

A PROJECT REPORT ON
***“A STUDY ON CONSUMER
AWARENESS TOWARDS E-BANKING
SERVICE OF STATE BANK OF INDIA”***

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
‘YADAV KARTIK SUBBIAH’

T.Y.B.B.I (SEMESTER – VI)

PRN NO: 2021016400537397

Under the Guidance of
‘ASST. PROF. DR. KISHOR CHAUHAN’

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



FEBRUARY, 2024.



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

CERTIFICATE

This is to certify that **MR.** _____ has worked and duly completed his Project work for the degree as Bachelor in Commerce (Banking and Insurance) under the Faculty of Commerce in the subject of **Banking** and his project is, “ _____ ”. 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. YADAV KARTIK SUBBIAH** here by, declare that the work embodied in this project work titled “**A STUDY ON CONSUMER AWARENESS TOWARDS E-BANKING SERVICE OF STATE BANK OF INDIA**”, 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.

(YADAV KARTIK SUBBIAH)

Certified by:

ASST. PROF. DR. KISHOR CHAUHAN.

ACKNOWLEDGEMENT

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my I/C **Principal, Dr.B.R.Deshpande Sir** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator** for their moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **Asst. Prof. DR. Kishor Chauhan** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

INDEX

SR. No.	PARTICULARS	PAGE NO.
Chapter 1	INTRODUCTION	8-31
1.1	Definition	
1.2	E-Banking	
1.3	Benefits of E-Banking	
1.4	Objectives of the study	
1.5	E-Services provided by SBI	
Chapter 2	Review of Literature	32-36
Chapter 3	Research methodology	37-48
	Objectives	
	Indian Banking Scenario	
	Limitation	
	Hypothesis	
	Types of Mobile Banking	
Chapter 4	Data analysis and Interpretation	49-64

Chapter 5	Conclusion, Findings& Suggestions Findings Suggestions Conclusion	65-71
Chapter 6	Bibliography	72
Chapter 7	Annexure	73-77

CHAPTER I

INTRODUCTION



INTRODUCTION

The banking sector is the lifeline of any modern economy.

It is one of the important financial pillars of the financial sector, which plays a vital role in the functioning of an economy. It is very important for economic development of a country that its financing requirements of trade, industry and agriculture are met with higher degree of commitment and responsibility. Thus, the development of a country is integrally linked with the development of banking.

In a modern economy, banks are to be considered not as dealers in money but as the leaders of development. They play an important role in the mobilization of deposits and disbursement of credit to various sectors of the economy. The banking system reflects the economic health of the country.

The strength of an economy depends on the strength and efficiency of the financial system, which in turn depends on a sound and solvent banking system. A sound banking system efficiently mobilized savings in productive sectors and a solvent banking system ensures that the bank is capable of meeting its obligation to the depositors.

The banking scenario in India in the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations.

For the banks, technology has emerged as a strategic resource for achieving higher efficiency, control of operations, productivity and profitability. For customers, it is the realization of their 'Anywhere, Anytime, Anyway' banking dream. This has prompted the banks to embrace technology to meet the increasing customer expectation.

In India, banks are playing a crucial role in socio-economic progress of the country after independence. The banking sector is dominant in India as it accounts for more than half the assets of the financial sector. Indian banks have been going through a fascinating phase through rapid changes brought about by financial sector reforms, which are being implemented in a phased manner.

The current process of transformation should be viewed as an opportunity to convert Indian banking into a sound, strong and vibrant system capable of playing its role efficiently and effectively on their own without imposing any burden on government.

After the liberalization of the Indian economy, the Government has announced a number of reform measures on the basis of the recommendation of the Narasimhan Committee to make the banking sector economically viable and competitively strong.

Definition:

Electronic Banking



paisabazaar.com
India's No. 1 Loans & Cards Marketplace

Banking is the business of protecting money for others. Banks lend this money, generating interest that creates profits for the bank and its customers. A bank is a financial institution licensed to accept deposits and make loans. But they may also perform other financial services.

In India, a banking company is responsible for transacting all the business transactions including withdrawal of cheques, payments, investments, etc. In other words, the bank is involved in the deposit and withdrawal of money, repayable on demand, savings, and earning a decent amount of profits by lending money

E-BANKING



Electronic banking has many names like web-based banking, e-banking, virtual banking, or web banking, and online banking. It is just the utilisation of telecommunications networks and electronic networks for conveying different financial services and products. Through e-banking, a client can acquire his record and manage numerous exchanges utilising his cell phone or personal computer.

It is a product offered by banks which facilitates online banking, with the help of which the customer can have access to the bank account in just one click.

E-banking covers facilities such as – fund transfer, checking account statements, utility bill payments, opening of bank account, locating nearest ATM, obtain information on financial products and services, applying for loans, etc. using a personal computer, smartphone, laptop or personal digital assistant.

E-banking Services

In simple words, e-banking refers to a banking arrangement, with which the customer can perform various transactions over the internet, which is end-to-end encrypted, i.e. it is completely safe and secure.

E-banking promotes paperless/cashless transactions. It comes with a number of rights, responsibilities and fees as well. The range of services covered under E-banking are:

1. **Internet Banking:** A banking facility provided to the customers through which the customers are able to perform a number of monetary and non-monetary transactions, using the internet, through the bank's website or application.
2. **Mobile Banking:** Almost all the banks have designed their mobile applications with which you can perform transactions at your fingertips. For this, four things are required – a smartphone, internet, mobile application, and mobile banking service enabled in your bank account.
3. **ATM:** Automated Teller Machine, popularly known as ATM is one of the most common and initial service, provided under e-banking. It is not just a machine with which you can withdraw cash as and when required, but it also allows you to check your account status, transfer fund, deposit fund, changes mobile number, change Debit Card PIN, i.e. Personal Identification Number.
4. **Debit Card:** Debit cards are used in our day to day life so as to perform end number of transactions. Debit cards are linked to the customer's bank account and so the customer only needs to swipe the card, in order to make payment at Point of Sale (POS) outlets, online shopping, ATM withdrawal. In this way, the amount is deducted from the customer's account directly.
5. **Credit Card:** Just like a debit card, a credit card is also a payment card which the banks issue to the customers on their request, after checking their credit score and history. It enables the cardholder to borrow funds upto the pre-approved limit and make payment. The limit is granted by the banks which issue the card. The cardholder promises to repay the amount within a stipulated time, with some charges, for the use of credit card.

6. **Point of Sale (POS):** Points of sale system refers to the point, in terms of date, time and place (retail outlet) where the customer makes a payment, using a plastic card, for the purchase made or services received.
7. **Electronic Data Interchange (EDI):** EDI is a new mode of communicating information between businesses electronically using a standardized format, which was conventionally paper-based.
8. **Electronic Fund Transfer (EFT):** When money is transferred electronically from one bank to another, it is called as electronic fund transfer. It covers direct debit, direct deposits, wire transfers, NEFT, RTGS, IMPS, etc.

Benefits of E-banking

- It enables digital payments, which encourages transparency.
- It allows 24/7 access to the bank account.
- It also sends notifications and alerts to get updated with the banking transactions and changes in the rules.
- It lowers transaction cost for the banks.
- It is convenient and easy for customers, as they are not required to visit the bank branch every time.

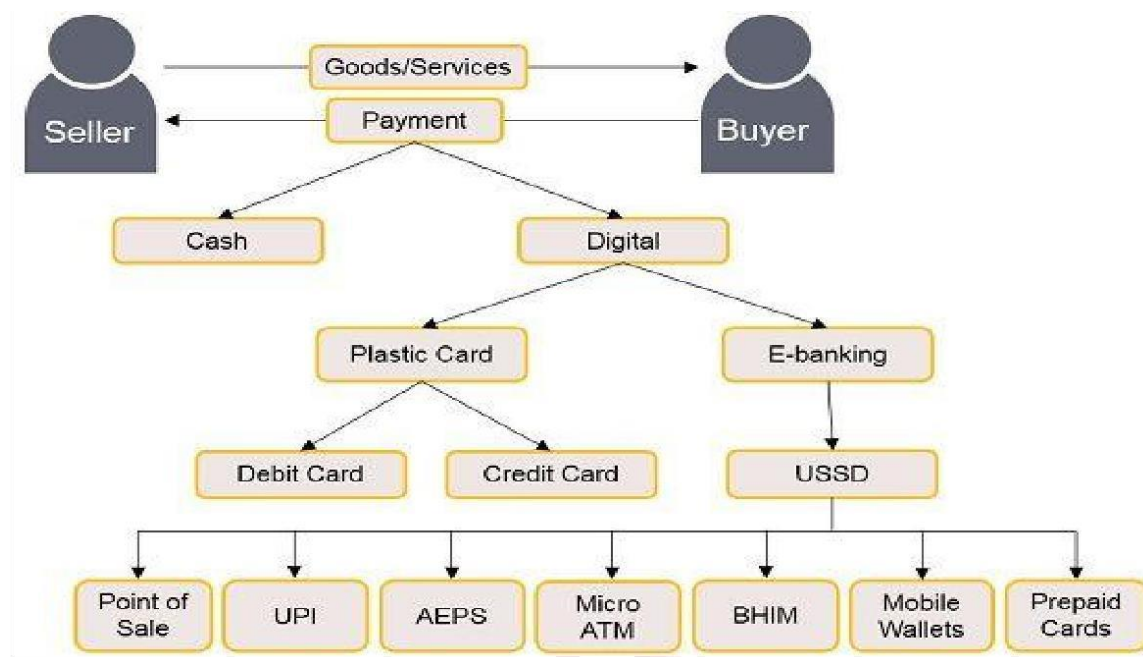
In a nutshell, any type of banking transaction performed through electronic mode comes under E-banking.

It is a secure, fast and convenient electronic banking facility that allows its customers to undertake online banking services anytime during the day and at any place using the internet, for which the customers used to visit the banks in earlier days.

E-banking in India

In India, since 1997, when the ICICI Bank first offered internet banking services, today, most new-generation banks offer the same to their customers. In fact, all major banks provide e-banking services to their customers.

Let's look at the types of digital payments:



E-BANKING

Electronic banking is one of the truly widespread avatars of E-commerce over the world. Various authors define E-Banking differently but the most definition depicting the meaning and features of E-Banking are as follows:

1. Banking is a combination of two, Electronic technology and Banking.
2. Electronic Banking is a process by which a customer performs banking Transactions electronically without visiting their banks.
3. E-Banking denotes the provision of banking and related service through Extensive use of information technology without direct recourse to the bank by the customer.

E-Banking consists of services which allows bank consumers to retrieve their own information. carrying out various monetary dealings, and save money in to accounts, amount withdraw or pay number of bills via Internet without physical presence at the branch or bank counters. It was expediency of retrieving banking services from the comfort of their home or office. Now days E-banking has become buzz word.

The functionality of E-banking allows any one of consumer by having a personal computer attached to the network and browser which get associated to own banking online portal and execute anything of simulated bank transactions.

What do we understand by the term of e-banking? It is related to the carrying out bank related business with the help of the computers or telehanking.

OBJECTIVES OF THE STUDY

To study customer perception towards mobile banking during Covid-19 pandemic.

To analyse the usage level of mobile banking services during Covid-19 pandemic.

To examine the barriers faced by citizen towards mobile banking during Covid-19 pandemic.

To observe the overall customer satisfaction on mobile banking during Covid-19 pandemic.

To analyse the factors influencing the customer attitude towards Mobile Banking in Mumbai City.

To analysis the reasons for customers adoption of mobile bank services in Mumbai city.

To assess the customer usage of mobile banking facilities in Mumbai city



How Safe is Mobile Banking?

Safety of Mobile Banking Applications- What are the parameters?

The safety and security of any mobile banking application depends upon-

The bank's fundamental data security feature for your bank account details.

The telecom service provider.

Most of the banking applications use the two-factor authentication, i.e., verification of the transaction they generate. In every transaction, an SMS with an OTP (One Time Password) is sent to the user, i.e., you, which you must then enter and confirm that the transaction is good to go. So that your information is protected from all malware attacks, your data is encrypted and transmitted across the banking channels with high security.



Banks also put in place checks such as Device authentication and six digits PIN verification. This blocks fraudsters from accessing your data by duplicating your details. Banks also keep a close eye on fake applications posing as real ones on the Android platform to ensure that your data does not fall prey to wrong usage and fraud.

Mostly, banking applications are tracked based on the volume of transaction and customer behaviour. Your bank is thus, well aware of the nature and frequency of transactions taking place on the platform and take appropriate steps if anything out of ordinary arises.

E-BANKING SERVICES:

1. Bill payment service

Each bank has tie-ups with various utility companies, service providers and insurance companies, across the country. It facilitates the payment of electricity and telephone bills, mobile phone, credit card and insurance premium bills. To pay bills, a simple one-time registration for each biller is to be completed. Standing instructions can be set, online to pay recurring bills, automatically. Most interestingly, the bank does not charge customers for online bill payment.

46

2. Fund transfer

Any amount can be transferred from one account to another of the same or any another bank. Customers can send money anywhere in India. Payee's account number, his bank and the branch is needed to be mentioned after logging in the account. The transfer will take place in a day or so, whereas in a traditional method, it takes about three working days. ICICI Bank says that online bill payment service and fund transfer facility have been their most popular online services.

3. Credit card customers

Credit card users have a lot in store. With Internet banking, customers can not only pay their credit card bills online but also get a loan on their cards. Not just this, they can also apply for an additional card, request a credit line increase and God forbid if you lose your credit card, you can report lost card online.

4. Investing through Internet banking

Opening a fixed deposit account cannot get easier than this. An FD can be opened online through funds transfer. Online banking can also be a great friend for lazy investors. Now investors with interlinked demat account and bank account can easily trade in the stock market and the amount will be automatically debited from their respective bank accounts and the shares will be credited in their demat account. Moreover, some banks even give the facility to purchase mutual funds directly from the online banking system. So it removes the worry about filling those big forms for mutual funds, they will now be just a few clicks away. Nowadays, most leading banks offer both online banking and demat account. However if the customer have there demat account with independent share brokers, then need to sign a special form, which will link your two accounts

6. Recharging your prepaid phone

Now there is no need to rush to the vendor to recharge the prepaid phone, every time the talktime runs out. Just top-up the prepaid mobile cards by logging in to Internet banking. By justselecting the operator's name, entering the mobile number and the amount for recharge, thephone is again back in action within few minutes.

STATE BANK OF INDIA



State Bank of India (SBI) a Fortune 500 company, is an Indian Multinational, Public Sector Banking and Financial services statutory body headquartered in Mumbai. The rich heritage and legacy of over 200 years, accredits SBI as the most trusted Bank by Indians through generations.

SBI, the largest Indian Bank with 1/4th market share, serves over 45 crore customers through its vast network of over 22,000 branches, 62617 ATMs/ADWMs, 71,968 BC outlets, with an undeterred focus on innovation, and customer centricity, which stems from the core values of the Bank - Service, Transparency, Ethics, Politeness and Sustainability.

The Bank has successfully diversified businesses through its various subsidiaries i.e SBI General Insurance, SBI Life Insurance, SBI Mutual Fund, SBI Card, etc. It has spread its presence globally and operates across time zones through 229 offices in 31 foreign countries.

Growing with times, SBI continues to redefine banking in India, as it aims to offer responsible and sustainable Banking solutions..

In early 1990"s more than 7000 branches were using traditional manual procedures. These manual procedures were inherited from the Imperial Bank. Traditional procedures were evolved over decades Very few changes were brought in those procedures as per the need of time. In that time, mainframe or mini computers were used for MIS, RECONCILLATION & FUND SETTLEMENT PROCESS, or we can say that for backhand operations purpose.

E-SERVICES PROVIDED BY SBI

The Internet Banking offers a plethora of products and services, to cater to all your banking demands online:

- Transfer funds to own and third party accounts
- A suite of completely online deposit products (Fixed, Recurring, Flexi, Tax Saving etc.)
- Airline, Rail, Bus and hotel ticket booking
- Online Shopping and instant recharge features.
- IMPS Funds Transfer
- Western Union Service
- Credit beneficiary accounts using RTGS/NEFT feature
- Generate account statements
- Setup Standing Instructions and Scheduling payments
- Configure profile settings
- E- Tax for online tax payment
- E - Pay for automatic bill payments
- Avail DEMAT and IPO services
- Pay bill of Visa Credit Card issued by any Bank.
- Other Value added Services

APPLICATION USED BY SBI
FOR
PROVIDING E-BANKING SERVICES



YONO (You Only Need One) is an automated digital banking platform provided by State Bank of India (SBI) that enables users to access a range of financial and other services such as flight, rail, bus and taxi tickets, online shopping, or medical bill payments

YONO stands for “You Only Need One”. Using YONO App & website, customer can integrate all his products & servic from SBI bank account, SBI Card, SBI Mutual Fund, SBI Life Insurance, SBI General Insurance, SBI Securities.

YONO is an initiative by SBI to bring all of its joint venture's customer through digital technology “YONO Mobile App” and “YONO website”.

Steps to Download SBI YONO App

Follow the steps given below to download and use this app on your smartphone.

Download this app from Google Play and install it on your smartphone.

Once you open this app you will find three different tabs.

- Explore Financial Products
- Browse Shopping Deals
- Open a New Digital Account

For a New Customer:

If you are a New Customer of SBI you can click on Open a New Digital Account tab. It allows you to open a digital account on the move. You need a PAN card and **Aadhaar Card** for this.

Once your account is open you can experience various shopping deals. You can also purchase various financial products like a credit card, Insurance and other investment products.

For Existing Customers:

- If you are an existing customer of SBI you can use your internet banking credentials for first-time login and registration on YONO
- If you do not have internet banking credentials, you can generate a temporary internet banking password using your debit card.

Once you log in you can explore all the shopping deals and other products on YONO.

Key Features and Benefits of SBI YONO App

- Instant Account Opening
- Complete paperless transactions
- Unified App for Lifestyle Expense and Banking
- Fund transfer via UPI
- Smart spending – spend analysis
- Pre-Approved personal loan on the move
- An instant account opening from anywhere
- You can get exclusive discount offers and special deals on the move
- Purchase all financial products from a single app
- Transfer funds in just four clicks.
- Get overdraft facility against fixed deposit
- Benefit from intelligent spend analyser

STEPS TO REGISTER IN YONO APP :

1. Click on “Register”. It will redirect you to SBI Cards website.
2. Enter your SBI Card no., CVV no. ...
3. Your One Time Password (OTP) will be sent on your registered mobile no. & e-mail id. ...
4. Enter your OTP correctly to set your user id & password and complete the registration process.

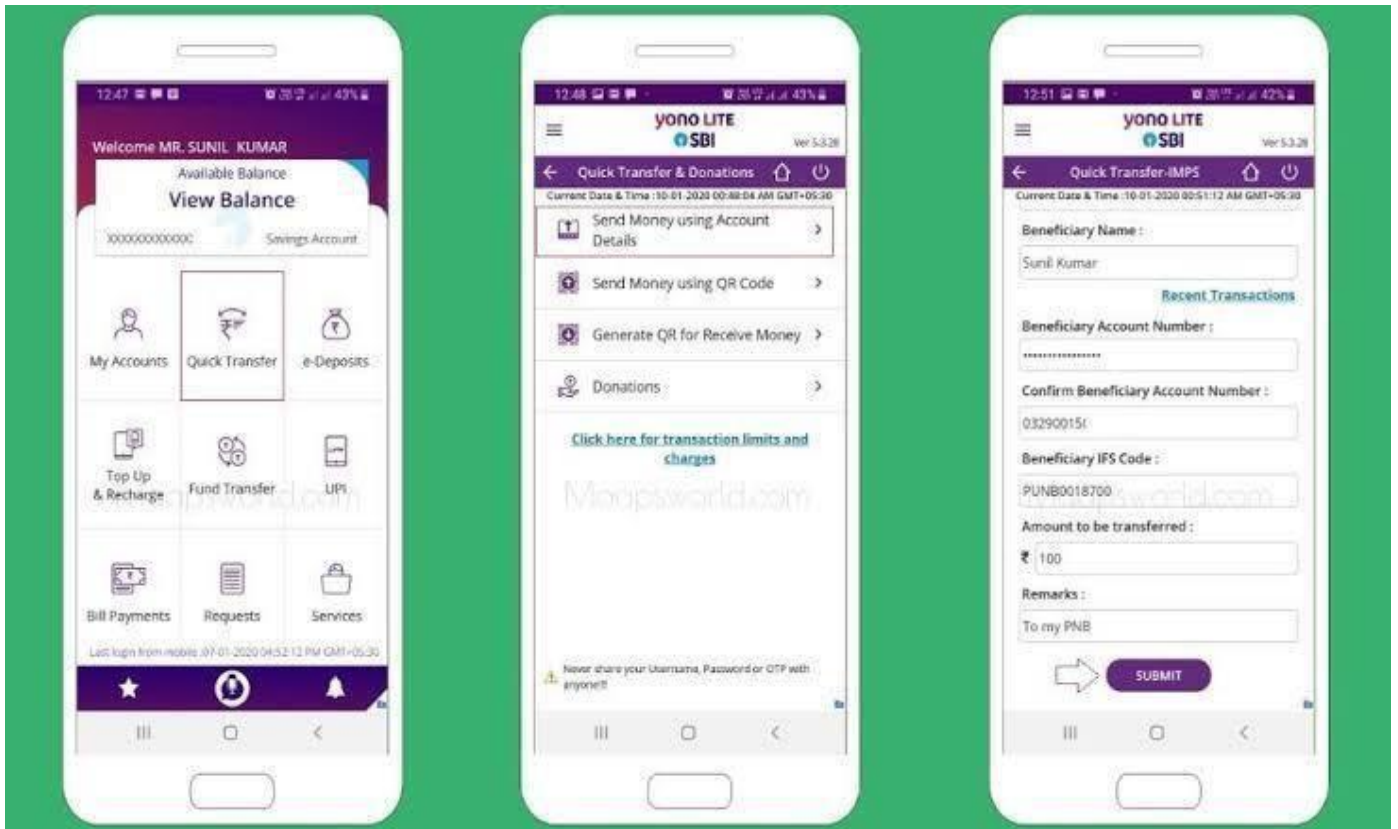
State Bank of India YONO Application

Google Play Store rating: 3.3 stars

Downloads: 50,000,000+

Needless to say that State Bank of India is the largest bank with the largest customers in the country. The bank offers a wide spectrum of banking services to its customers through the SBI YONO app.

It allows customers to transfer funds, pay bills, make investments, shop, apply for cards, book movies and IRCTC tickets, and a lot more. The app can be used for banking services even outside India.



Features and benefits offered by the YONO app

- 1] Instant account opening in just 5 minutes
- 2] View your bank statement online
- 3] Quickly transfer funds with NEFT/RTGS/IMPS
- 4] Carry out basic banking transactions such as fund transfer, shopping, bill payment, ticket booking, etc.
- 5] Place request for checkbooks and ATMs
- 6] Get a pre-approved personal loan on the go in 2 minutes
- 7] Avail overdraft against Fixed Deposit
- 8] Quick fund transfers with UPI enabled payments
- 9] Change ATM PIN, block ATM cards/Debit cards or stop cheques

Tips for Secure Mobile Banking

The following are tips on how to make your mobile banking app more secure.

Use strong passwords with a combination of letters, numbers, and symbols. With a strong password like that, an intruder will find it extremely difficult, if not impossible, to access your mobile banking platform.

Change your password every few months. Reconstructing a new password every three to five months makes your mobile banking more secure

Don't share your passwords with anyone, be it your family member or friend, no one.

Stick to your home network rather than public WIFI. It is recommended that you disable publicly accessible Wi-Fi and Bluetooth connections to your device before you make a mobile connection to your bank.

Download the official app from your bank. Thoroughly research all apps or software before downloading to your phone and ask trusted peers for recommendations.

Update your app every time there's an update available. Keep your device operating system and applications up to date. One way to do this is by ensuring automatic updates are enabled under settings on your phone.

Log out of the app every time you are through with it.

Regularly clear your browser cache so your information isn't stored. Also, delete emails and text messages from your bank when they are no longer needed so that your bank information is not sitting in your inbox.

Use two-factor authentication (or facial recognition when available). If your bank supports it, enable two or multi-factor authentication on your login like a code sent to your mobile or a question about your first school's name.

Never automatically save passwords on your phone. Never let your browser automatically save your bank account's passwords, usernames, or credit card details, particularly if you are sharing your device with other people.

Have a way to erase your phone's data immediately it is stolen. Consider using any free security software provided by your bank or download/purchase your own high-quality security software, preferably with remote deletion options that allow you to remotely wipe any data stored on your device in the event that it's lost or stolen.

Sign up for online alerts each time account activity occurs.



Nowadays consumers of banking have changed their attitude, Due to this Covid-19 Pandemic that they don't want to stand in the bank queues, no need of PC and laptop with the internet connection just with the help of mobile phone all the activities are done with mobile banking system. Mobile banking has been effectively used by all consumers because they don't want to wait for others, they can transfer their amount at any time, they can carry mobiles anywhere without any trouble. Technology has been perfectly used by the banking system, where updating of all the activities have been implemented in banking system. Mobile Banking has helped the banks to improve the quality of services to the customers and it has created the customer

relationship management. Through Mobile banking the banks can easily contact the group of customers who are more valuable to the banks. Communication of the banks with the customers helps the bank to sell the financial products

CHAPTER -II
REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study, that the author has read, evaluated, and assimilated that work into the work at hand.

1. **Adham, KhairulAkmaliah (2000)** : indicated that Malaysian banks could be grouped into two in regard to their reasons for adopting the electronic delivery systems. M., Service quality in the banking sector: the impact of technology on service delivery, (1999) The study investigates role of technology on Australian banking sector and 300 customers were surveyed. The findings suggested that except from convenience/accuracy and efficiency e banking services did not match with importance rating specified by customers.

2. **Jamal, (2002)**: The study examined key drivers of customer satisfaction using 167 customers and it was found that core and relational performances had influence on pleasure of bank consumer and were consuming adverse association in-between consumer proficiency along with consumer gratification. The research provides key points for the review of next generation of banking.

3. **Chandar, (2002)** : Author in his research, inspected association in between qualities of services and fulfilment of banking consumers for banking domain in the country. Study results were proved that these factors were autonomous but tightly coupled. These factors paradigms vary meaningfully in essential facilities, man

power, along with methodisation of provision services, tangibles and public accountability. The research provides key points for the review of next generation of banking.

4. **Polatoglu,Ekin (2001)** : conducted an empirical study to explore consumer acceptance of Internet banking services in banks . Their study examined both consumer related factors that may affect the adoption of an innovative or a product such as complexity, perceived risk and relative advantage of Internet banking comparing to branch banking as well as organisational factors such as marketing effort . All the variables were found to influence the adoption. The results suggests that Internet banking only reduces operational cost to bank but also leads to higher level customer satisfaction.

5. **Byers and Lederer(2001)** : in their article entitled “retail bank services strategy” concluded that it was consumer changing attitudes rather than bank cost structure that determines the changes in distribution channels; they added that virtual banks can only be profitable when the segment that prefers electronic media is approximately twice the size of the segment preferring street banks.

6. **Kalakota and whinstom (1997)** state that “the message for marketers is clear: the purchasing climate and the products change quickly. In order to be competitive marketing executives must employ technology to develop low cost customer prospecting methods, establish closer relationships with customers, and develop customer loyalty.” The rapid growth of the Web creates a tremendous opportunity for new businesses, but also requires a new way of viewing the market place for community banker, “ Experts estimates that consumer use of on-line banking services will increase over 20-fold by the end of the century. Geography and the number of branches become irrelevant and community banks are able to offer the same level of service and convenience to customers as the largest banks. In the past, over 60% of existing bank customers have cited their bank selection to be based on convenience of location. For the

customers of today, convenience of location includes the availability of 24-hour access via the Internet”

7. **Seitz and Stickel (1999)** considered that financial service companies are using the Internet as a new distribution channel. The goal is: complex products may be offered in an equivalent quality with lower costs to more potential customers and there may be contacts from each place of earth at any time of day and night.

8. **Jenkins (2007)** Indicates that those banks were using e-banking as an assurance to their

customers to maintain a competitive quality of service. To continually improve the

performance of e-banking services, several core-capacities are critical:

Planning new IT infrastructure

Enhancing transaction security

Providing value-added content

Delivering differentiated services

Managing customer relationships

Vyas (2009): Stated that Indian banks will target non-online banking users who may lack regular access to desktop internet but are very likely to own a mobile device, thus reporting great potential of Mobile banking in India. This report of Vital Analytics suggested huge potential of Mobile banking in India, as it found that urban Indian customers' checking account balance is the most frequently cited reason for using Mobile banking. 40 million Urban Indians used their mobile phones to check their bank account balances followed by viewing last three transactions.

A.Palani, P. Y. (2012): In his article "A Study On Customer Perception Towards Mobile Banking In Indian Overseas Bank Chennai" his research, carried out to confirm the model of mobile banking. The causes were identified and researched through correcting the causative factors so that mobile banking can be used by more people. This will help the banking operations to

be more cost effective. The research is focused on what are the customer's perceptions about mobile banking offered by Indian Overseas Bank and what are the drivers that drive consumers. He found that still the users face many problems right from the telecom operator to banks, the handset to software application support for using services.

Chandran, R. (2014): In his article "Pros and cons of Mobile banking. International Journal of Scientific and Research Publications" he says that Over the years, banking has transcended from a traditional brick-and mortar model of customers queuing for services in the banks to modern day banking where banks can be reached at any point for their services. It is well recognized that mobile phones have immense potential of conducting financial transactions thus leading the financial growth with lot of convenience and much reduced cost. For inclusive growth, the benefits of mobile banking should reach to the common man at the remotest locations in the country.

CHAPTER NO 3

RESEARCH METHODOLOGY

The study is conducted by collecting both primary and secondary data. Primary data are those which are collected from the individuals through questionnaire. The study was conducted among 50 persons respondents residing in Kalwa.

DATA COLLECTION METHOD

Sources of data collection are:

a. Primary data

b. Secondary data

1. **Primary Data**: Primary sources of data refer to firsthand information which is collected to solve a specific problem. The researcher takes up original investigation with the target group to gather accurate information and data. Here the data is collected with the help of preparing questionnaire. The researcher has to spend a lot of time, effort and money to collect data from primary sources. The primary data sources supplement the secondary data. Latest data is collected from the respondents. The data collected from primary sources is more accurate. The researcher can check the accuracy of data at the time of interviews. They can check the accuracy by cross questioning the respondents, whenever required.

2. **Secondary Data**: The secondary data is readily available data from published or printed sources. The secondary data is generally used in the case of research and to a certain extent in the case of social research. However, commercial research requires more of primary data as compared to secondary data.

3. **Sampling Plan**: Sampling refers to the methods of selecting a sample from a given universe with a view to draw conclusions about that universe. A sample is a representative of the universe selected for study.

Sampling Unit:

Sampling unit are the respondents from the Residents of Kalwa.

Sample Size:

Sampling size is 50

Sampling Technique: Sampling technique is the technique used to select the sample size. Convenient sampling technique used in this research.

Sampling design:

Since the information is to be taken from residents, a questionnaire was prepared.

TOOLS USED FOR DATA ANALYSIS

- **PERCENTAGE ANALYSIS**

The tool used for data interpretation for the study is percentage analysis , by converting the received data into percentage and interpreting the results thereof .

- **PRESENTATION OF DATA**

For the meaningful representation of the results obtained from the data's we use bardigrams , pie charts in this study.

In a view to precede the research in a systematic way the following research methodology has been used. By means of obtaining detailed opinion of the customers, this research falls under the category of descriptive research.

The methodology adopted in the study is both descriptive and analytical

OBJECTIVES:

- To evaluate the awareness of E-Banking among the customers of SBI
- To study the most preferred E-Banking service offered by SBI.
- To know which age group of customers is using different e-banking facilities.
- To know the cause why customers are not using internet banking.
- To study the demographic background of the respondents.

SCOPE OF THE STUDY:

- The study will be able to reveal the preference, needs, perception of the customers regarding the E-Banking Services.
- It also help the people to know about e-banking services and effective awareness towards the E-banking services.
- The study also highlights the level of awareness of the customers regarding the various e-banking services.

Associate banks

the "leader of digital products", they claimed. All these SBI digital products are available for both rural and urban customers in India.

1. State Bank of Bikaner and Jaipur (SBBJ).
2. State Bank of Hyderabad (SBH)
3. State Bank of Indore (SBI)
4. State Bank of Mysore (SBM)
5. State Bank of Patiala (SBP)
6. State Bank of Saurashtra (SBS)
7. State Bank of Travancore (SBT)

STATE BANK OF INDIA-

IN SHORT



Type	Public
Trade	NSE:SBI BSE :500112 ISE :SBID BSE SENSEX constituent CNX Nifty constituent
Industry	Banking financial service
Founded	2 june 1806 bank of calcutta 27 january 1921,Imperial bank of India 1 july 1955 SBI 2 june 1956,nationalisation
Headquarters	Mumbai ,Maharashtra,India
Area served	Worldwide
KEY people	Dinesh Kumar Khara [Chairman]
Products	Consumer banking.corporate banking, finance and insurance,investment loans,private equity,savings,securities, asset management,wealth management,credit cards
Revenue	Rs. 385,338 crore (2021)
Operating income	Rs.78,898 crore (2021)
Total Assets	Rs.4,845,619 crore (2021)
Total equity	Rs 274,669 crore (2021)
Number of employees	245,652 (2021)
Capital ratio	13.06% (2021)
Website	Bank.sbi

INDIAN BANKING SCENARIO

The Banking industry comprises of segments that provide financial assistance and advisory services to its customers by means of varied functions such as commercial banking, wholesale banking, personal banking, internet banking, mobile banking, credit unions, investment banking and the like.

With years, banks are also adding services to their customers. The Indian banking industry is passing through a phase of customers market. The customers have more choices in choosing their banks. A competition has been established within the banks operating in India.

With stiff competition and advancement of technology, the services provided by banks have become more easy and convenient. The past days are witness to an hour wait before withdrawing cash from accounts or a cheque from north of the country being cleared in one month in the south..

Bank of Hindustan, set up in 1870, was the earliest Indian Bank. Banking in India on modern lines started with the establishment of three presidency banks under Presidency Bank's act 1876 i.e. Bank of Calcutta, Bank of Bombay and Bank of Madras.

The commercial banking structure in India consists of: Scheduled Commercial Banks & Unscheduled Banks. Banking Regulation Act of India, 1949 defines Banking as "accepting. for the purpose of lending or investment of deposits of money from the public, repayable on demand and withdrawal by cheques, draft, order or otherwise."

The arrival of foreign and private banks with their superior state-of-the-art technology-based services pushed Indian Banks also to follow suit by going in for the latest technologies so as to meet the threat of competition and retain customer base.

The evolution of IT services outsourcing in the Indian banks has presently moved on to the level of Facilities Management (FM). Banks now looking at business process management (BPM) to increase returns on investment, improve customer relationship management (CRM) and employee productivity. For, these entities sustaining long-term customer

relationship management (CRM) has become a challenge with almost everyone in the market with similar products.

Mobile banking comes in as a part of the banks initiative to offer multiple channel banking providing convenience for its customer. A versatile multifunctional, free service that is accessible and viewable on the monitor of mobile phone. Mobile phones are playing great role in Indian banking- both directly and indirectly. They are being used both as banking and other channels.

Different Types of Plastic Money:

Credit Cards:

Plastic money or payment cards, made out of plastic, is a new and easier way of paying for goods and services. Plastic money was introduced in the 1950s and is now an essential form of ready money which reduces the risk of handling a huge amount of cash. It includes debit cards, ATMs, smart cards, etc.

97.0 Vo 5G KB/S LTE

Debit Cards:

598

This card will permit the card holder to withdraw cash from an ATM, and a credit card will allow the user to purchase goods and services directly, but unlike a Cash Card the money is basically a high interest loan to the card holder, although the card holder can avoid any interest charges by paying the balance off in full each month.

Store Cards:

This type of card will directly debit money from your bank account, and can directly be used to purchase goods and services. While there is no official credit facility with debit cards, as it is linked to the bank account the limit is the limit of what is in the account, for instance if an overdraft facility is available then the limit will be the extent of the overdraft.

These are similar in concept to the Credit Card model, in that the idea is to purchase something in store and be billed for it at the end of the month. These cards can be charged at a very high interest rate and can be limited in the places they can be used, sometimes as far as only the store brand that issued it.

DATA COLLECTION METHOD

PRIMARY DATA:

In order to gather necessary data and also to provide profound insight into the topic.

*Customer awareness on E-banking services of SBI, the researcher considered the use of questionnaire for consumers in most suitable way.

SECONDARY DATA:

Secondary data was collected from the existing data sources, catalogues, internet magazine, case studies, newspapers, journals, articles ,etc. The information so collected has been consolidated in a meaningful manner for the purpose.

Research instrument:

The instrument used for gathering data was questionnaire. To get further insight in to the research problem, interview regarding their buying practices too was made. This was done to crosscheck the authenticity of the data provided. To supplement the primary data and to facilitate the process of drawing inference, secondary data was collected from published sources like magazines, journals, newspapers etc.

Limitations:

1. It is assumed that all the information provided by the respondents is true & amp; factual.
2. Time was the main constraint. As far as the depth of the research paper is concerned, it would be unfair to assume that the sufficient amount of data has been collected within such a limited time frame.
3. Many of the Respondents asked queries in order to Fill the Form.
4. The information given by the respondents might be biased because some of them might not be interested to give correct information.

HYPOTHESIS:

- Most of the users of the internet banking services are mostly the younger generations.
- There is awareness among the people of using the online services of the SBI more after the Demonization.
- Today some people even they are aware of the services provided by the SBI through internet but still people hesitate to use it due to certain security threats.
- As the technology has taken a big space in our lives ,today a large percentage of population of our country uses smart phone and that makes it more easy for people to use the seVICES provided by different banks and not only SBI.

ADVANTAGES OF INTERNET BANKING

- Convenience

Unlike your corner bank, online banking sites never close, they're available 24 hours a day, seven days a week, and they're only a mouse click away.

Ubiquity

If you're out of state or even out of the country when a money problem arises, you can log on instantly to your online bank and take care of business, 24/7,

Transaction speed

Online bank sites generally execute and confirm transactions at or quicker than ATM processing speeds.

Efficiency

You can access and manage all of your bank accounts, including IRA's, CDs, even securities, from one secure site.

Effectiveness

Many online banking sites now offer sophisticated tools, including account aggregation, stock quotes, rate alert and portfolio managing program to help you manage all of your assets more effectively. Most are also compatible with money managing programs such as quicken and Microsoft money.

DISADVANTAGES OF INTERNET BANKING

Start-up may take time

In order to register for your bank's online program, you will probably have to provide ID and sign a form at a bank branch. If you and your spouse wish to view and manage their assets together online, one of you may have to sign a durable power of attorney before the bank will display all of your holdings together.

Learning curves

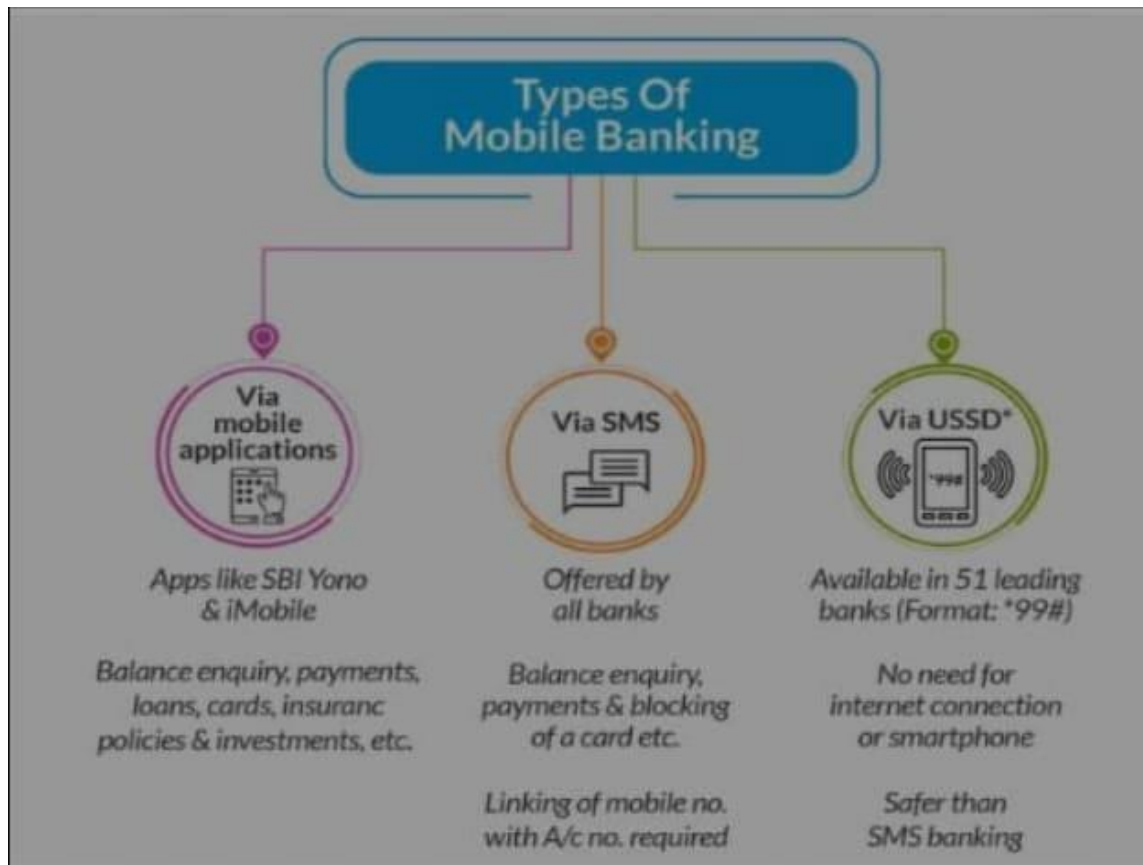
Banking sites can be difficult to navigate at first. Plan to invest some time and or read the tutorials in order to become comfortable in your virtual lobby.

Bank site changes

Even the largest banks periodically upgrade their online programs, adding new features in unfamiliar places. In some cases, you may have to re-enter account information

TYPES OF MOBILE BANKING

Mobile banking is one step closer to creating a completely digitalized environment. It lessens paperwork and shrinks waiting time which is otherwise wasted in long queues.



Banks provide mobile banking services to their clients in the different ways listed here:

Mobile Banking over mobile applications (for smartphones, e.g. SBI Yono and iMobile by ICICI Bank, etc.)

Mobile Banking over SMS (also known as SMS Banking)

Mobile Banking over Unstructured Supplementary Service Data (USSD).

CHAPTER IV

DATA ANALYSIS AND

DATA

INTERPRETAION

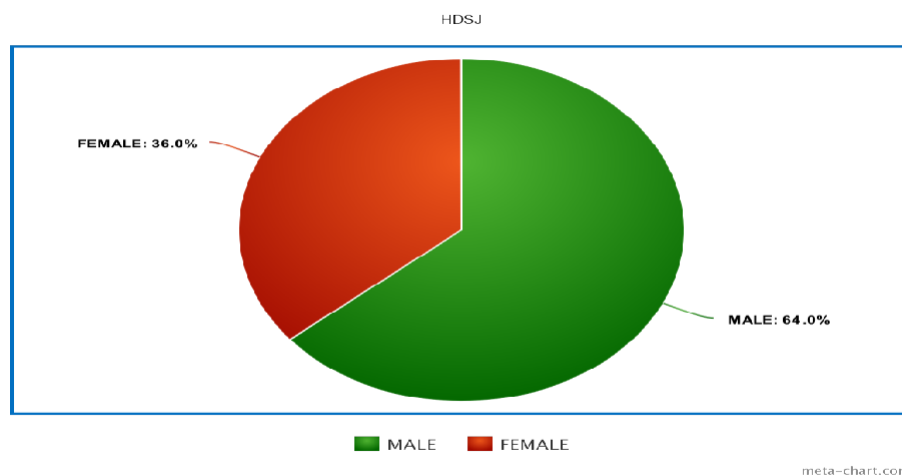
CHAPTER NO : 4

DATA ANALYSIS, INTERPRETATION

AND PRESENTATION.

DEMOGRAPHIC TABLE:

Gender	No of Respondents
Male	18
Female	32
Total	50



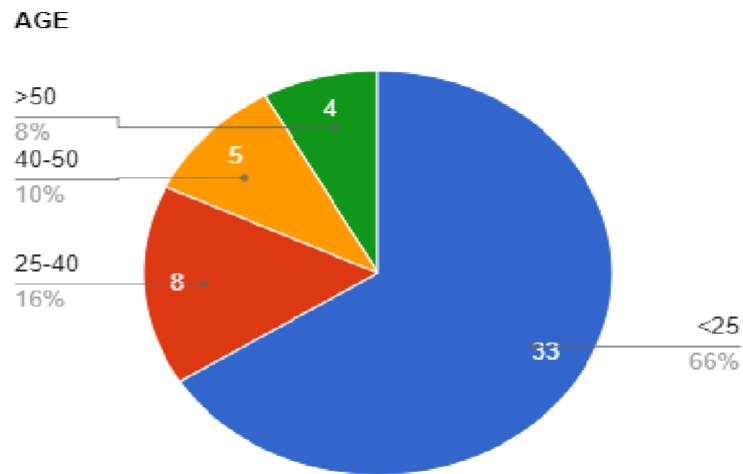
Interpretation:

From the above diagram it is found that majority of the respondents are male when compared to that of female who are interested in e- banking.

TABLE NO: 4.2

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AGE

	No. of respondents	Percentage
Below 25	33	66
25 – 40	8	16
40 – 50	5	10
Above 50	4	8
Total	50	100



Interpretation:

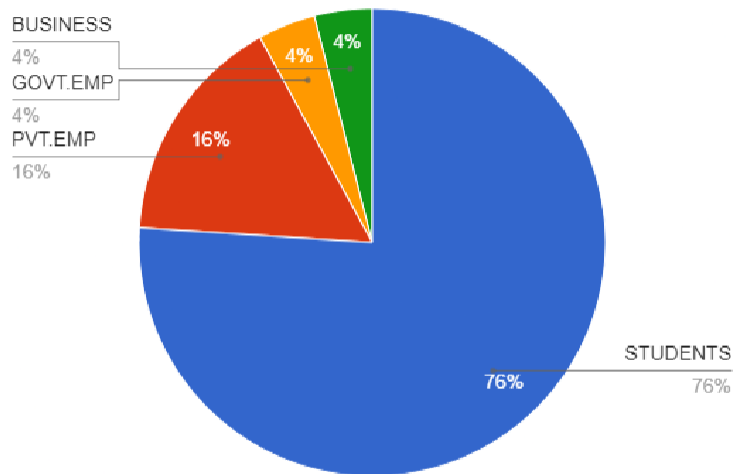
It is found that people in the age group of below 30 years have shown the greater interest in the e-banking services of SBI. Age group between 30-40 are only 20% which is higher than that of 40-50 and above 50 age groups. People above showed a lower percentage because they have lack of knowledge in e-banking services of SBI

TABLE NO: 4.3

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OCCUPATION

	No. of respondents	Percentage
Students	38	76
Pvt. sector employees	8	16
Govt. employees	2	4
Business	2	4
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OCCUPATION



Interpretation:

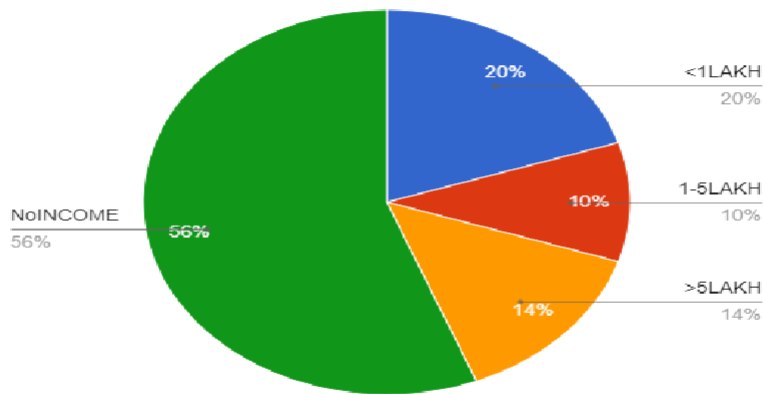
The chart shows that students are the most e-banking users of SBI out of 50 respondents. ie,76%. Business people and government people are the least users of e banking services when compared private sectors employees. This is because of truthfulness or fear of security.

TABLE NO: 4.4

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR ANNUAL INCOME LEVEL

	No. of respondents	Percentage
Less than Rs.1 lakh	10	20
Rs.1 lakh to Rs.5 lakh	7	14
More than Rs.5 lakh	5	10
Not earning	28	56
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR ANNUAL INCOME LEVEL



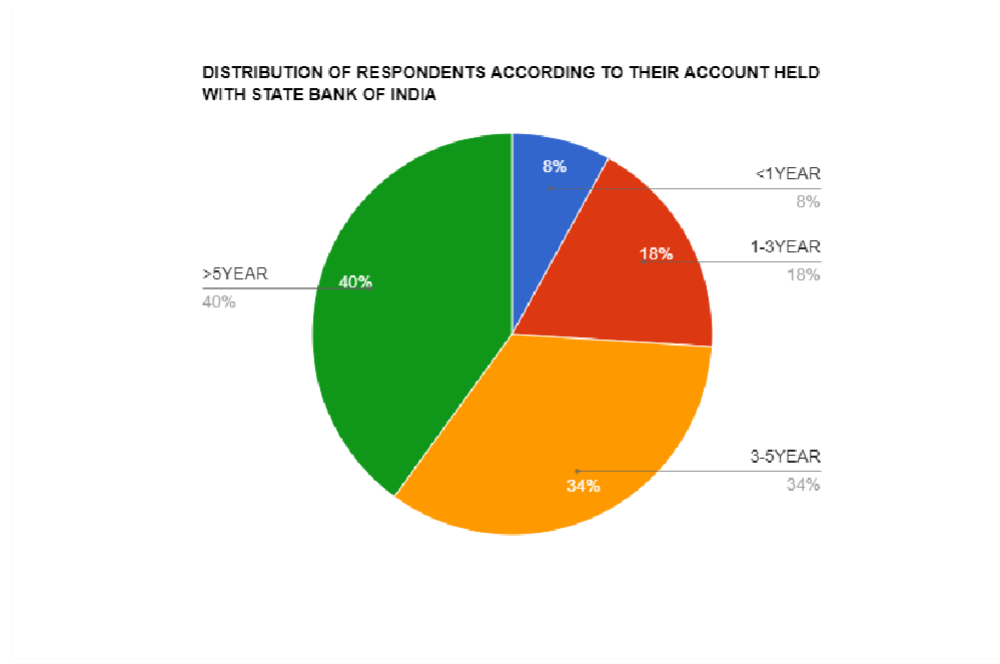
Interpretation:

From the above table, 56% of the respondents are not earning any income, i.e., those respondents are students. Only 10% of respondents are earning more than Rs.5 lakh. The remaining respondents are divided into those earning less than Rs.1 lakh and those earning between Rs.1 lakh and Rs.5 lakh.

TABLE NO: 4.5

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR ACCOUNT HELD WITH STATE BANK OF INDIA

	No. of respondents	Percentage
Below 1 year	4	8
1 – 3 year	9	18
3 – 5 year	17	34
Above 5 year	20	40
Total	50	100



Interpretation:

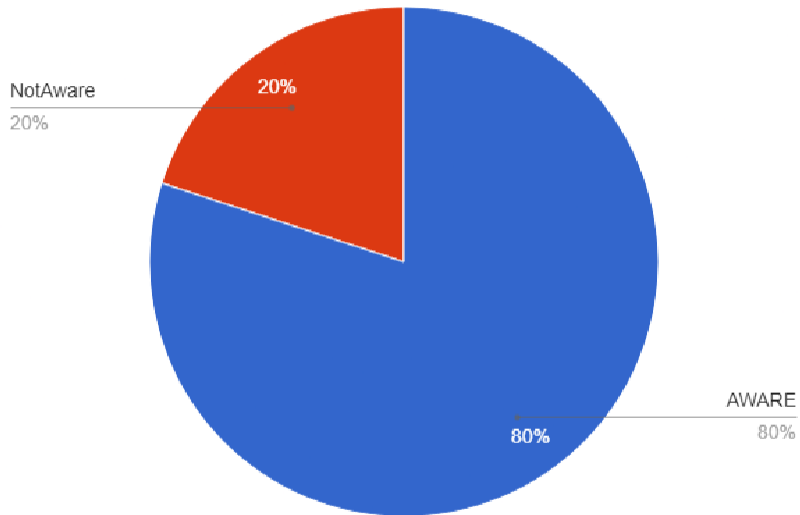
From the above data, 40% of the respondents are having bank account with SBI for more than 5 years and of 34% holding the same for 3 to 5 years. When comparing with respondents holding bank account of SBI with 1-3 years and below 1 year, below 1 year shows a lesser percentage.

TABLE NO: 4.6

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR
AWARENESS ABOUT E-BANKING OF STATE BANK OF INDIA**

	No. of respondents	Percentage
Aware	40	80
Not aware	10	20
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR AWARENESS ABOUT E-BANKING OF STATE BANK OF INDIA



Interpretation:

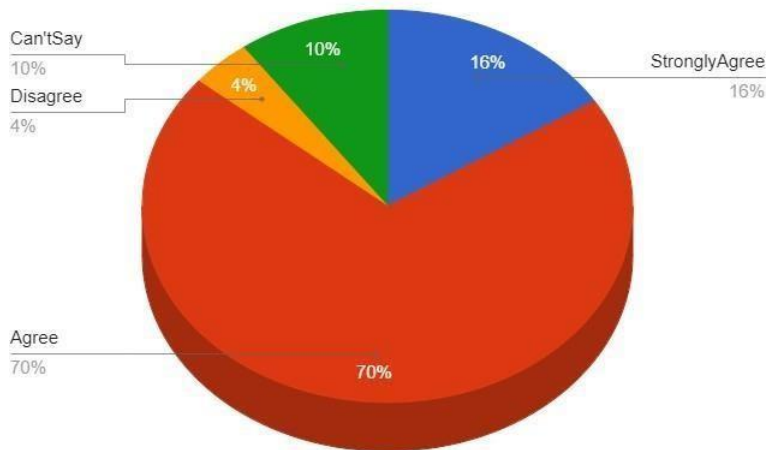
The diagram shows how much people are aware and not aware on the e banking services offered by SBI. Thus through this diagram we can see that majority of the respondents are aware about the e-banking and only 20% is not aware.

TABLE NO: 4.7

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR VIEW OF
SAFE AND SECURE WHILE THE USING OF E-BANKING SERVICES**

	No. of respondents	Percentage
Strongly agree	8	16
Agree	35	70
Can't say	5	10
Disagree	2	4
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR VIEW OF SAFE AND SECURE WHILE THE USING OF E-BANKING SERVICES



Interpretation:

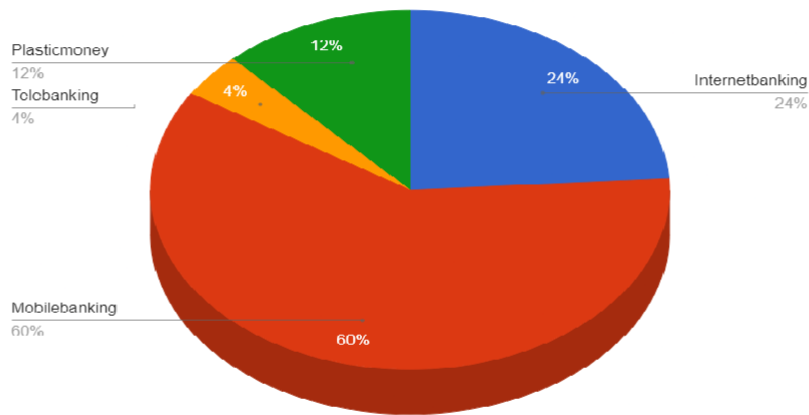
From the above diagram, majority of the respondents were strongly agree that the e-banking services of SBI is safe and secure. 10% respondents are in the opinion that they can't whether it is safe and secure and only 4% were in the view that they are in disagree for the same.

TABLE NO: 4.8

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR
CONVENIENT MODE OF E-BANKING**

	No. of respondents	Percentage
Internet banking	12	24
Mobile banking	30	60
Tele banking	2	4
Plastic money	6	12
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR CONVENIENT MODE OF E-BANKING



Interpretation:

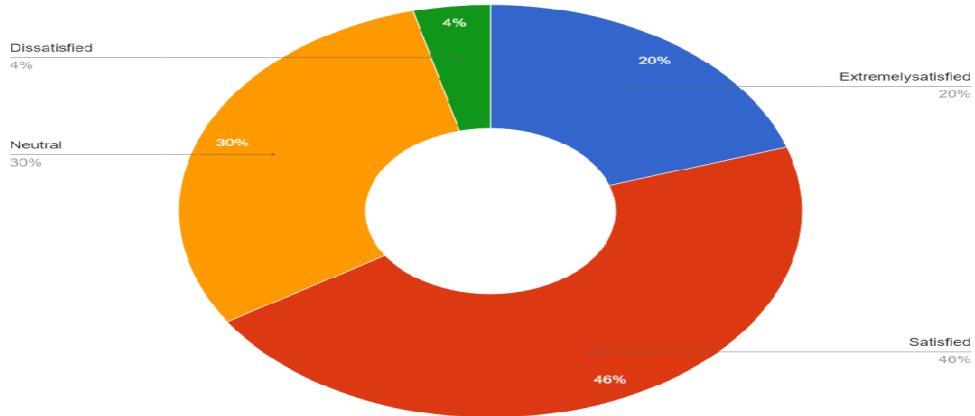
It is clear that the most preferred e banking services of SBI is mobile banking among internet banking ,mobile banking ,Tele banking and plastic money . this is because of the convenience in handling and mobile can be easily portable .

TABLE NO: 4.9

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL
IN USAGE OF ATM SERVICES OF STATE BANK OF INDIA

	No. of respondent	Percentage
Extremely satisfied	10	20
Satisfied	23	46
Neutral	15	30
Dissatisfied	2	4
Extremely dissatisfied	0	0
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL IN USAGE OF ATM SERVICES OF STATE BANK OF INDIA

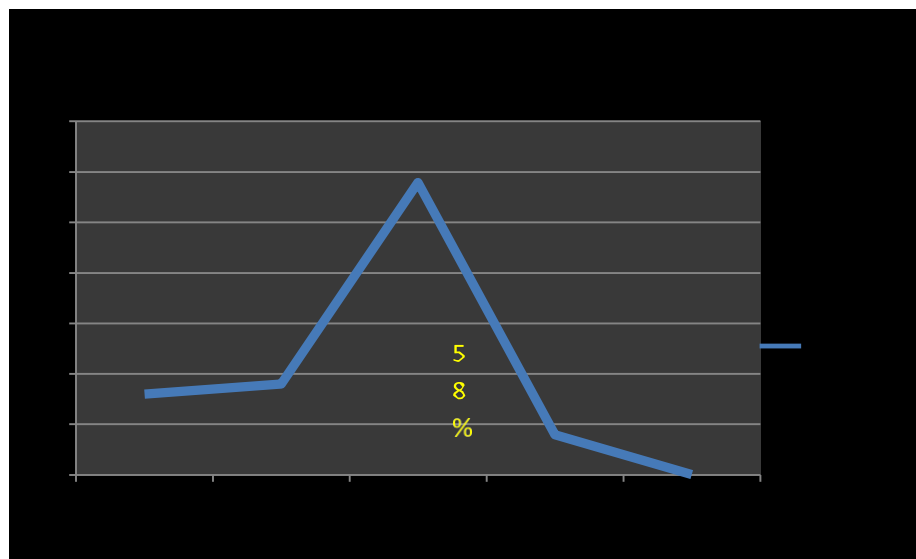


Interpretation:

From the above diagram, it is clear that 46% of customers are purely satisfied with ATM services provided by SBI. This is due to their card delivery, number of transactions and convenient way of its location. It also shows that only 4% of customers are dissatisfied.

TABLE NO: 4.10
DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR
SATISFACTION LEVEL OF INTERNET BANKING SERVICES OF
STATE BANK OF INDIA

	No.of respondent	Percentage
Extremely satisfied	8	16
Satisfied	9	18
Neutral	29	58
Dissatisfied	4	8
Extremely dissatisfied	0	0
Total	50	100



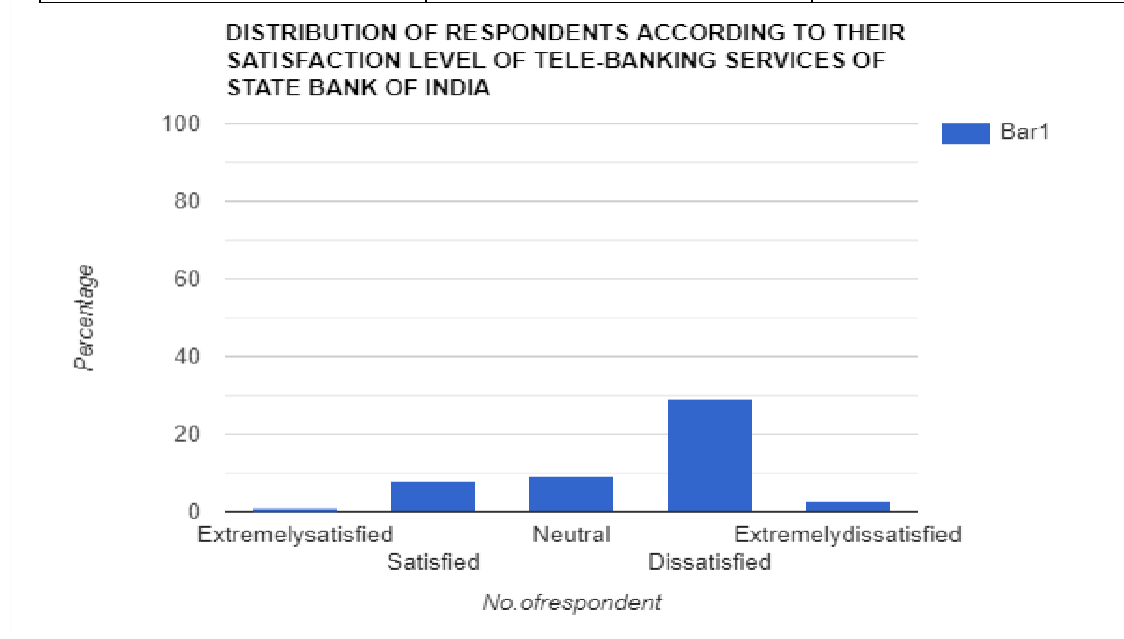
Interpretation:

From the diagram it is clear that 58% of people are neutrally satisfied by the internet banking services of SBI and 18% are satisfied .16% are extremely satisfied .

TABLE NO: 4.11

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL OF TELE-BANKING SERVICES OF STATEBANK OF INDIA

	No. of respondents	Percentage
Extremely satisfied	1	2
Satisfied	8	16
Neutral	9	18
Dissatisfied	29	58
Extremely dissatisfied	3	6
Total	50	100



Interpretation:

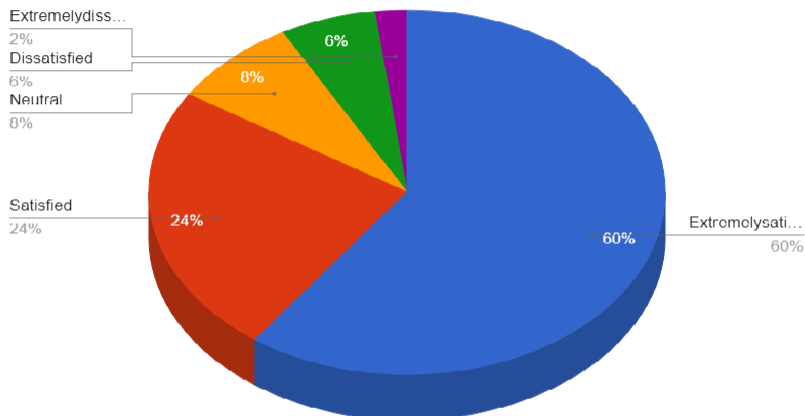
The chart shows that there is more dissatisfaction from the part of customers related with the tele-banking services of SBI,ie, 58% and only 16% of them are satisfied with the same. Thereis also exist the persons who are extremely dissatisfied 6%.

TABLE NO: 4.12

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL OF MOBILE BANKING SERVICES OF STATE BANK OF INDIA

	No.of respondents	Percentage
Extremely satisfied	30	60
Satisfied	12	24
Neutral	4	8
Dissatisfied	3	6
Extremely dissatisfied	1	2
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL OF MOBILE BANKING SERVICES OF STATE BANK OF INDIA



Interpretation:

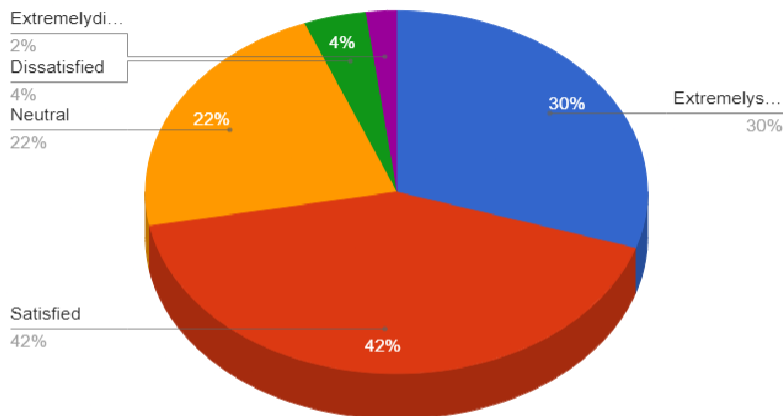
The chart shows that there is more dissatisfaction from the part of customers related with the tele-banking services of SBI,ie, 58% and only 16% of them are satisfied with the same. Thereis also exist the persons who are extremely dissatisfied with the tele-banking services,6%.

TABLE NO: 4.13

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR
SATISFACTION LEVEL OF PLASTIC MONEY SERVICES OF STATEBANK
OF INDIA**

	No.of respondents	Percentage
Extremely satisfied	15	30
Satisfied	21	42
Neutral	11	22
Dissatisfied	2	4
Extremely dissatisfied	1	2
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL OF
PLASTIC MONEY SERVICES OF STATE BANK OF INDIA



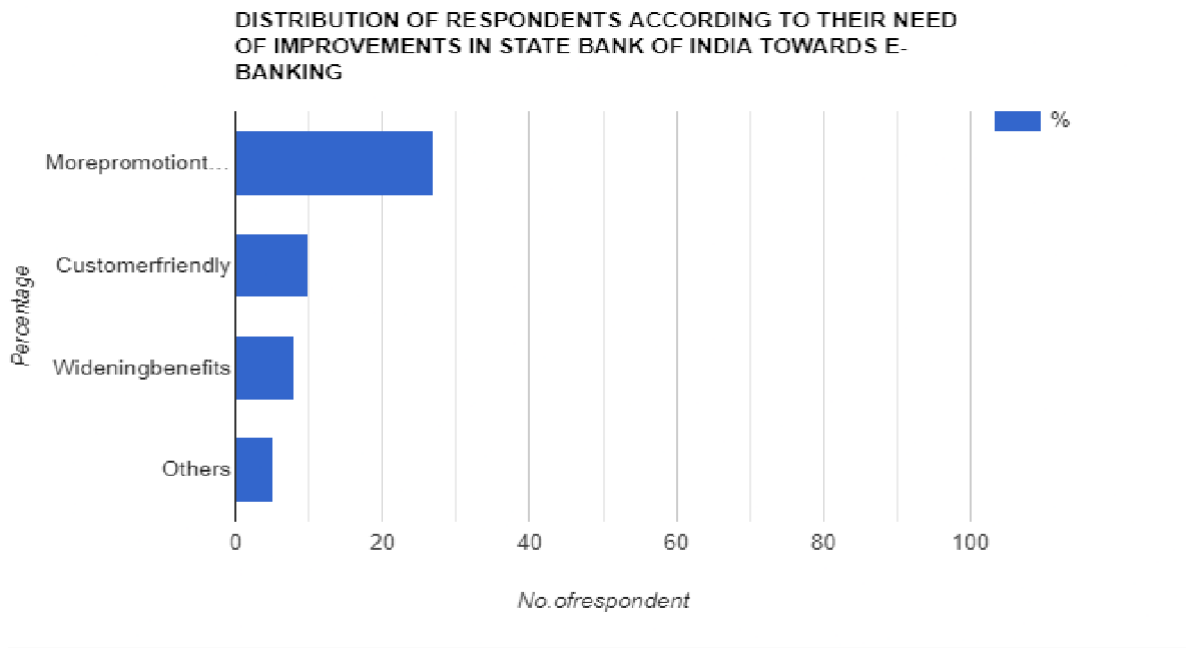
Interpretation:

Here, satisfied respondents are more in number for the plastic money services of SBI. It is about 42% when compared to extremely satisfied respondents, only 30%. Only 2% of the respondents are extremely dissatisfied with the plastic money services which is provided by the SBI.

TABLE NO: 4.14

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR NEED OF IMPROVEMENTS IN STATE BANK OF INDIA TOWARDS E- BANKING

	No.of respondents	Percentage
More promotion technique	27	54
Customer friendly	10	20
Widening benefits	8	16
Others	5	10
Total	50	100



Interpretation:

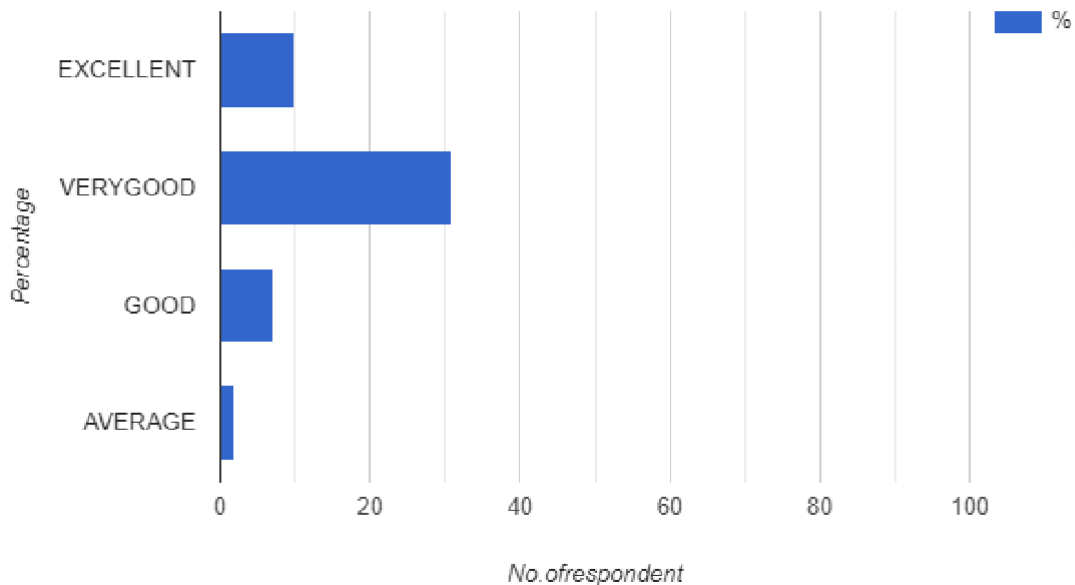
It shows that 54% of the customers are in need of more promotion techniques in the field of e-banking services of SBI. 16% of the customers says that SBI must widen their facility for its better improvement and about 20% are in the view that e-banking services of SBI needs much customer friendly.

TABLE NO: 4.15

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR
OVERALL OPINION OF E-BANKING SERVICES OF STATE BANK OF
INDIA**

	No.of respondents	Percentage
Excellent	10	20
Very good	31	62
Good	7	14
Average	2	4
Total	50	100

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR
OVERALL OPINION OF E-BANKING SERVICES OF STATE BANK
OF INDIA



Interpretation:

20% of the customers are in the opinion of “Excellent” in terms of e-banking services provided by SBI. 62% are in the opinion of “very good” and only less number of customers’ supports the opinion “average” on their e-banking services.

CHAPTER V
FINDINGS , SUGGESTIONS
AND
CONCLUSION

This chapter deals with the findings, summarised , the conclusions derived and suggestions made from the collected data .

Our study deals with **“A STUDY ON CUSTOMER AWARENESS ON E-BANKING OF**

SBI”. It was conducted among the customers of SBI For the purpose of study, primary data was collected from 50 customers using questionnaire.

Following are the findings of the study:

FINDINGS

E-banking services are being widely used by males rather than females. This study reveals that percent of the respondents are males.

The study shows the fact that main users of e-banking services are of the age group below 30. They form 64% of the respondents. The number of people above the age of 50 years who use e-banking services are very less compared to other age groups.

Students are using e-banking services because they are more aware about the same. 76% of the respondents are qualified as students.

Private employees prefer e-banking services more compared to Government employees and businessmen. Through less time they can make their transactions.

Most of the respondents are aware about the various e-banking services provided by State Bank of India. ie, about 80%.

It also shows that 20% of the respondents are not aware about the same. This is because of lack of technical knowledge.

Majority of them prefer mobile banking as the commonly used e-banking service. It is about 60%. This is because of its convenience in handling mobiles can be easily portable from one place to another.

All the SBI e-banking services apps can downloaded into the mobile and thus they can avoid time consuming.

There is only 4% of the respondents preferring tele-banking and 12% are the users of internet banking.

There is only 46% of the customers are purely satisfied with the ATM services provided by the SBI.

Promptness of their card delivery, number of transactions and convenient way of its location are the reasons for opting ATM services.

4% of the respondents are dissatisfied with the ATM services.

58% of the respondents are neutrally satisfied by the internet banking services provided by SBI and 16% are extremely satisfied because they are having higher level of education.

None of the persons are extremely dissatisfied with the internet banking services.

There is more dissatisfaction from the part of customers related with the tele-banking services of SBI.ie, 58%

Only 16 % of them are satisfied with the tele-banking services.

There also exist the persons who are extremely dissatisfied with the same.

It shows that 54% of the customers are in need of more promotion techniques in the field of e-banking services of SBI.

16% of the respondents says that SBI must widen their facility for its better improvement and of 20% of customers are in the opinion that SBI should be more customer friendly.

62% of the customers are in the opinion of "very good" for the e-banking services ofthe SBI.

20% of the customers are in the opinion of “excellent “

Only less number of customers are in the opinion of “average”.

SUGGESTIONS

- ✚ Awareness about e-banking services of SBI is moderate; the bank must take necessary steps to make customers more aware about the provisions of e-banking services.
- ✚ In order to increase the knowledge about e-banking services of SBI among customers bank can conduct more promotion techniques.
- ✚ To ensure customer loyalty the bank can provide better facility according to the needs and convenience of customers.
- ✚ Though the e-banking is an effective tool but many of the customers are not using it due to the awareness of the particular direct banking channel. Now the responsibility lies with the bank to make them aware about various e- banking channels through publicity and advertisements.
- ✚ The bank should educate the customer about the usage of e-banking services and also about their advantages. This would prompt the customers to shift from traditional brick

and mortar channel.

- ✚ It has been observed that even the customers who know about e-banking services are not using this facility due to misconception and lack of information. These customers should be targeted by the bank and must be convinced to use the same.
- ✚ The bank may improve existing facilities to spread awareness about computer and netbanking
- ✚ The best way to motivate the customer to use the e-banking is the most efficient customer care services.

CONCLUSION

Our economy is facing a wave of change with modern technologies penetrating into all the sectors of manufacturing, trading and services which are now giving a makeover for economy. This makeover is creating a great effect on the banking sector today. The nature of banking transaction has moved from the long queue at the bank counter to the small screen that fits our hand

Banks began to use emerging technology to provide better quality services to the customers at less cost and greater speed. Electronic banking –the new face of banking made it convenient for customers to make their transaction from any geographically diverse place

.The banks now removed their traditional ways and introduced modern concepts.

From my study on customer awareness on e-banking services provided by state bank of India And data conducted by customers I concluded that majority of the customers are aware and response of them is satisfactory with the e-banking services provided by state bank of India. because of the utility

created on time , place and cost by e-banking services , it accepted by everyone. The better attitude of the bank makes it more acceptable .

The introduction of zero balance accounting scheme to all citizens by government of India increase the corporate social responsibility of banking sector as nationally important one. It extends the scope of banking services from management of customers" money to administration and disbursement of government fund to beneficiaries under various schemes, in addition to it, Industrialisation rapid growth of urbanisation, online trading, increased numbers of usage of debit/credit card result the complexity of work in banking sector.

The manual work is not quick and precise. The solution of the puzzled workload only through automation and e- banking services and keeping easily availability of these services to all strata of public which needs lot of training and awareness programmes both to existing employees and customers. In this connection relationship between management and customers utilising e-banking services the emerging problems are to be redefined from its originality to provide the services to all type of customers in all location. In other words millions and millions of e-banking customers totally depends upon the e- banking services,not only for their bread and butter but also for their necessities of luxury goods.

BIBLIOGRAPHY

- <https://www.creditmantri.com/article-sbi-yono-app-features-benefits/>
- <https://www.onlinesbi.sbi/>
- <https://www.lawinsider.com/dictionary/indian-bank>
- <https://www.sbicard.com/en/personal/benefits/easy-access-channels/yono.page>

ANNEXURE

“A STUDY ON CUSTOMER AWARENESS ON E-BANKING SERVICES OF

STATE BANK OF INDIA ”

QUESTIONNAIRE

This era in which we live today is predominated by the word “e-banking”. The word has evolved in recent times has undoubtedly become the crux of ‘banking sector’ in our country. They have surely revolutionized into the concept of anytime, anywhere. For this banks use various electronic channels like computer, mobiles, plastic money, telephone etc..

Name :

Age :

a) Below 30 b) 30 - 40 c) 40 - 50 d) above 50

Gender :

a) Male b) Female

Occupation:

- a) Students b) Pvt. Sector Employees
c) Govt Employees d) Business

Which income group do you belong to (annual) ?

- a) Less than Rs.1 lakh b) Rs.1 lakh to Rs.5 lakh
c) More than Rs.5 lakh d) Not earning

How long you have account in SBI ?

- a) How long you have account in SBI ? b) 1 – 3 year
c) 3 – 5 year d) Above 5 year

Are you aware of SBI E-Banking?

- a) Aware b) Not Aware

'Banking through electronic media is safe and secure'. Present your view.

- a) strongly agree b) agree
c) can't say d) disagree

According to you which is more convenient way for banking ?

- a) internet banking b) mobile banking
c) tele banking d) plastic Money transaction

SATISFACTION LEVEL IN USAGE OF ATM SERVICES OF STATE BANK OF INDIA

- a) Extremely satisfied b) Satisfied

- c)Neutral
- d)Dissatisfied
- e)Extremely dissatisfied

SATISFACTION LEVEL OF INTERNET BANKING SERVICES OF STATE BANK OF INDIA

- a)Extremely satisfied
- b)Satisfied
- c)Neutral
- d)Dissatisfied
- e)Extremely dissatisfied

SATISFACTION LEVEL OF TELE-BANKING SERVICES OF STATEBANK OF INDIA

- a)Extremely satisfied
- b)Satisfied
- c)Neutral
- d)Dissatisfied
- e)Extremely dissatisfied

SATISFACTION LEVEL OF MOBILE BANKING SERVICES OFSTATE BANK OF INDIA

- a)Extremely satisfied
- b)Satisfied
- c)Neutral
- d)Dissatisfied
- e)Extremely dissatisfied

SATISFACTION LEVEL OF PLASTIC MONEY SERVICES OF STATEBANK OF INDIA

- a)Extremely satisfied
- b)Satisfied
- c)Neutral
- d)Dissatisfied
- e)Extremely dissatisfied

NEED OF IMPROVEMENTS IN STATE BANK OF INDIA TOWARDS E- BANKING

- a)More promotion technique
- b)Customer friendly
- c)Widening benefits
- d)Others

OVERALL OPINION OF E-BANKING SERVICES OF STATE BANK OF INDIA

a)Excellent b)Very good

c)Good d)Average