



A PROJECT REPORT ON  
**“A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE  
BANKING SERVICE OFFERED BY SBI BANK”**

A Project Submitted to  
University of Mumbai for Partial Completion of the Degree  
of Bachelor in Commerce (Banking & 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**



**FEBRUARY, 2024.**



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**CERTIFICATE**

This is to certify that Ms. \_\_\_\_\_ 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, "**A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BANKING SERVICE OFFERED BY SBI BANK**". 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 **MS. SHAKUNTALA RAJKUMAR SINGH** here by, declare that the work embodied in this project work titled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BANKING SERVICE OFFERED BY SBI BANK**”, 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.

**(SHAKUNTALA RAJKUMAR SINGH)**

Certified by:

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

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE  
BANKING SERVICE OFFERED BY SBI BANK”**



**State Bank of India**

**CHAPTER: 1**  
**INTRODUCTION**

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**INTRODUCTION**

## **BANKING IN INDIA:**

In India the banks and banking have been divided in different groups. Each group has their own benefits and limitations in their operations. They have their own dedicated target market. Some are concentrated their work in rural sector while others in both rural as well as urban. Most of them are only catering in cities and major towns. Modern banking in India originated in the last decade of the 18th century. Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791.

The largest and the oldest bank which is still in existence is the State Bank of India (S.B.I). It originated and started working as the Bank of Calcutta in mid-June 1806. The three banks were merged in 1921 to form the Imperial Bank of India, which upon India's independence, became the State Bank of India in 1955. For many years the presidency banks had acted as quasi- central banks, as did their successors, until the Reserve Bank of India was established in 1935, under the Reserve Bank of India Act, 1934.

In 1960, the State Banks of India was given control of eight state associated banks under the State Bank of India (Subsidiary Banks) Act, 1959. These are now called its associate banks. In 1969 the Indian government nationalized 14 major private banks; one of the big banks was Bank of India.

Banking services by SBI: State Bank of India (SBI) is the largest public sector banks in India. It was the first bank established in India as Bank of Calcutta in 1806.



Headquartered in Mumbai, the bank has over 24,000 branches, 59,000+ ATM and 195 foreign offices across 36 countries after the merger of its 5 associate banks and

Bhartiya Mahila Bank (as on 1st April, 2017). SBI offers a plethora of products and services such as savings account, credit cards, fixed deposits, home loan, personal loan, debit card, loan against property, car loan, gold loan and more. There are different types of accounts are maintained,)

- Savings Account
- Fixed Account
- Current Account

Loans provided by SBI are

- Home loan
- Educational loan
- Property against loan
- Two-Wheelerloan

## **SBI Bank:**

The State Bank of India or the SBI is a public-sector bank and financial service statutory body. It is the largest commercial bank in India in terms of assets, profits, deposits, number of branches and employees. The SBI came into existence on July 1, 1955. It has its headquarters in Mumbai, Maharashtra.

The bank became the banker to all classes of people through its wide expansion of business and has maximum outreach. This is why RBI put SBI on the list of Domestic Systemically Important Banks or D-SIBs (D-SIBs are banks that are too big to fail). Presently SBI is headed by Mr. Dinesh Kumar Khara.

## **State Bank of India:**

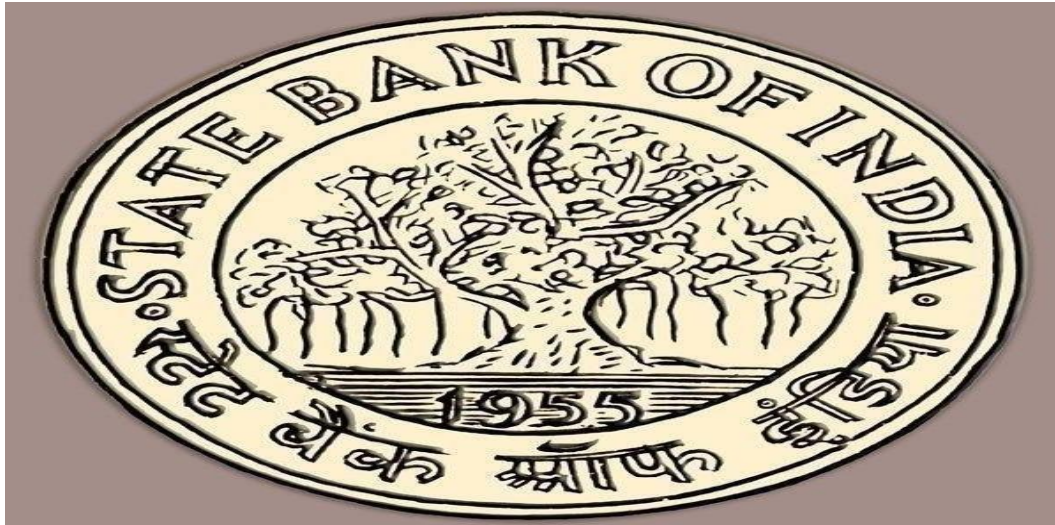
Let us quickly go over the details of the SBI before we learn more about the SBI and its functions.

- SBI Headquarters: Mumbai
- SBI Established: 1955
- State Bank of India Chairman: Sri Dinesh Kumar Khara
- SBI Owner: Government of India

## **History**

The oldest commercial bank in India, SBI originated in 1806 as the Bank of Calcutta. Three years later the bank was issued a royal charter and renamed the Bank of Bengal. Along with the Bank of Bombay (founded 1840) and the Bank of Madras (founded 1843), it was one of three so-called presidency banks, each of which was jointly owned by the provincial government and private subscribers. In 1921 the presidency banks were merged to form the Imperial Bank of India (IBI), which then became the largest commercial enterprise in the country. In 1955 the government of India and the country's central bank, the Reserve Bank of India (founded 1935), assumed joint ownership of IBI, which was renamed the State Bank of India. Four years later, by the State Bank of India (Subsidiary Banks) Act, banks earlier operated by individual princely states became subsidiaries of SBI. The Reserve Bank's share of SBI was transferred to the government in 2007. Since nationalization, SBI has served the needs of Indian economic development through rural-development initiatives and micro credit programs.

Mobile banking used to be done largely by text or SMS until the development and activation of mobile web services in 1999; it was known as SMS banking. Using the mobile web via WAP technology, European banks were on the cutting edge of mobile banking service offerings. Before 2010, the most popular mobile banking products were SMS banking and mobile web. Mobile banking applications (apps) began to evolve as smart phones with iOS or Android operating systems became more common. Clients were able to download banking apps with more sophisticated UI and enhanced transnational capabilities to their cell phones.



To present, many financial institutions utilize SMS and mobile applications to keep their customers up to date on account activity, send out notifications about probable fraud, and/or update and maintain service provision. A text message from a bank informing customers that their ATM or applications would be unavailable for a period of time owing to system maintenance, or a confirmation text from the bank confirming a transfer made by the client via the mobile app, are two examples.

## **COMPANY PROFILE**

The State Bank of India (SBI) is an Indian multinational, public sector banking and financial services statutory body. It is a government corporation statutory body headquarters in Mumbai, Maharashtra. SBI is ranked as 216th in the Fortune global 500 list of the world's biggest corporation of 2018. It is the largest bank in India with a 23% market shares in assets, beside a share of one fourth of the total loan and deposits market. The bank descends from the Bank of Calcutta, founded in 1806, via the imperial bank of India, making it the oldest commercial bank in the Indian subcontinent. The bank of madras merged into the other two „presidency banks“ in British India, the bank of Calcutta and the bank of Bombay, to form the imperial bank of India, which in turn became the state bank of India in 1995. The government of India took control of the imperial bank of India in 1995, with reserve bank of India (India central bank) taking a 60% stake, renaming it the State Bank of India. The State Bank of India having the very big brand name within the country it is the main bank of India. Now, while expanding its services the SBI has also entered in the insurance sector with name of SBI Life insurance. This is sufficient in itself that when other banks are using the various mergers to be competitive with SBI while entering into insurance sector, the SBI decided to walk alone in the very vast competitive and risky sector of Insurance.

The State Bank of India is one of the very per-established banks in India and is the only bank in India which is having collision with the western union money transfer, which is having collision with the responsibility of cash transfer worldwide in between several countries.

The social profile of State Bank of India has also grown up in the Rewa city and the reason behind this is the several of social schemes by the bank itself, which includes „Clean Rewa Green Rewa campaign“ in 2003, in which around 30000 plants had been planted and conserved in the surveillance of State Bank Of India. Also the organization of several of the events in Rewa itself which introduces the common public to the banking system and even to the services of State Bank of India. Truly speaking in the State bank of India is having the similar name and fame in banking sector as LIC is having in Insurance and TATA is having in automobiles and steel in India. The purpose of comparison is not to bring the moral down of others but it is retrospect the leaders of their prospective fields and undoubtedly .The State Bank of India is the market leader when it is about Banking

## **Benefit of mobile banking**

### **1. Accessing the bank 24/7.**

Unlike a bank branch, mobile banking conveniently gives you access to your account anytime you like — with some exceptions, such as planned maintenance updates and unexpected outages. This ease of accessibility saves you time. Mobile check deposit, for example, a feature most banking apps offer, allows you to deposit a check on the go or from the comfort of your couch.

### **2. Paying IOUs**

When you are logged into your mobile banking app, it's easy to pay back someone you know. Banks across the country partner with Gazelle so that you can send someone money in minutes through the bank's mobile app rather than paying people with cash or a check.

### **3. Strengthening security.**

Banks are in the business of guarding your assets — including transactions made using their mobile apps. Though nothing is foolproof, there are ways you can step up security precautions if you're concerned about mobile banking security.

### **4. Providing added controls.**

Think of a mobile banking app as a remote control for your money. The app lets you deposit a check and send someone money whenever you wish. These controls are getting more advanced. Some bank apps let you activate a new credit or debit card, for example.

## **5. Offering clarity about where your financial data is going.**

Many consumers share bank data to use services like Venmo and Mint. Depending on how many outside apps you use, it can be quite taxing to remember which company has what bank data. So a number of banks are trying to help customers understand where it's going by changing the way data is shared behind the scenes.



## **Establishment of State Bank of India:**

The State Bank of India is the biggest commercial bank and holds a special position in the modern commercial banking system in India. It came into existence on July 1, 1955 after the nationalization of Imperial Bank of India. The Imperial Bank of India was established in 1921 by amalgamating the three Presidency Banks of Madras, Bombay and Bengal.

Until the establishment of the Reserve Bank of India in 1935, the Imperial Bank of India, in addition to its normal commercial banking functions had been performing certain central banking functions. It used to act as the banker to the government, as banker's bank and as the clearing house.

After the establishment of the Reserve Bank of India, the Imperial Bank of India left its central banking functions, but continued to serve as the agent of the Reserve Bank in the areas where the latter did not have its branches. In 1955, on the recommendations of the Rural Credit Survey Committee, the Imperial Bank of India was nationalized and renamed as the State Bank of India through the State Bank of India Act 1955.

## **Organization of State Bank of India:**

The organization of the State Bank of India can be discussed under the following heads:

- **Capital:**

The state Bank of India has an authorized capital of Rs. 20 crore which has been divided into 20 lakh shares of Rs. 100 each. The issued capital of the State Bank is Rs. 5.6 crore. The shares of the State Bank are held by the Reserve Bank, insurance companies and the general public. At the end of March 2001, the paid-up capital and the reserves of the State Bank were Rs. 13461 crore.

- **Management:**

The management of the State Bank of India is under the control of a Central Board of Directors consisting of 20 members.

### **The break-up of the Central Board is as given below:**

- ✓ A Chairman and a Vice-Chairman are to be appointed by the Central Government in consultation with Reserve Bank.
- ✓ Two Managing Directors are to be appointed by the Central Board with the approval of the Central Government,

(a) Six directors are to be elected by the private shareholders.

(b) Eight directors are to be nominated by the Central Government in consultation with the Reserve Bank to represent territorial and economic interests. ,

(c) One director is to be nominated by the Central Government,

(d) One director is to be nominated by the Reserve Bank.

## ii. Subsidiary Banks:

Through the State Bank of India (Subsidiary Banks) Act, 1959, major state- associated banks were converted into subsidiary banks of State Bank of India. At present, there are seven subsidiary banks of the State Bank of India:

(a) The State Bank of Bikaner and Jaipur;

- The State Bank of Hyderabad;
- The State Bank of Mysore
- The State Bank of Maharashtra;
- The State Bank of Extravagance
- The State Bank of Indore.

## **Branches:**

### State Bank Of India (SBI) Branches

- Andaman Nicobar
- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Bihar
- Chandigarh
- Chhatisgarh
- Chhattisgarh
- Dadra Nagar Haveli Daman Diu
- Delhi
- Goa
- Gujarat
- Haryana

- Himachal Pradesh
- Jammu Kashmir
- Jharkhand
- Karnataka
- Kerala
- Lakshadweep
- Madhya Pradesh
- Maharashtra
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Orissa
- Pondicherry
- Punjab

- Rajasthan
- Sikkim
- Tamil Nadu
- Telangana
- Tripura
- Uttar Pradesh
- Uttarakhand
- West Bengal

State Bank Of India has 29198 branches in 36 states / union territories of India.

## **Marketing Strategy of SBI**

In this section of the blog, we shall talk about the marketing strategy of SBI with the help of its STP i.e. SBI segmentation, targeting, and positioning strategies. Let's get right into it.

SBI has been known to segment its market on the basis of the following variables:

- Geographic
- Demographic
- Behaviour
- Psychological

It accounts for people belonging to rural, urban, and metropolitan areas who are either self-employed, corporate, or government employees and targets them accordingly. It also targets students, people from poor households or lower class who are deprived of financial and banking facilities, and finally the tech-savvy business class for whom time is extremely important. SBI has positioned itself as a trusted and reliable bank over the years. One that the citizens can always rely on, and that stands for the common man. It now also targets customers seeking value-additions with telebanking, net banking, digital banking, etc. This is how SBI accurately segments and targets its audience and positions itself accordingly. In today's times, it is also important to have a digital marketing presence, along with using traditional channels and tools.

## **Scenario of Mobile Banking Technology:**

The most recent data on customer preferences for banking channels shows that branch and web banking remain common across the world (Gemini, 2012). Clients that use web Banking want to be able to do a wide range of transactions and have a comprehensive view of their account information. Due to low costs, increasing processing power, and simplicity of use, the market for mobile phones and portable devices is expanding. Globally, there are around 4 billion mobile phone affiliations according to current estimates. In India, the number of mobile passageways is increasing quickly.

Due to the increasing adoption of mobile phones in India, it is easier to provide financial Services via mobile phones rather than opening new offices. Mobile banking is becoming increasingly popular in both developed and developing nations. According to Juniper Research, the number of clients utilizing Mobile banking existed before the invention of smart phones (yes, even back then), but not in the way we know it today. Individuals using mobile phones were able to get SMS (text) messages reporting on banking and account information as early as 1999. That was the end of it.

However, mobile phone screens were too tiny, making it impossible to read additional information. In reality, Wells Fargo launched a mobile banking service in the early 2000s, but adoption rates were so poor that it was terminated.



Then came the iPhone, which spawned apps, which spawned more complex services. The majority of the applications were designed with the end user in mind. Simply customers requested more mobile services as displays became larger, processing power increased, and new features were added.

By 2016, over half of the world's population had used a mobile banking app to check their account balances. By 2016, Millennial had reached their 30s and were starting to participate in more complicated activities than monitoring their bank accounts.

## SWOT Analysis of Mobile Banking

Is compares the strengths, weaknesses, opportunities, and threats that a company, business, or operation faces in terms of assisting customers, stakeholders.



### **Strength of Mobile Banking:**

Customers place a high level of trust in public or private sector banks when it comes to transaction security. As a technology, mobile banking offered all of the support needed to impact financial transactions. Ease of access at any time and from any location retains current customers while also attracting new ones. The rapid growth of the mobile and wireless markets supports mobile banking to a large extent.

Improvements to the mobile banking application to improve the efficiency and effectiveness of the service.

### **Weakness of Mobile Banking:**

In India, there is a lack of understanding about the new channel and technology among mobile banking customers. Clients' lack of technological expertise, particularly among the elderly and female customers. The new channel's and technology's security concerns might be viewed as a serious flaw. Operation of mobile handsets and application distribution.

### **Opportunity of mobile Banking:**

In India, the number of people using mobile banking is rapidly increasing. The banking function can be anchored in the mobile phone's/loaded handset's features. India's cell phone tariff rates are lower. Enhancing client efficiency and effectiveness through mobile banking technologies and applications.

### **Threats of Mobile Banking:**

The RBI regulatory restrictions put the mobile banking system, as well as its development expands, in jeopardy. Consistent innovation, modernization, and growth of new technologies, as well as its appropriateness. The traditional banking system is under jeopardy as a result of the introduction of a new financial system. The new technology is being abused by the customer.

## 2. Research and Methodology

# Research Methodology



### ❖ **Meaning of research methodology:**

Research methodology is the systematic process of planning, executing, and analyzing research studies in order to answer specific questions or solve problems. It involves selecting appropriate research designs, data collection methods, sampling techniques, and data analysis procedures to address research objectives effectively. Research methodology provides a framework for conducting research in a systematic and rigorous manner, ensuring the validity, reliability, and generalizability of the findings. It encompasses various approaches such as qualitative, quantitative, and mixed methods, depending on the nature of the research question and the objectives of the study. Overall, research methodology serves as a guide for researchers to conduct their investigations in a structured and methodical way.

### ❖ **Objective Of Study:**

- To study the banking sector in India.
- To understand the various services provided by SBI.
- To analyze the customer satisfaction level toward SBI.
- To encourage and mobilize savings through the establishment of branches in rural and semi-urban areas, as well as to promote rural credit

### ❖ **Hypothesis of the Study:**

**Ho:** There is no significant relationship between customer satisfaction and mobile banking services provide by SBI.

**H1:** There is significant relationship between customer satisfaction and mobile banking services provide by SBI.

### ❖ **Scope of study:**

1. The study is conducted to know the customer preference towards the choosing the services, the awareness on the various services provided by banks, the frequency of services used.
2. The study has put forward the Customers as well as acceptability behavior for the services.
3. The study defines about their satisfaction level of towards the services provided by the SBI in the selected area.
4. The scope of the study is to find out the—Customer Satisfaction.

### ❖ **Limitation Of The Study:**

- The survey has been conducted only on 50 respondents.
- The sampling unit are chosen from Navi Mumbai, the survey result may vary in other location.
- Unwillingness of some respondents to provide information is another limitation.
- Findings of this study may be influenced by personal bias of the respondent.

## **Significant of the SBI bank**

### **I. Expansion of Rural Branches:**

The branch expansion of the State Bank has been largely rural – oriented. Out of the total 12486 branches of the State Bank Group at the end of March 1990, 5811 (i.e., 44.8%) were located in the rural areas with population less than 10,000; 3483 (i.e., 27.9%) were in semi-urban areas with population 10,000 to less than 1 lakh; and 3192 (i.e., 25.6%) in the urban areas and metropolitan cities.

### **II. Agricultural Finance:**

The State Bank has been extending financial help to agriculture. In 1969, the total agricultural advances by the State Bank were Rs. 92 crore, which increased to Rs. 14982 crore in March 2001.

### **III. Village Adoption Scheme:**

The State Bank has undertaken a village adoption scheme. Under this scheme, a village is selected for development by meeting its complete financial requirements, including the requirements of the farmers, artisans and others.

The total number of villages adopted by the State Bank (other than those covered by the agricultural development banks) in 1987 was 54207.

#### **IV. Integrated Rural Development Programme:**

Integrated rural development scheme aims at all round and integrated development (i.e., economic, social, cultural, etc.) of the rural areas. The total loans disbursed by the State Bank up to the end of March 1999 under this programme amounted to Rs. 3212 crore spread over 69 lakh beneficiaries.

#### **V. Regional Rural Banks:**

Regional rural banks have been started with a view to provide credit to the small and marginal farmers and other weaker sections of the society. The State Bank is providing financial assistance to these banks. Up to the end of March 2001 the State Bank had sponsored 30 regional rural banks, covering 85 districts in the country.

#### **VI. Agricultural Development Branches:**

An important feature in the field of agricultural financing by the State Bank is the expansion of special agricultural development branches. These branches aim at financing all – round development of agriculture and function in close cooperation with Agricultural Refinance Development Corporation (ARDC), now called National Bank for Agriculture and Rural Development (NABARD). Up to March 1999, the Bank has contributed Rs. 1681 crore to NABARD.



## Statement of the Case study: SBI Redesigning YONO Mobile Experience



### What is YONO?

The State **Bank of India** (SBI) is the **largest bank in India** with over 420 million accounts and is also one of the **biggest** corporations in the world.

YONO is an integrated digital banking platform offered by SBI to enable users to access a variety of financial and other services.

## **Why am I redesigning YONO?**

I have been using this application for more than two years now. There are many setbacks that lead to Bad User Experience. SBI being the top bank in India fails miserably to provide a good online banking experience.

I took this project as a challenge to apply my design knowledge and improve the experience of users as much as possible.

## **Design Brief**

Redesign the existing YONO app with a better user experience. Eradicate common problems faced by users and make payments using YONO smoother.

## **Overview of Case Study**

This is my most extensive personal project to date. I have formulated this case study with the utmost detailing of my thought process. I have structured it from the initial to the final steps which I take while attempting design problems.

### ❖ **Sample size:**

Sampling Unit: Individual.

Sampling Size: 50 Respondent.

For the present study purpose, simple convenient random sampling has been selected. This particular survey was directed at only in My City and customers using Mobile banking services.

### ❖ **Research Objective:**

1. To understand various mobile banking services and analyzes the level of satisfaction of customer.
2. To assess the categorical modernizing effect of age, gender, occupation, income, and education customer satisfaction with mobile banking services.
3. To established the relationship among the various factors related to mobile banking services offered by the SBI.

### 3 .Literature Review



## **1. Martin Kumar (2013)**

This study attempts on factor analysis of customers perception of mobile banking services in Kenya. In this study investigated factors that influence the adoption of mobile banking service in Kenya. In particular we have shown empirically that the influence of the intervening demographic factors and the consumer perception may have differential impact in emerging markets compared to developed market situations. This study results indicated that there was no significant difference in the perception of ease of use between genders in the decision.

## **2. Lalita Balakrishna(2016)**

This study also revealed on factors affecting mobile banking service –An empirical study on adoption of mobile banking mode of services. Presently the internet technology has brought the third revolution to this world. The banking sector has been upgrading their services with the use of technology from time to time like introducing the ATM – Automated Teller Machine which took more than a decade to get popular and the phone and net banking took half the time of ATM. In this study identifies mobile banking technology which is the third era of technology of banking sector after phone and net banking and comparatively its growth is phenomenal when compared to the first two eras.

### **3 .Perena Shah (2012)**

This study was conducted on mobile banking in India; barriers in adoption and services preferences. He revealed in his study mobile banking is growing yet there are numbers of issue and threats in mobile banking system and the major problem of mobile banking is its non -adoption by the customers and also research focuses on the barriers in adoption of mobile banking. Finally this study suggest that customers security concern is the major barrier in adopting mobile banking services are concern balance check tops, as customers prefer information based services rather than financial services provided by the bank.

### **4. Suresh (2017)**

This study focused on changing consumer behavior for mobile banking services in India. Mobile banking is the latest and most innovative service offered by the banks. The purpose of the study is to investigate determinants of mobile banking adoption based on an individual's benefits and costs of adopting mobile banking. The main factors that determine the customer satisfaction of mobile banking in India are security, efficiency, cost effectiveness, easy demand fulfillment and correctness in results.

### **5. Mahmud jhah (2014)**

This study conducted on the factor influencing customer usage of mobile banking services in Jordan. This current study seeks to determine the factors that affect the acceptance of the mobile banking the view point of customers. These factors are divided into two factors that drive

Customers to use mobile banking services. The design and development of this questionnaire was based on an initial PR tested survey distributed to a sample.

#### **6. Nidhi Singh & Nina Sinha (2016)**

This study is concerned with mobile banking which states that the banking sector has to create more consciousness to the customers regarding the banking services provided by the banks. This study also reflects the alteration of the traditional method of transaction used by the customers by adding mobile banking services.

#### **7 .Prithee Singh (2013)**

The study finds out that there are several problems applicable to mobile banking services. According to this study from customer's point of view security, standard of service provided by banks. Mobile operations are some of the analytical issues or challenges faced by mobile banking in India.

#### **8 .Aurora and Malhotra (2010)**

Studied the level of customer satisfaction and marketing strategies in both private and public sector banks in India. It revealed six factors of customer satisfaction in public sector banks viz, routine operations, price, situational environmental technology and interaction. But in private banking sector, they found seven factors in total, having staff factors as the top ranked and situational factors as the lowest ranked items.

### **9 . Dutta K. and Dutta A. (2010)**

Investigated the perception of expectation of customers across all the banks in India. This study showed that customers are most satisfied with the services of foreign banks followed by private and public banks. This study suggested that Indian public banks should improve their banking services.

### **10. Edwin M. & Fathima S. (2011)**

Conducted a study on the impact of service quality and customer satisfaction in commercial banks. This study shows that there is close link between the customers' perception on the service quality factor and customer satisfaction. It further showed that the impact of the service quality factor on customer satisfaction is unique. It brought the suggestion that bank managers have to formulate appropriate marketing strategies to satisfy their customer.

### **11. Praful (2013)**

Analysis of State Bank of India's (SBI) products and services market opinion found that an average of 99.27% of customers showed satisfaction, and a total of 0.73% of customers showed disappointment with SBI's operation. State Bank of India became the first public-sector bank to continue using advanced computerization and core banking technologies, using IT-focused goods and services. This work reveals how IT impacts customer service in city, semi-urban, and rural areas.



## **12. Safeenaal. (2010)**

Determines the customer's perspective on internet banking adoption. Finding shows that perceived usefulness, perceived ease of use, customer's awareness and perceived risk are the important determinants of online banking adoption and have strong and positive effect on customers to accept online banking system.

## 4. Data Analysis, Interpretation and Presentation



## **Data Analysis:**

Initially, a sample of respondents was selected, 50 valid respondents for analysis in this study.

### **NEW UPDATES IN BANKING SECTOR:-**

As per last update in January 2022, I can't provide real-time information, but I can give you an overview of some trends and potential updates in the banking sector up to that point. However, please note that for the latest developments, you should consult recent sources or news updates.

**Digital Transformation:** Banks continue to invest heavily in digital technologies to enhance customer experience, streamline operations, and improve security. This includes the adoption of mobile banking apps, AI-powered chatbots for customer service, and block chain technology for secure transactions.

**Open Banking:** Many jurisdictions are implementing or considering open banking regulations, which require banks to share customer data with third-party financial service providers securely. This initiative aims to promote competition, innovation, and better financial services for consumers.

**Fintech Collaboration:** Banks are increasingly collaborating with fintech startups to leverage their innovative solutions and reach new customer segments. These partnerships range from offering fintech products through bank channels to investing in or acquiring fintech companies outright.

**Cyber security:** With the rise in cyber threats, banks are prioritizing cyber security measures to protect customer data and financial transactions. This includes implementing advanced authentication methods, threat intelligence systems, and employee training programs.

**Remote Work Infrastructure:** The COVID-19 pandemic accelerated the adoption of remote work in the banking sector. Banks are investing in robust remote work infrastructure, including

secure network connections and collaboration tools, to support flexible work arrangements in the long term.

**Green Banking Initiatives:** Many banks are incorporating environmental, social, and governance (ESG) criteria into their operations and investment decisions. This includes financing renewable energy projects, implementing sustainable banking practices, and disclosing ESG-related information to stakeholders.

**Regulatory Compliance:** Banks continue to grapple with evolving regulatory requirements, including anti-money laundering (AML), Know Your Customer (KYC), and data protection regulations. Compliance efforts often involve investing in regulatory technology (RegTech) solutions to automate and streamline compliance processes.

## **RBI GUIDELINES UNDER NEW BANKING SECTOR**

As Per last update in January 2022, I don't have access to real-time information on specific guidelines issued by the Reserve Bank of India (RBI) under any new banking sector regulations that might have been introduced after that time. However, I can outline some general areas where the RBI might issue guidelines or regulations in the banking sector:

**Digital Banking:** Given the increasing importance of digital banking, the RBI might issue guidelines related to digital payment systems, cyber security, data protection, and customer authentication methods to ensure the security and efficiency of digital transactions.

**Fintech Integration:** With the growing collaboration between banks and fintech companies, the RBI might introduce guidelines to regulate partnerships, ensure compliance with regulatory requirements, and promote innovation while maintaining financial stability and consumer protection

**Open Banking:** If India moves towards open banking initiatives, the RBI could issue regulations regarding the sharing of customer data among banks and third-party service providers, including data privacy, consent management, and security standards.

**Financial Inclusion:** The RBI might introduce guidelines to promote financial inclusion initiatives, such as expanding access to banking services in underserved areas, facilitating affordable banking products, and promoting financial literacy programs.

**Sustainable Banking:** In line with global trends towards sustainable finance, the RBI could issue guidelines related to environmental, social, and governance (ESG) criteria in banking operations, including financing of green projects, disclosure requirements, and sustainable investment practices.

**Regulatory Compliance:** The RBI regularly updates regulations related to anti-money laundering (AML), Know Your Customer (KYC), risk management, capital adequacy, and

other aspects of banking operations to ensure the stability and integrity of the financial system.

**Crisis Management:** The RBI might issue guidelines on crisis management and resolution frameworks for banks, including measures to address non-performing assets (NPAs), capital adequacy requirements, and resolution mechanisms for distressed banks.

**Technology and Innovation:** As technology continues to transform the banking sector, the RBI might issue guidelines related to the adoption of new technologies, such as artificial intelligence (AI), block chain, and cloud computing, to enhance operational efficiency and customer experience while managing associated risks.

For the latest updates on specific guidelines issued by the RBI in the banking sector, Recommend consulting official RBI publications, press releases, and regulatory announcements.

## **RULES AND REGULATIONS IN MOBILE BANKING SERVICES FOR SBI BANK**

As Per last update in January 2022, I can provide you with an overview of general rules and regulations that typically apply to mobile banking services offered by State Bank of India (SBI). However, please note that specific rules and regulations may vary, and it's essential to refer to the latest information provided by SBI or regulatory authorities for the most accurate guidance.

**Registration Process:** Customers usually need to register for mobile banking services through SBI's official mobile banking application or by visiting the bank branch. The registration process may involve providing personal identification and account details.

**Security Measures:** SBI implements various security measures to protect mobile banking transactions, including user authentication through passwords, PINs, biometric authentication (such as fingerprints or facial recognition), and transaction verification through one-time passwords (OTPs).

**Transaction Limits:** SBI may impose limits on the amount and frequency of transactions conducted through mobile banking to mitigate the risk of fraud and unauthorized access.

**Transaction Notifications:** SBI typically sends notifications to customers for every transaction initiated through mobile banking, providing details such as the transaction amount, beneficiary account, and transaction reference number.

**Customer Support:** SBI offers customer support services to assist customers with any issues or queries related to mobile banking, including troubleshooting technical problems, reporting unauthorized transactions, and updating contact information.

**Terms and Conditions:** Customers are required to agree to the terms and conditions governing the use of SBI's mobile banking services before accessing the service. These terms

and conditions outline the rights and responsibilities of both the bank and the customer concerning mobile banking transactions.

**Data Privacy:** SBI is committed to protecting the privacy and confidentiality of customer data collected and processed through mobile banking services, adhering to applicable data protection laws and regulations.

**Regulatory Compliance:** SBI complies with regulatory requirements imposed by the Reserve Bank of India (RBI) and other relevant authorities concerning mobile banking operations, including anti-money laundering (AML), know your customer (KYC), and cyber security regulations.

It's crucial for SBI customers to familiarize themselves with the specific rules and regulations governing mobile banking services by referring to SBI's official website, mobile banking application, or contacting the bank's customer service representatives for assistance. Additionally, customers should stay informed about any updates or changes to these rules and regulations through official communications from SBI.



## ❖ What is SBI PAY?

“SBI Pay” (UPI App of SBI) is a payment solution that allows account holders of Banks participating in UPI to send and receive money from their smart phones with a virtual payment address which is the identifier. SBI Pay is a mobile banking application developed by the State Bank of India (SBI). It allows users to perform various banking transactions, such as fund transfers, bill payments, mobile recharges, and more, using their smartphones. It aims to provide a convenient and secure way for SBI customers to manage their finances on the go.

SBI Pay is a mobile banking application launched by the State Bank of India (SBI) in 2016. It is designed to provide secure and convenient digital payment services to SBI customers. The app allows users to make a wide range of transactions, including fund transfers, bill payments, online shopping, and more, directly from their mobile devices.

SBI, India's largest commercial bank, has a long and rich history dating back to 1806 when the Bank of Calcutta was established. Over the years, the bank went through several mergers and rebranding initiatives, ultimately leading to the formation of the State Bank of India in 1955.

The introduction of SBI Pay was a part of the bank's digital transformation strategy in response to the growing prominence of digital banking and the government of India's push towards a cashless economy. SBI Pay was developed to offer a seamless and secure digital payment experience to its users, incorporating advanced security features to ensure the safety of transactions and the protection of user data.

Key to its success has been its integration with the Unified Payments Interface (UPI) platform, an instant real-time payment system developed by the National Payments Corporation of India (NPCI), revolutionizing the way people in India make payments. By leveraging UPI, SBI Pay enabled its users to transfer funds with just a few clicks, using virtual payment addresses or QR codes.

SBI Pay quickly gained traction among SBI customers thanks to its intuitive features, robust security, and the trust associated with the State Bank of India. The app's versatility allowed users to make utility bill payments, mobile recharges, DTH payments, and even merchant payments, all from a single platform. This multifaceted approach contributed to the app's popularity and widespread adoption.

SBI has actively promoted financial inclusion through SBI Pay, reaching out to users in both urban and rural areas. The app's accessibility and ease of use have played a pivotal role in advancing the government's vision of a digitally empowered society and economy.

SBI Pay has contributed significantly to the bank's efforts to reduce dependence on cash transactions and promote a cashless ecosystem. By offering a convenient and secure alternative to traditional payment methods, the app has played a part in reshaping the way transactions are conducted in India.

The app has played a part in fostering a culture of financial literacy and empowerment, as users gain

greater control over their finances and have access to a wide range of banking services at their fingertips.

Looking ahead, SBI Pay is likely to continue evolving alongside the ever-changing landscape of digital banking. As technology advances and customer expectations evolve, the app will likely undergo further enhancements to meet the needs of a dynamic and digitally savvy customer base.

In conclusion, SBI Pay has emerged as a flagship digital banking solution, offering a blend of convenience, security, and versatility to SBI customers. Its integration with the UPI platform, user-friendly interface, and commitment to financial inclusion have positioned it as a key player in India's digital payment ecosystem. As SBI continues to innovate and adapt to emerging trends, SBI Pay is poised to play an integral role in shaping the future of digital banking in India.

## **History of SBI PAY**

SBI Pay is a mobile banking application launched by the State Bank of India (SBI) in 2016. The app was designed to provide secure and convenient digital payment services to SBI customers. SBI Pay allows users to make a wide range of transactions, including fund transfers, bill payments, online shopping, and more, directly from their mobile devices.

SBI, India's largest commercial bank, has been a key player in the country's financial sector for over two centuries. The bank has a long and rich history dating back to 1806 when the Bank of Calcutta was established. Over the years, the bank went through several mergers and rebranding initiatives, ultimately leading to the formation of the State Bank of India in 1955.

As digital banking gained prominence in the 21st century, SBI recognized the need to adapt to the changing landscape of financial services. With the government of India's drive towards a cashless economy and the growing popularity of mobile payments, SBI Pay was introduced as a part of the bank's digital transformation strategy.

SBI Pay was developed to offer a seamless and secure digital payment experience to its users. The app incorporated advanced security features to ensure the safety of transactions and the protection of user data. It also aimed to provide a user-friendly interface that would appeal to a wide spectrum of customers, including those new to digital banking.

One of the key components of SBI Pay's success has been its integration with the Unified Payments Interface (UPI) platform. UPI, an instant real-time payment system developed by the National Payments Corporation of India (NPCI), has revolutionized the way people in India make payments. By leveraging UPI, SBI Pay enabled its users to transfer funds with just a few clicks, using virtual payment addresses or QR codes.

SBI Pay quickly gained traction among SBI customers, thanks to its intuitive features, robust security, and the trust associated with the State Bank of India. The app's versatility allowed users to make utility bill payments, mobile recharges, DTH payments, and even merchant payments, all from a single platform. This multifaceted approach contributed to the app's popularity and its widespread adoption.

The development and continuous enhancement of SBI Pay underscore SBI's commitment to embracing digital innovation and providing its customers with cutting-edge banking solutions. The app's evolution has been driven by customer feedback, technological advancements, and a commitment to staying ahead of the curve in the digital banking space.

Furthermore, SBI has actively promoted financial inclusion through SBI Pay, reaching out to users in both urban and rural areas. The app's accessibility and ease of use have played a pivotal role in advancing the government's vision of a digitally empowered society and economy.

SBI Pay has also contributed significantly to the bank's efforts to reduce the dependence on cash transactions and promote a cashless ecosystem. By offering a convenient and secure alternative to

traditional payment methods, the app has played a part in reshaping the way transactions are conducted in India.

SBI Pay's impact extends beyond its convenience and efficiency. The app has played a part in fostering a culture of financial literacy and empowerment, as users gain greater control over their finances and have access to a wide range of banking services at their fingertips.

Looking ahead, SBI Pay is likely to continue evolving alongside the ever-changing landscape of digital banking. As technology advances and customer expectations evolve, the app will likely undergo further enhancements to meet the needs of a dynamic and digitally savvy customer base.

In conclusion, SBI Pay has emerged as a flagship digital banking solution, offering a blend of convenience, security, and versatility to SBI customers. Its integration with the UPI platform, user-friendly interface, and commitment to financial inclusion have positioned it as a key player in India's digital payment ecosystem. As SBI continues to innovate and adapt to emerging trends, SBI Pay is poised to play an integral role in shaping the future of digital banking in India.

## **IMPACT OF SBI PAY**

The impact of SBI Pay, the mobile banking application launched by the State Bank of India, has been far-reaching and transformative, shaping the digital payments landscape and influencing the way individuals and businesses conduct financial transactions in India. The app has had a notable impact in several key areas:

1. **Digital Financial Inclusion:** SBI Pay has played a significant role in advancing the goal of financial inclusion by providing individuals, especially those in underserved rural areas, with access to digital banking services. Its user-friendly interface and diverse range of features have contributed to the empowerment of individuals who may have previously been excluded from formal banking services.

2. **Cashless Economy Promotion:** With its ability to facilitate a wide range of transactions, SBI Pay has contributed to the government of India's efforts to promote a cashless economy. By providing a secure and convenient platform for digital payments, the app has helped reduce the dependency on cash transactions and encouraged the adoption of digital payment methods across various segments of society.

3. **Convenience and Efficiency:** SBI Pay has successfully increased the convenience and efficiency of financial transactions for its users. By enabling seamless fund transfers, bill payments, and merchant transactions, the app has simplified the process of conducting financial activities, saving users time and effort.

4. **Reduction in Cash Dependence:** The widespread adoption of SBI Pay has contributed to a reduction in the reliance on physical currency. This shift away from cash transactions has not only provided individuals and businesses with increased security in their financial dealings but has also helped in combatting issues related to counterfeit currency and money laundering.

5. **UPI Integration and Modernization:** SBI Pay's integration with the Unified Payments Interface (UPI) has had a profound impact on the modernization of India's payment infrastructure. It has facilitated instant fund transfers and simplified the payment process, contributing to the overall efficiency and transparency of the financial system.

6. **Enhancing Financial Literacy:** SBI Pay has played a role in enhancing financial literacy among its users. By providing easy access to banking services and encouraging the use of digital payment methods, the app has helped individuals become more informed and empowered in their financial decision-making.

7. **Promoting Business Growth:** SBI Pay has also had a positive impact on businesses, particularly small and medium enterprises (SMEs), by providing them with a convenient platform to receive digital payments. This has been instrumental in fostering a more conducive environment for business growth.

and has reduced barriers to entry for smaller merchants in the formal economy.

8. **Trust and Security:** The introduction of SBI Pay has bolstered trust and confidence in digital payment systems. The app's robust security features and the reputation of the State Bank of India have helped instill a sense of security among users, encouraging them to embrace digital transactions with greater confidence.

In summary, SBI Pay has had a multifaceted impact on India's financial landscape, ranging from promoting financial inclusion and modernizing payment systems to fostering a cashless economy and enhancing overall efficiency and convenience in financial transactions. Its influence is evident not only in individual consumer behavior but also in the broader economic and social shifts toward a more digitally integrated and financially empowered society.

## **FEATURES OF SBI PAY**

SBI Pay, the mobile banking application offered by the State Bank of India, is equipped with a range of features designed to provide users with a comprehensive and user-friendly platform for their banking and financial needs. Some of the key features of SBI Pay include:

1. **UPI Integration:** SBI Pay is integrated with the Unified Payments Interface (UPI), allowing users to make instant and secure money transfers between bank accounts using their mobile phones. The UPI integration enables seamless fund transfers without the need for account numbers or IFSC codes.
2. **Bill Payments:** The app enables users to pay their utility bills, including electricity, water, and gas bills, directly from their mobile devices. This feature provides convenient access to bill payment services, saving users time and effort.
3. **Merchant Payments:** SBI Pay allows users to make payments to merchants using the UPI interface. This feature is particularly useful for individuals who prefer to make cashless transactions at various retail outlets, restaurants, or other businesses.
4. **Request Money:** Users can generate payment requests and send them to their contacts, allowing for easy and efficient collection of funds owed to them. This feature simplifies the process of requesting and receiving payments from friends, family, or business associates.
5. **Scan and Pay:** SBI Pay supports QR code-based payments, enabling users to scan merchant QR codes to make payments swiftly and securely. This feature enhances the ease and speed of transactions at physical stores and businesses.
6. **Bharat QR:** The app supports Bharat QR code-based payments, allowing users to make payments by scanning QR codes at participating merchants. This feature contributes to the widespread acceptance of digital payments and promotes a cashless economy.
7. **Virtual Card:** SBI Pay provides users with the ability to generate virtual cards for secure online transactions. These virtual cards offer an additional layer of security and privacy when making purchases on the internet.
8. **Account Management:** Users can manage their bank accounts, including viewing their transaction history, checking balances, and generating mini statements directly from the app. This feature provides users with convenient access to their account information anytime, anywhere.
9. **Security:** SBI Pay incorporates robust security measures to ensure the safety of users' financial transactions and personal information. This includes features such as multi-factor authentication, secure PIN generation, and encryption protocols to safeguard against unauthorized access and fraud.

10. **Transaction Limits:** The app allows users to set transaction limits for added security and control over their digital transactions. This feature empowers users to customize their transaction limits based on their individual preferences and risk tolerance.

11. **Multiple Bank Account Linking:** SBI Pay enables users to link and manage multiple bank accounts from different banks within a single interface. This feature provides enhanced convenience for users who hold accounts with multiple financial institutions.

12. **Aadhaar Integration:** The app offers Aadhaar integration for simplified and secure identification and authentication processes. This feature facilitates seamless linking of Aadhaar details with the user's bank account for various transactions and services.

These features collectively empower users to conduct a wide range of financial activities, including fund transfers, bill payments, merchant transactions, and more, all from the convenience of their mobile devices. Additionally, the app's emphasis on security and ease of use contributes to a seamless and secure digital banking experience for SBI customers.



## **OBJECTIVES OF SBI PAY**

The primary objective of SBI Pay is to provide customers with a secure, convenient, and efficient digital payment platform. Here are some specific objectives of SBI Pay:

1. **Secure and Convenient Transactions:** SBI Pay aims to offer customers a secure and convenient way to carry out various financial transactions such as fund transfers, mobile recharges, bill payments, and online shopping.
2. **Seamless Integration:** SBI Pay is designed to seamlessly integrate with various banking services and provide a streamlined user experience for customers, allowing them to access a range of financial services through a single platform.
3. **Financial Inclusion:** SBI Pay seeks to contribute to financial inclusion by providing a digital payment solution that caters to a broad range of users, including those in remote and underserved areas, thereby reducing the reliance on traditional cash-based transactions.
4. **Enhanced Customer Experience:** SBI Pay aims to enhance the overall customer experience by providing a user-friendly interface, quick transaction processing, and 24/7 accessibility to various banking services.
5. **Promoting Digital Payments:** SBI Pay is committed to promoting the adoption of digital payments in line with the government's vision of a less-cash economy, thereby reducing the dependence on physical currency and promoting a more efficient and transparent financial ecosystem.
6. **Security and Fraud Prevention:** SBI Pay places a strong emphasis on security and fraud prevention measures to safeguard customers' transactions and personal information, ensuring a safe and trustworthy digital payment experience.

**7. Innovation and Technology:** SBI Pay strives to leverage innovative technologies to continually enhance its features and functionalities, staying ahead of the curve in the rapidly evolving digital payment landscape.

Overall, SBI Pay is designed to cater to the diverse financial needs of customers while promoting a digital-first approach to banking and payments.

# Gender of Respondents

## Results

Options	%	Count
Male	48.00	24
Female	52.00	26

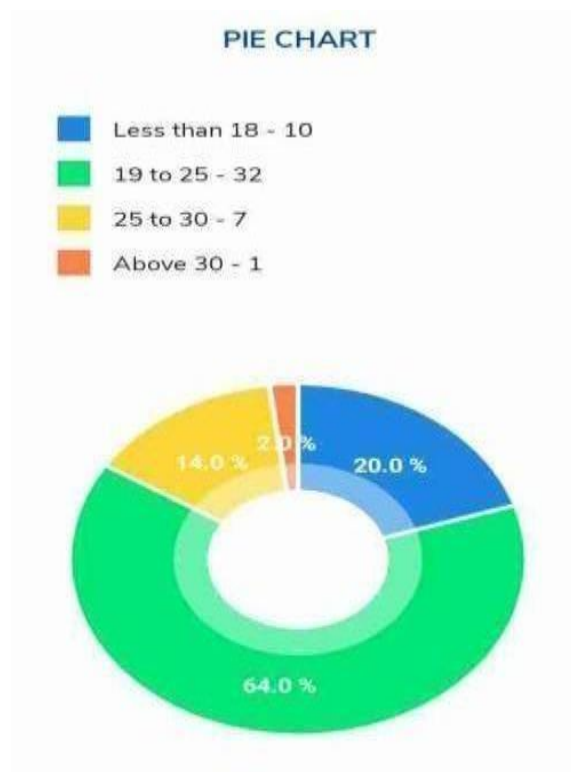
Male - 24  
Female - 26



Interpretation: According to the above analysis it can conclude that out of total 50 respondents , around 52% of the respondent were female and around 48% of the respondents were male.

## Age Of Respondents

Results		
Options	%	Count
Less than 18	20.00	10
19 to 25	64.00	32
25 to 30	14.00	7
Above 30	2.00	1

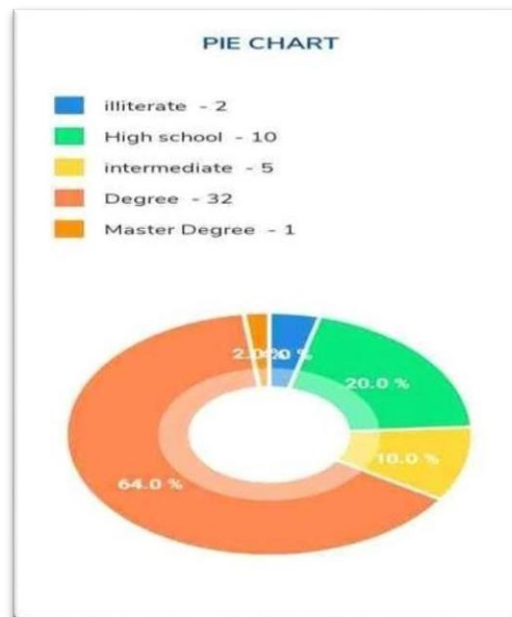


Interpretation : According to the above analysis it conclude the out of 50 maximum responses are belong to the age group of 19 to 25 and the least responses are coming from which is around Below 19 .

## Education And Qualification Of Respondents

### Results

Options	%	Count
illiterate	4.00	2
High school	20.00	10
intermediate	10.00	5
Degree	64.00	32



Interpretation: According to the above analysis it conclude the education background maximum responses are coming from Degree which is around is 64% and the least responses are coming from High school which is around 20 %.

## Annual Income Of respondent

### Results

Options	%	Count
Below 100000	64.00	32
100000 - 300000	26.00	13
300000 - 500000	4.00	2
Above 500000	6.00	3

### PIE CHART

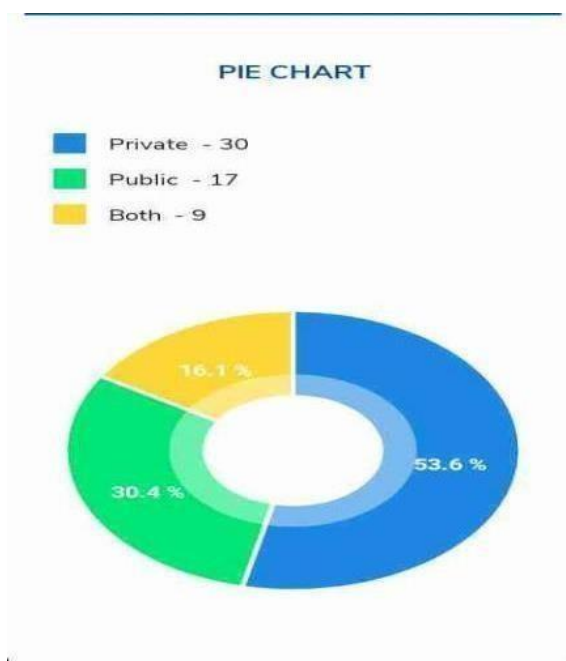
- Below 100000 - 32
- 100000 - 300000 - 13
- 300000 - 500000 - 2
- Above 500000 - 3



Interpretation : According to the above analysis it conclude that maximum responses are people whose monthly income range from Below 100000 and the least responses are coming from whose monthly income is 100000 - 300000 .

## Type Of Bank Account Of Respondents

Results		
Options	%	Count
Private	53.57	30
Public	30.36	17
Both	16.07	9



Interpretation: According to the above analysis it conclude that maximum responses are coming from Private sector 53.57 % and the least responses are coming from Private sector 30.36 % .

## Mobile Banking Application Uses of Respondents

### Results

Options	%	Count
Yes	80.39	41
No	19.61	10

### PIE CHART

■ Yes - 41  
■ No - 10



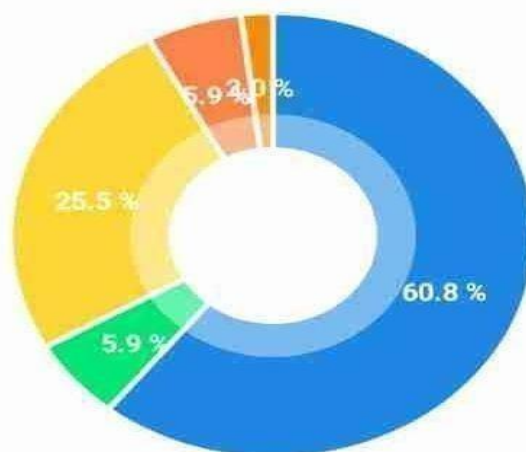
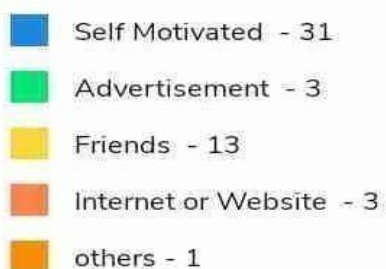
Interpretation: According to the above analysis it conclude that maximum responses are coming from Yes 80 % and the least responses are coming from No 20 %.



## Motivated to open an account in mobile banking

### Results

Options	%	Count
Self Motivated	60.78	31
Advertisement	5.88	3
Friends	25.49	13
Internet or Website	5.88	3
others	1.96	1



Interpretation: According to above analysis it conclude that maximum responses are coming from self-Motivated which is around 60 % and least responses coming from Friends which is around 25% .

### Most UPI Application Uses OF Respondents

**Results**

Options	%	Count
Goggle Pay	54.00	27
Phone Pay	20.00	10
Paytm	12.00	6
other	14.00	7

**PIE CHART**

- Goggle Pay - 27
- Phone Pay - 10
- Paytm - 6
- other - 7

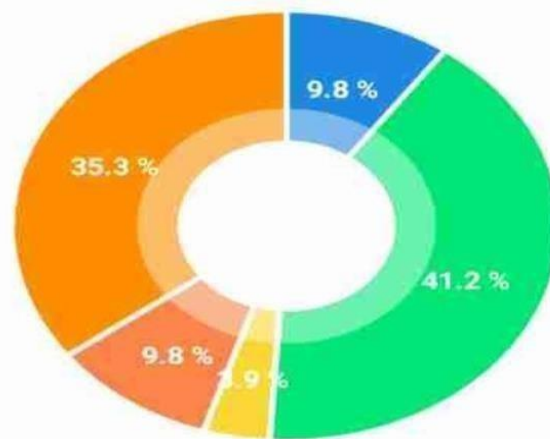
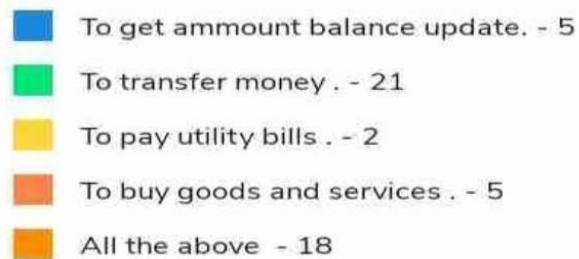


Interpretation : According to the above analysis it conclude that maximum responses are coming from Google pay which is around 54 % and the least responses are coming from Phone pay which is around 20 % .

## Mobile banking services use in SBI Bank

### Results

Options	%	Count
To get ammount balance update.	9.80	5
To transfer money .	<b>41.18</b>	21
To pay utility bills .	3.92	2
To buy goods and services .	9.80	5
All the above	35.29	18



Interpretation: According to the above analysis it conclude that maximum responses are coming from to transfer money which is around 41 % and the least responses are coming from All the above which is around 35%.

## Overall Service Quality Provided By Bank Respondent

### Results

Options	%	Count
Excellent	30.77	16
Very good	40.38	21
Good	26.92	14
Bad	1.92	1

### PIE CHART



Interpretation: : According to the above analysis it conclude that maximum responses are coming from Very good which is around 40 % and the least responses are coming from Excellent which is around 30 %.

## **5. Conclusion and suggestion**



## **Conclusion:.**

In this study, researcher tested various direct relationships together with moderating effect and determined their effects on customer satisfaction of mobile banking services. The structural model and path analysis help us to understand and analyse effects among various variables like Perceived ease of use , Mobile Atmosphere, Perceived Reliability & Responsive, Image of Bank , Perceived Security, Perceived Risk, Performance Benefits, Social Influence and Hedonic Motivation leading to perceived usefulness, perceived trust and performance expectancy as well as numerous categorical moderators, gender-male and female, marital status- married and unmarried, income-high middle and low middle, education- basic and special as well as multi group analysis of further moderators age- generation X, Y and Z.

In this study, researcher observed the positive impact of factors- Mobile Atmosphere, Perceived usefulness, Image of Bank, Perceived Security, Social Influence,

## **Suggestions:**

Access your bank website only by typing the URL in the address bar of your browser.

Be aware of downloading any malicious application from mobile application stores (Google Play store, Apple App Store, Blackberry App World, Ovi Store, Windows Marketplace etc.) that are offering Online Banking. Kindly check their authenticity before downloading, by contacting your Bank.

Do not click on any links in any e-mail message to access the site.

SBI or any of its representative never sends you email/SMS or calls you over phone to get your personal information, password or one time SMS (high security) password. Any such e-mail/SMS or phone call is an attempt to fraudulently withdraw money from your account through Internet Banking. Never respond to such email/SMS or phone call. Please report immediately on if you receive any such e-mail/SMS or Phone call. Please lock your user access immediately,

Do not be lured if you receive an e-mail/SMS/phone call promising reward for providing your personal information or for updating your account details in the bank site. Having the following will improve your internet security: Newer version of Operating System with latest security patches.

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## 7. Annexure



## Survey Questionnaire

Your Gender?

A) Male

B) Female

What is your age?

A) Less than 18

B) 19 to 25

C) 25 to 30

D) Above 3

Education and Qualification

A) Illiterate

B) High school

C) Intermediate

D) Degree

E) Master Degree

What is your occupation?

A) Self employed

B) Unemployed

C) Public Sector

D) Private Sector

E) House Wife

Annual Income

A) Below 100000

B) 100000 to 300000

C) 300000 to 500000

D) Above 500000

Do you have SBI bank account?

A) Yes

B) No

If Yes, than in which bank account you have account.

A) Private

B) Public

C) Both

Which type of account do you have in this particular SBI bank?

A) Saving Account

B) Fixed Account

C) Current Account

D) Loan Account

Do you use Mobile banking?

A) Yes

B) No

Do you think Mobile banking application are more convenient than traditional banking method?

A) Yes

B) No

How much are you motivated to open an account in mobile banking?

A) Self-Motivated

B) Advertisement

C) Friends

D) Internet or Website

Which UPI payment app you use the most?

- A) Goggle Pay
- B) Phone Pay
- C) Paytm
- D) Others

What are the mobile banking services you use in SBI bank?

- A) To get amount balance update
- B) To transfer money
- C) To pay utility bills
- D) To buy goods and services
- E) All the above

How often you use mobile banking application.

- A) 5 to 6 times / week
- B) 2 to 3 times /week

C) Once in a week

D) Once in a month

What do you feel about the overall service quality of SBI bank?

A) Excellent

B) Very good

C) Good

D) Bad

Are you happy to use mobile banking?

A) Yes

B) No

C) Sometimes

D) Never



