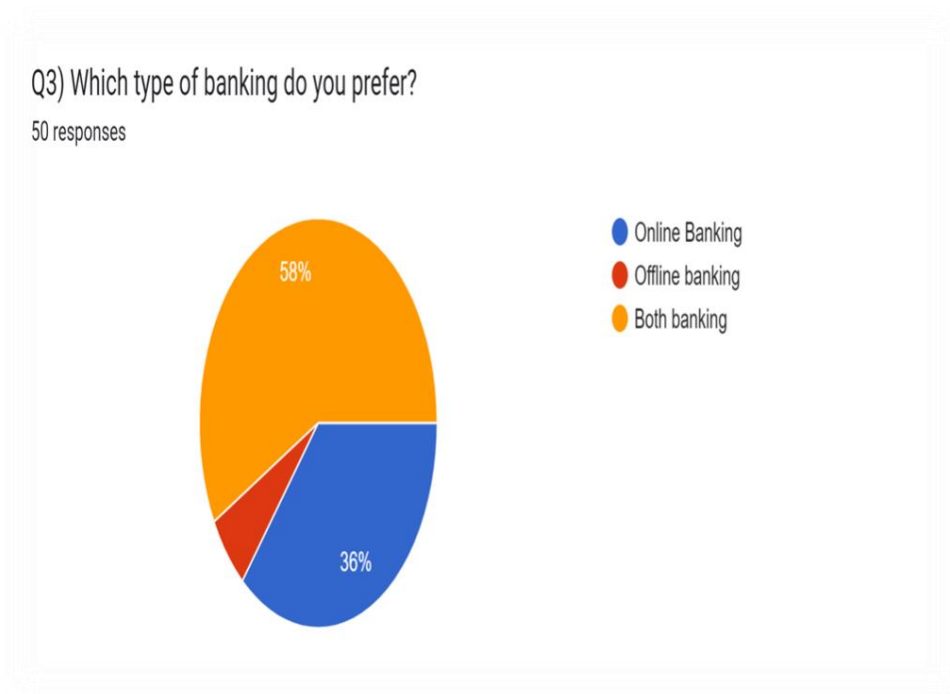


## **INTERPRETATION:**

The above diagram represents the aged group of the people who are using the banking service, out of 100 respondents 26.5% of the respondents come under the age group of 18-20, 44.9% of the respondents come under the age group of 20-25, 24.5% of the respondents come under the age group of 25-30 and 4.1% of the respondents come under the age group of 30-35 respectively.

Thus, it shows that there are more respondents belonging to the age group of 20-25 year

### 3. Which type of banking do you prefer



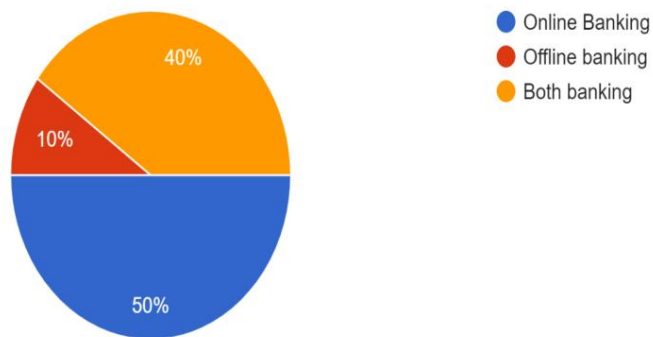
#### **INTERPRETATION :**

-  
From the above chart we can understand that out of 100 respondents, 36% of the respondents are preferring Online banking, 12% of the respondents are preferring Offline banking and 52% of the respondents are preferring both the banking. Thus, it shows that there are a greater number of respondents who are referring Online banking.

#### 4. In your opinion which type of banking offers is more convenient?

Q4) In your opinion, which type of banking offers is more convenient?

50 responses



#### INTERPRETATION:-

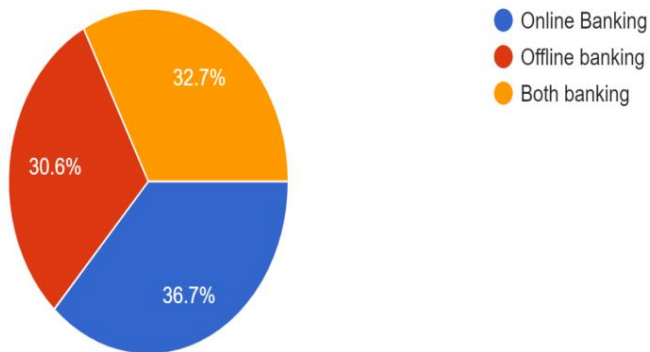
From the above chart we can understand that out of 100 respondents, 58% of the respondents think Online banking offers as more convenient, 17% of the respondents think Offline banking offers as more convenient and 25% of the respondents think both the banking offers are more convenient.

Thus, it shows that there are a greater number of respondents who think Online banking offers are more convenient.

## 5. which type of banking do you believe is more secure ?

Q5) Which type of banking do you believe is more secure?

49 responses



### INTERPRETATION:

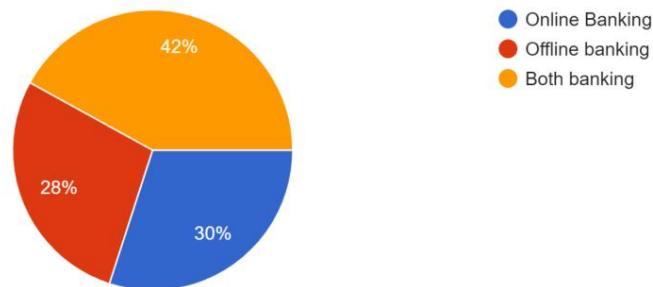
From the above chart we can understand that out of 100 respondents, 49% of the respondents believes Online banking as more secure, 34% of the respondents believes Offline banking is more secure and 17% of the respondents believes both the banking are more secure. Thus, it shows that there are a greater number of respondents are believing Online banking as more secure.

## 6. Which type of banking do you

believe more secure?

Q6) Which type of banking do you believe is more secure?

50 responses



### INTERPRETATION:

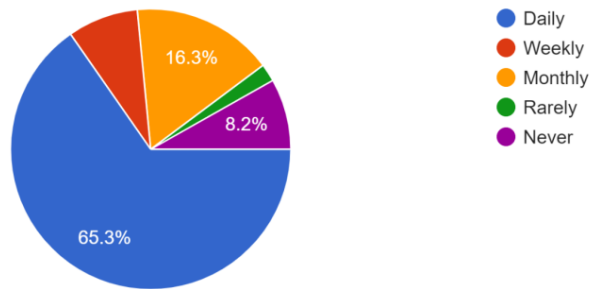
From the above chart we can understand that out of 100 respondents, 49% of the respondents believes Online banking as more secure, 34% of the respondents believes Offline banking is more secure and 17% of the respondents believes both the banking are more secure. Thus, it shows that there are a greater number of respondents are believing Online banking as more secure.



## 7. How often do you use the online banking platform provided by your financial institution ?

Q7) How often do you use the online banking platform provided by your financial institution?

49 responses



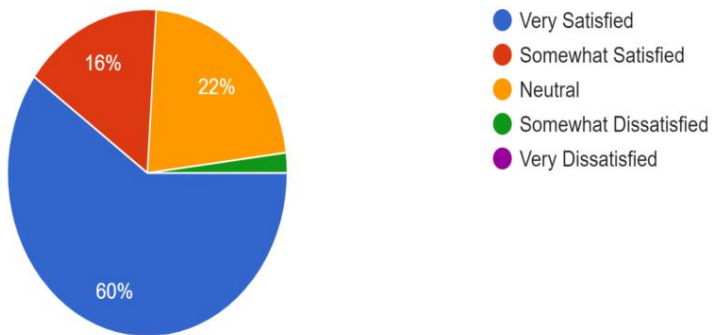
### INTERPRETATION:

From the above chart we can understand that out of 100 respondents, 42% of the respondents are rarely using online banking, 13% of the respondents are monthly using online banking. 23% of the respondents are weekly using online banking and 22% of the respondents are daily using online banking.

Thus, it shows that there are a greater number of respondents who are rarely using online banking platform provided by financial institution.

## 8. How satisfied are you with the user interface and navigation of the online banking platform?

Q8) How satisfied are you with the user interface and navigation of the online banking platform?  
50 responses



### INTERPRETATION:

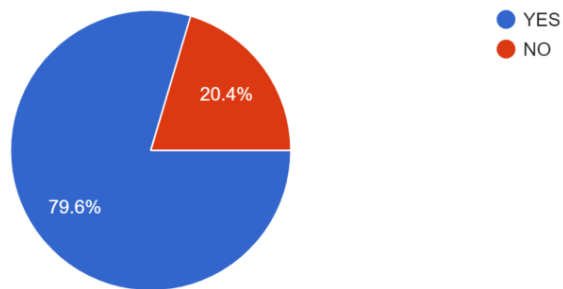
From the above chart we can understand that out of 100 respondents, 60% of the respondents are very satisfied with Online banking, 16% of the respondents are somewhat satisfied with online banking, 22% of respondents are neutrally satisfied with online banking and 1% of the respondents is very dissatisfied with online banking.

Thus, it shows that there are a greater number of respondents who are somewhat satisfied with the Online banking platform.

## 9. Have you ever experienced any technical difficulties or issues while using the online banking platform ?

Q9) Have you ever experienced any technical difficulties or issues while using the online banking platform?

49 responses



### INTERPRETATION:

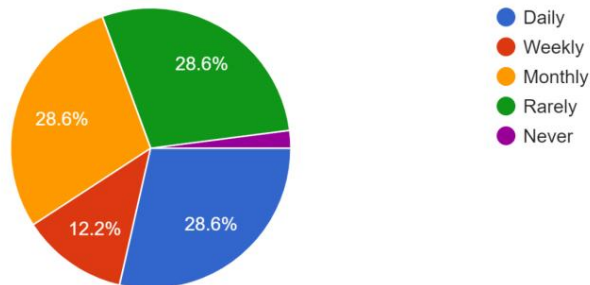
From the above chart we can understand that out of 100 respondents, 83% of the respondents are experiencing difficulties while using online banking and 17% of the respondents are not experiencing difficulties while using online banking.

Thus, it shows that there are a greater number of respondents are facing difficulties while using Online banking.

## 10. How often do you visit your bank branch for banking transaction?

Q10) How often do you visit your bank branch for banking transactions?

49 responses



### INTERPRETATION:

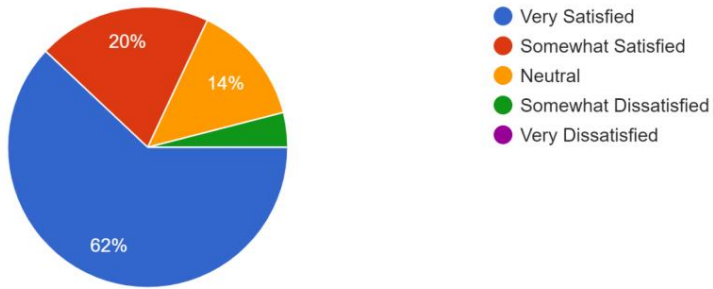
From the above chart we can understand that out of 100 respondents, 3% of the respondents daily visits branch for banking transactions, 13.90% of the respondents weekly visits branch for banking transactions, 18.80% of the respondents monthly visits branch for banking transactions, 61.40% of the respondents rarely visits branch for banking transactions and 3% of the respondents never visits branch for banking transactions.

Thus, it shows that there are a greater number of respondents who rarely visits bank branch for banking transactions.

## 11. How satisfied are you with the customer service provide at your bank branch?

Q11) How satisfied are you with the customer service provided at your bank branch?

50 responses



### INTERPRETATION:

From the above chart we can understand that out of 100 respondents, 62% of the respondents have rated the availability of banking services as excellent, 20% of the have rated the availability of banking services as good and 14% of the have rated the availability of banking services as fair.

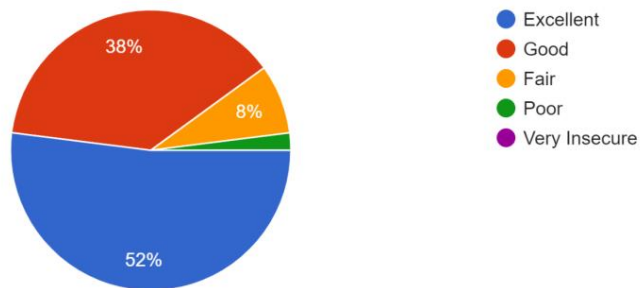
Thus, it shows that there are a greater number of respondents who has rated the availability of banking services as good.

## 12. How would you rate the availability of

## banking services at your bank branch?

Q12) How would you rate the availability of banking services at your bank branch?

50 responses



### INTERPRETATION:

From the above chart we can understand that out of 100 respondents, 7% of the respondents have rated the availability of banking services as excellent, 38% of the have rated the availability of banking services as good and 20% of the have rated the availability of banking services as fair.

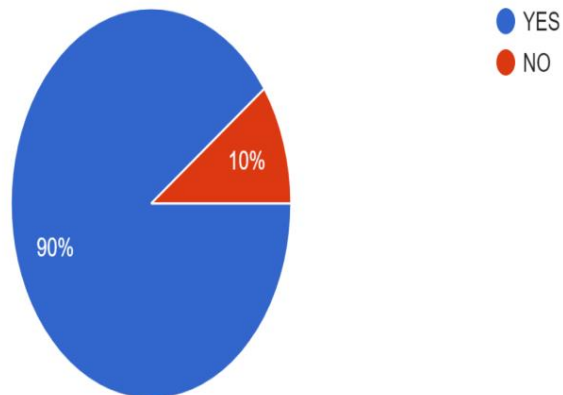
Thus, it shows that there are a greater number of respondents who has rated the availability of banking services as good.

**13. Have you used the mobile app for**

## your financial institutions online banking platform ?

Q13) Have you ever used the mobile app for your financial institution's online banking platform?

50 responses



### **INTERPRETATION:**

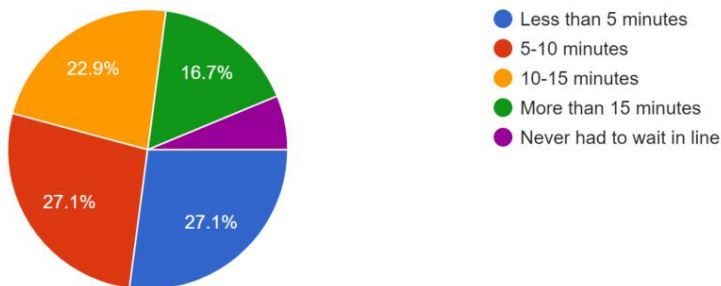
From the above chart we can understand that out of 100 respondents, 87% of the respondents uses mobile app for online banking and 13% of the respondents doesn't uses mobile app for online banking.

Thus, it shows that there are a greater number of respondents who are using mobile app for online banking.

**14. How long do you usually have to wait in line before being assisted your bank branch ?**

Q14) How long do you usually have to wait in line before being assisted at your bank branch?

48 responses



### **INTERPRETATION:**

From the above chart we can understand that out of 100 respondents, 27.1% of the respondents have to wait less than 5 minutes in line at bank, 27.1% of the respondents have to wait 5-10 minutes in line at bank, 22.9% of the respondents have to wait 10-15 minutes in line at bank and 16.7% of the respondents have to wait more than 15 minutes in line at bank branch.

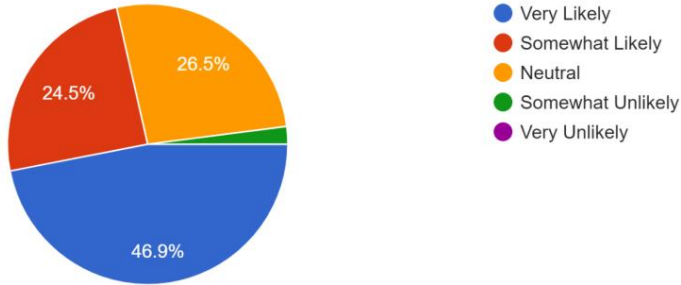
Thus, it shows that there are a greater number of respondents who has to wait 5-10 minutes in line before assisted at bank.

**15. How likely are you to recommend your bank branch to a friend or family member ?**



Q15) How likely are you to recommend your bank branch to a friend or family member?

49 responses



### **INTERPRETATION:**

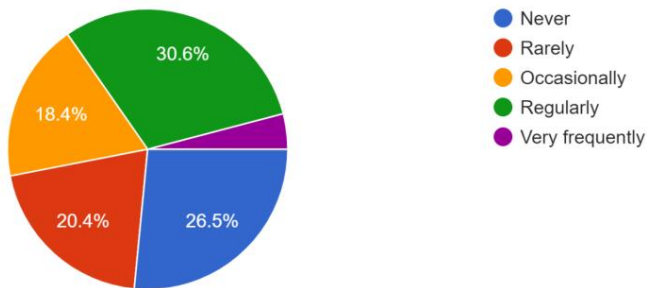
From the above chart we can understand that out of 100 respondents, 46.9% of the respondents will very likely recommend bank to a friend, 24.5% of the respondents somewhat recommend bank to a friend, 26.5% of the respondents will neutrally recommend bank to a friend and 2% of the respondents will somewhat unlikely to recommend bank to a friend.

Thus, it shows that there are a greater number of respondents who are somewhat likely to recommend a bank branch to a friend.

**16. How often do you use online banking to manage your account ?**

Q16) How often do you use online banking to manage your account?

49 responses



### **INTERPRETATION:**

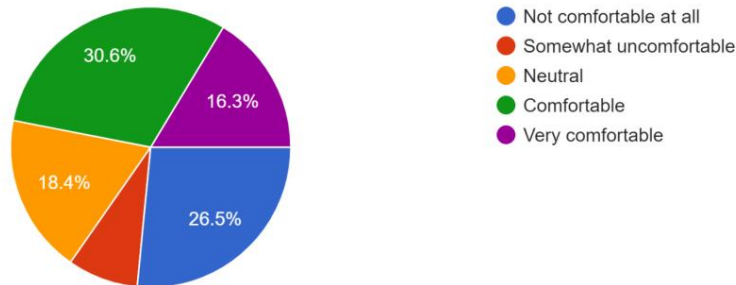
From the above chart we can understand that out of 100 respondents, 8% of the respondents very frequently uses online banking to manage their account, 19% of the respondents regularly uses online banking to manage their account, 20% of the respondents occasionally uses online banking to manage their account, 49% of the respondents rarely uses online banking to manage their accounts and 4% of the respondents never uses online banking to

manage their account. Thus, it shows that there are a greater number of respondents who are rarely using Online to manage their account,

**17. How comfortable are you with using online banking to perform financial transaction ?**

Q17) How comfortable are you with using online banking to perform financial transactions?

49 responses



### **INTERPRETATION:**

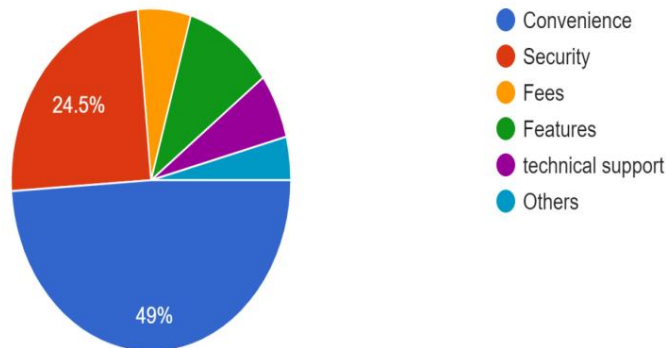
From the above chart we can understand that out of 100 respondents, 6% of the respondents are not comfortable at all with using online banking, 13% of the respondents are somewhat comfortable with using online banking, 22% of the respondents are neutrally comfortable with using online banking, 57% of the respondents are comfortable with using online banking, 2% of the respondents are very comfortable with using online banking,

Thus, it shows that there are a greater number of respondents who are comfortable with using online banking.

### **18. What factor influence your decision to use online banking ?**

Q18) What factor influence your decision to use online banking?

49 responses



### **INTERPRETATION:**

From the above chart we can understand that out of 100 respondents, 25% of the respondents consider convenience factor to use online banking, 19% of the respondents consider security factor to use online banking, 10% of the respondents consider fees factor to use online banking, 14% of the respondents consider features factor to use online banking, 15% of the respondents use technical support to use online banking. 17% of the respondents use other

factor to use online banking. Thus, it shows that there are a greater number of respondents who consider convenience factor to use online banking.

## **CHAPTER NO 6**

### **FINDINGS, CONCLUSION AND SUGGESTIONS**

#### **FINDINGS: -**

The findings of studies on the choice between online and offline banking among customers can vary depending on the factors considered, such as age, financial literacy, and level of trust in technology. However, some common trends have emerged:

Younger generations tend to prefer online banking, while older generations prefer offline banking.

Financial literacy and technological literacy can affect the preference for online or offline banking. People with higher financial and technological literacy are more likely to choose online banking.

Trust in technology and security concerns play a significant role in customers' decisions to use online or offline banking.

Convenience and accessibility are important factors for both online and offline banking users.

The availability of services and features offered by financial institutions can also influence customers' choices.

Overall, customers' choices between online and offline banking depend on their individual preferences and circumstances. Financial institutions should strive to provide a balance of both online and offline services to meet the needs of all their customers.

### **CONCLUSION: -**

Based on the study of online and offline banking choices among customers, it can be concluded that customers have varying preferences when it comes to their banking needs and

experiences. A significant portion of customers prefer online banking for its convenience and accessibility, as they can easily manage their finances from the comfort of their own homes or on-the-go. They value the ability to check account balances, pay bills, transfer funds, and view transaction history online.

On the other hand, some customers prefer traditional, offline banking methods due to a variety of factors. Some customers are more comfortable with in-person interactions and appreciate the personal touch that comes with face-to-face interactions with bank representatives. They also value the added security of having tangible documents, such as paper statements and check books, and may be concerned about the potential security risks associated with online banking.

It can also be concluded that customers are heavily influenced by the user experience when choosing between online and offline banking. A seamless, user-friendly experience can be a major factor in a customer's decision to switch to online banking, while a poor user experience may lead to dissatisfaction and a preference for traditional banking methods. Other factors such as fees, account offerings, and local branch accessibility can also play a role in a customer's decision.

In conclusion, it is recommended that banks take into consideration the different preferences and needs of their customers and offer a combination of online and offline banking options to meet their requirements. Additionally, banks should continuously evaluate and improve their offerings to stay ahead of the curve and meet the evolving needs of customers. By doing so, banks can provide a superior customer experience and increase customer satisfaction and loyalty.

### **SUGGESTIONS: -**

- **Awareness and understanding of online and offline banking options:** Study the level of customer knowledge about different banking

options and what factors influence their choice of banking methods.

- **Customer preferences and behaviours:** Analyse customer preferences, behaviours and habits when it comes to banking, and what motivates them to choose either online or offline options.
- **Security concerns:** Investigate customer concerns about the security of online banking and what measures they take to protect their personal information and financial transactions.
- **Convenience and accessibility:** Study the role of convenience and accessibility in customer decision-making, including the availability of online and offline banking options, and the ease of use of these services.
- **Cost and fees:** Assess the impact of costs and fees associated with online and offline banking, and whether these factors influence customer choice.
- **Age and demographic differences:** Analyse how age and demographic differences affect customer preferences and behaviours when it comes to banking.
- **Technological factors:** Investigate the role of technology in customer choice of banking methods, including the availability of digital devices and internet access.
- **Brand loyalty:** Evaluate the impact of brand loyalty and customer trust in financial institutions on customer choice of banking methods.
  
- **Customer satisfaction:** Study customer satisfaction with online and offline banking services, and what factors influence customer satisfaction with these services.
  
- **Future trends:** Analyse future trends in online and offline banking, including the adoption of new technologies, changing customer preferences and behaviours, and.

## CHAPTER NO 7

### BIBLIOGRAPHY:-

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2. [www.google.com](http://www.google.com)
3. <https://www.researchgate.net/publication/317836907>
4. [www.googleform.com](http://www.googleform.com)

## **CHAPTER NO 8**

### **APPENDIX-**

### **QUESTIONNAIRE**

### **APPENDIX**

#### **• PERSONAL INFORMATION QUESTIONS:**

#### **2. Gender**

- Male
- Female

#### **3. Age Group**



- 18-20
- 20-25
- 25-30
- 30-35

**• PROJECT QUESTIONS:**

**4. Which type of banking do you prefer?**

- a. Online Banking
- b. Offline banking
- c. Both banking

**5. In your opinion, which type of banking offers is more conveniences?**

- a. Online Banking
- b. Offline banking
- c. Both banking

**6. Which type of banking do you believe is more secure?**

- a. Online Banking
- b. Offline banking
- c. Both banking

**7. How often do you use the online banking platform provided by your financial institution?**

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely

e. Never

**8. How satisfied are you with the user interface and navigation of the online banking platform?**

- a. Very Satisfied
- b. Somewhat Satisfied
- c. Neutral
- d. Somewhat Dissatisfied
- e. Very Dissatisfied

**9. Have you ever experienced any technical difficulties or issues while using the online banking platform?**

- a. YES
- b. NO

**10. How often do you visit your bank branch for banking transactions?**

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely
- e. Never

**11. How satisfied are you with the customer service provided at your bank branch?**

- a. Very Satisfied
- b. Somewhat Satisfied
- c. Neutral

- d. Somewhat Dissatisfied
- e. Very Dissatisfied

**12. How would you rate the availability of banking services at your bank branch?**

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. Very Insecure

**13. Have you ever used the mobile app for your financial institution's online banking platform?**

- a. YES
- b. NO

**14. How long do you usually have to wait in line before being assisted at your bank branch?**

- a. Less than 5 minutes
- b. 5-10 minutes
- c. 10-15 minutes
- d. More than 15 minutes
- e. Never had to wait in line

**15. How likely are you to recommend your bank branch to a friend or family member?**

- a. Very Likely

- b. Somewhat Likely
- c. Neutral
- d. Somewhat Unlikely
- e. Very Unlikely

**16. How often do you use online banking to manage your account?**

- a) Never
- b) Rarely
- c) Occasionally
- d) Regularly
- e) Very frequently

**17. How comfortable are you with using online banking to perform financial transactions?**

- a) Not comfortable at all
- b) Somewhat uncomfortable
- c) Neutral
- d) Comfortable
- e) Very comfortable

**18. What factor influence your decision to use online banking?**

- a) Convenience
- b) Security
- c) Fees
- d) Features
- e) technical support