

A STUDY ON QUALITY OF ONLINE BANKING SERVICES OF STATE BANK OF INDIA WITH SPECIAL REFERENCE TO CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with grade “A” by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of JEEVITHA. M (39280012) who carried out the project entitled **"A STUDY ON QUALITY OF ONLINE BANKING SERVICES OF STATE BANK OF INDIA WITH SPECIAL REFERENCE TO CHENNAI"** under our supervision from December 2021 to March 2022.

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DECLARATION

I JEEVITHA. M (Reg. No. 39280012) hereby declare that the Project Report entitled **“A STUDY ON QUALITY OF ONLINE BANKING SERVICES OF STATE BANK OF INDIA WITH SPECIAL REFERENCE TO CHENNAI”** done under the guidance of **Dr. SHETTY DEEPA THANGAM GEETA, M.Com., Ph.D.**, is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration.

DATE : 13.03.2022

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PLACE : CHENNAI

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ABSTRACT

This project report entitled “A study on quality of online banking services of State Bank of India with special reference to Chennai”. The Banking Industry is stepping ahead by adopting new technology and creating new milestones in this competitive World. Online banking is at one roof under which numerous customers may perform various transactions electronically in the same time even without visiting branch. This study can help the banks to know its customers opinion and find the solution through customers’ perspective. Descriptive research design is used. The questionnaire and interview schedule were designed in such a way that the desired outcome is achieved. The study employs a descriptive research methodology and a convenience sampling technique. This study used 100 samples. Random sampling method has been used in the study. It found that People are satisfied with the service quality and the various facilities provided by the bank as it makes their lives more convenient and comfortable but on the other side security is the major concern of most of the people. SBI provide ‘demo’ on their website for new users to see what the online banking services provide. It also provide facilities of experts to aware the common men that how they can use e banking safely. But still there are various issues which prevent customers from using SBI online banking services like Security, Site changes, Trust, Inadequate laws. So SBI bank needs to make efforts to increase the satisfaction level & to attract more SBI customers for using online banking service.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Online banking

Online banking is commonly addressed as online banking, Internet Banking, Electronic banking, or Virtual Banking. Online banking or Online Banking refers to all the financial transactions undertaken by any financial institutions over the Internet. Online banking uses telecommunication and electronic networks to deliver numerous banking services and products. A customer can access their account and conduct several transactions through online banking with a computer or a mobile phone.

Service quality in Banking

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers. Customers purchase services as a response to specific needs. Among general the most popular model used for evaluation of service quality is SERVQUAL, a well-known scale developed by (Parasuraman et al., 1985, 1988). The attributes of (Parasuraman et al., 1985) were tangibles, reliability, responsiveness, competency, courtesy, assurance, credibility, security, access and understanding.

The data on the 22 attributes were grouped into five dimensions.

1. Tangible: well-maintained waiting cues, clear and easy bank statement and convenient location, faster operation with modern technology.

2. Reliability: Provide services when promised.

3. Responsiveness: Employees attention in solving problems, employees full service, promptly errors correction.

4. Assurance: Safe feeling for transaction, competitive loan rates, Interest Rate on saving and time deposit, helpful employees.

5. Empathy: Employees search for solution.

Functions of Online banking

Here are a few essential functions of online banking –

1. Transfer Funds

Online banking allows customers to transact money transfers between their accounts, or to a third party account. Customers must have enough funds and a recipient or payee information to make the transaction.

2. Manage and Purchase CD Accounts

Through Online Banking, customers can invest and purchase a certificate of deposit from their respective bank. Internet Banking allows customers to compare the availability of all the offers and their terms, for example, Maturity periods or APY.

3. Manage all Accounts From One Place

Online Banking is a time saver as it provides customers with the opportunity to handle several bank accounts such as CDs, Checking, IRAs and savings from one location.

4. Pay Bills

Online banking fosters electronic bill payment for depositors to send money from their online account to creditors, for example, a departmental store or public utility.

5. View Images of Checks

Online Banking gives customers the freedom to view their paid checks and even allows them to take a scanned print of images.

Services rendered by online banking

1. Bill payment – Every bank has a tie-up with different utility companies, service providers, insurance companies, etc. across the country. The banks use these

tie-ups to offer online payment of bills (electricity, telephone, mobile phone, etc.). Also, most banks charge a nominal one-time registration fee for this service. Further, the customer can create a standing instruction to pay recurring bills automatically every month.

2. Funds transfer – A customer can transfer funds from his account to another with the same bank or even a different bank, anywhere in India. He needs to log in to his account, specify the payee's name, account number, his bank, and branch along with the transfer amount. The transfer is effected within a day or so.
3. Investing – Through electronic banking, a customer can open a fixed deposit with the bank online through funds transfer. Further, if a customer has a demat account and a linked bank account and trading account, he can buy or sell shares online too. Additionally, some banks allow customers to purchase and redeem mutual fund units from their online platforms as well.
4. Shopping – With an online banking service, a customer can purchase goods or services online and also pay for them using his account. Shopping at his fingertips.

Advantages of online banking

In addition to being able to bank at any time, from anywhere, there are other advantages to banking online. Customers may also be able to:

1. Pay bills online

This might be one of the top advantages of online banking because you don't have to take time out of customer's day to go to the bank.

2. Transfer money

Customer may need to do a rapid money transfer to a client or vendor, or customer may need to transfer money from one account to another.

3. Deposit cheques online

Rather than driving to a bank branch and waiting in line, customer may be able to deposit cheques online in minutes.

4. Lower your overhead fees

If customer's business banks online, customer's banking fees may be lower, as online banks may not have to pay for the cost and upkeep of branches, and those savings may be transferred to customer.

Disadvantages & Problems of online banking

While online banking is always improving, there are some disadvantages for business owners reliant on immediate and constant access to their banking services.

1. Technology disruptions

Online banking relies on a strong internet connection. If customer's internet is disrupted by a power outage, server issues at your bank, or if customer were in a remote location, customer's ability to access your accounts might be affected. Scheduled site maintenance also means customer can't access customer's accounts and may have to seek an alternative.

2. Lack of a personal relationship

A personal relationship with customer's bank may be able to offer an advantage over online banking. If customer need a business loan, a new line of credit, a waived fee or to make changes to customer's current banking needs, having that relationship can help. In-person banking relationships can also help customer craft a business account tailored to their specific needs. They can also make notes in their files about cheques, cash deposits and international payments so they can avoid extended holds on their money.

3. Privacy and security concerns

Financial institutions have very good security, but no system is foolproof. Valuable information is always prone to hacks, but customer might be able to prevent this if them: Always use the mobile app and the website directly. Customer should see a small lock to the left of the search bar, which indicates the site is secure. Make sure customer have a strong password based on a combination of numbers, symbols and letters. It's also important to change your password regularly.

4. Limited services

Online banking features a lot of services, but some of them still require business owners to go into banks to “wet sign” documents. This includes loan and credit applications, a large cash withdrawal or large deposits. But as online banking technology continues to evolve, customer’ may eventually be able to electronically sign for these in the future.

1.2 INDUSTRY PROFILE

The banking industry can be divided into two categories ‘commercial-banking’ and ‘investment-banking’. Commercial banks play a key role in the entire financial system by mobilizing deposits from households spread across the nation and making these funds available for investment, either by lending or buying securities. Investment Banks, on the other hand, raise capital (cash/money) for companies, which companies need in order to grow and expand their businesses. Investment banks sell securities to public investors in the form of stocks or bonds.

Distinctive types of banks are evolving to cater to various business demands, social needs, and global complexities. These different banking institutions conduct their operations in a different manner. However, on the basis of their functions, clientele served and products or services offered, we can classify banks as follows:

Retail Banks

- Commercial banks
- Investment Banks
- Cooperative banks
- Central banks
- Specialized banks

Current Industry Trends

Trends Banking teaserAs a variety of models for cooperation and integration among finance industries have emerged, some of the traditional distinctions between

banks, insurance companies, and securities firms are fast diminishing. In spite of all these developments, banks continue to maintain and perform their primary role—accepting deposits and lending funds from these deposits. During recent times, technological advances have enabled banks to extend their reach globally, and there is no longer a need for customers to visit bank branches for every transaction, as most of the transactions can happen online.

The growth in cross-border activities has also increased the demand for banks that can provide various services across borders to different nationalities. Despite these advances in cross-border activities, the banking industry is nowhere near as globalized as some other industries. There is no doubt that “Technology” is going to be a catalyst in that growth, creating huge opportunities for professionals with a good understanding of the banking industry domain.

Market Size

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of September 2020, the total number of ATMs in India increased to 210,049 and is further expected to increase to 407,000 by 2021. Asset of public sector banks stood at Rs. 107.83 lakh crore (US\$ 1.52 trillion) in FY20. During FY16-FY20, bank credit grew at a CAGR of 3.57%. As of FY20, total credit extended surged to US\$ 1,698.97 billion. During FY16-FY20, deposits grew at a CAGR of 13.93% and reached US\$ 1.93 trillion by FY20. Credit to non-food industries stood at Rs. 103.46 trillion (US\$ 1.40 trillion) as of November 20, 2020.

The banking sector is nothing less than the backbone of any economy. This pertains to the Indian economy as well, where the banking sector is displaying the potential for becoming the 5th largest banking industry globally by 2020. With a continued boost in banking performance bolstered by numerous technological advancements, the Indian banking sector is likely to assume the 3rd largest position in the world by 2025.

Not just globally, the Indian banking sector has proved its true worth back home as well. This can be inferred from the valuable contribution of our banks, both

nationalized and private, for boosting up the national economy. Currently, the banking industry holds pride in contributing nearly 7.7% to the national GDP. Besides that, our banks are the prime employment generators for almost 1.5 million people in the country.

All this goes on to prove the fundamental, almost indispensable, role the banking sector plays in shaping the Indian economy's progress graph every year. In this article, we will present to you a clearer picture of how the Indian banking sector contributes to the progressive growth of the national economy.

1.3 COMPANY PROFILE

State Bank of India (SBI)

State Bank of India is India's largest bank with a network of over 15000 branches and 5 associate banks located even in the remotest parts of India. State Bank of India (SBI) offers a wide range of banking products and services to corporate and retail customers. State Bank of India (SBI) is an Indian multinational public sector bank and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 43rd largest bank in the world and ranked 221st in the Fortune Global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. It is also the fifth largest employer in India with nearly 250,000 employees.

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 1955. Overall the bank has been formed from the merger and acquisition of nearly twenty banks over the course of its 200 year history. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it State Bank of India.

SBI Online Banking

Online SBI is the Internet banking portal for State Bank of India. The portal provides anywhere, anytime, online access to accounts for State Bank's Retail and Corporate customers. The application is developed using the latest cutting edge technology and tools.

Features of SBI Net banking

- Transfer funds without needing to visit the bank branch
- Pay your bills from the comfort of your home
- Set limits for third party transfers and demand drafts
- Open FD and RD accounts
- Enable additional security when carrying out transactions

1.4 PRODUCT PROFILE

The SBI Online Banking offers a plethora of products and services, to cater to all 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

1.5 NEED OF THE STUDY

Internet is significantly changing how financial services are designed and delivered to consumers. With the advent of Online banking, the whole circumstances of banking have changed. The novel trends like Internet-banking has taken over the traditional channels of delivery of services and the customers have saved time, energy and work paper. By taking into account the significance of information technology and computer networking, their key role in the banking sector and customers preference of online banking service, being offered by the bank, this study makes an attempt to bring out the quality of online banking services of State Bank of India with special reference to Chennai.

1.6 OBJECTIVES OF THE STUDY

Primary objective

- To study on the quality of online banking services of State Bank of India with special reference to Chennai.

Secondary objectives

- To understand the existing service quality system of SBI bank.
- To study the awareness level of the customers regarding various online banking Services rendered by the SBI bank.
- To study the reasons for customers preferring online banking Services
- To measure the customers satisfaction level towards online banking services.
- To identify with the problems faced by the customers while using online banking services rendered by SBI Bank.
- To suggest the remedial measure to improve the quality of services of online banking.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated. The purpose of a literature review is to gain an understanding of the existing research and debates relevant to a particular topic or area of study, and to present that knowledge in the form of a written report. Conducting a literature review helps you build your knowledge in your field.

2.2 LIST OF REVIEWS

Narayana et.al (2018):

According to Narayana et.al (2018) in their study entitle “A Study on Customer Satisfaction towards Online Banking services with reference to Bangalore city” focuses on investigating the major factors that influence online customers’ satisfaction with the overall service quality of their banks. Assessing the power of these factors in the context of Online (Internet) banking and would, therefore, help the bank management not only in improving the level of satisfaction but also strengthening the bond between the banks and their customers, thereby helping them to retain and expand their overall customer base. Further this study reveals that online banking, to make a customer's banking experience more convenient, efficient, and effective, it becomes even more important to ascertain the customers’ perception of the overall service quality and their satisfaction with the current online banking services.

Vimala (2018):

According to Vimala (2018) has attempted a study on "An Evaluative Study on Internet Banking Security among Selected Indian Bank Customers". This study shows that Internet banking is very convenient and fast, it is mired with several security issues. Banking institutions have taken several measures to ensure safety measures for their customers while performing various transactions online banking sector is one

of the major beneficiaries of the Internet revolution and the growth of banking technology products have been remarkably increasing. Internet banking system proves to be very versatile in completing transactions like balance inquiry, withdrawal, deposits, viewing the bank statement, and record of recent transaction. From this study rightly observed that, very few works have focused on the Internet banking, its usage, safety measures and its perceptions, attentiveness level, satisfaction levels, attitudes and behaviour of the internet banking, security issues, and financial frauds.

Reeta Clonia. (2018):

According to Reeta Clonia. (2018) has conducted study on "Online banking in India: Current and Future Prospects". Reeta has examined that Online banking is the most pioneering trend among the customers in the present era of thrust for more expeditious and secured financial services. The transfer from the traditional banking to Online banking has been an elevating amendment in banking dealings. Banking industry in India and additionally discussed the magnification rate and future prospects of the Online banking services provided by the Indian banks in this regard. Economic growth and development of any country is mainly influenced by the advancement of the banking sector in that particular nation.

Khaled Bin Amir and Dr. Hasina Sheykh (2018):

According to Khaled Bin Amir and Dr. Hasina Sheykh (2018) in their study entitle "Analysis of Customer Satisfaction on Online Banking: A Case Study on "One Bank Limited" has stated that customers are asked about their satisfaction level on online banking. Online banking services of One Bank Limited, is quite good and satisfactory but customers were not aware and willing to take this services. But level of satisfaction is greater for some parameters and less for some parameters. Likewise, customers are satisfied with security and user friendliness of the website of the banks and somewhat neutral in perception with update frequency. For this reason, internet banking has become an important measurement tools to attract larger customer base.

Sunith C K (2019):

According to Sunith C K (2019) has made an empirical study of customer satisfaction in Online banking services. This study stated that Electronic banking incorporates systems that enable individual customers to access their accounts, transact with speed and obtain current and updated information on latest financial products and services through public or private networks. It accommodates a variety of platforms such as internet banking, telephonic and television based banking, automated teller services, mobile phone banking as well as personal computer based and offline banking services. Customer is distinguished from a consumer in the sense that a customer pays for a product or service while a consumer is the end user who experiences a product or service.

Dr. S. Sangeetha, (2019):

According to Dr. S. Sangeetha (2019), explore the customer's satisfaction towards online banking services. It's a phenomenon contributed greatly towards the growth of banking sector. Based on the results, there was no significant difference between personal factors like age, profession, annual income and category of bank to be chosen and the satisfaction level of customers. The result of the study showed that customers were using few facilities of various online banking services.

B.Mahadevappa (2019):

According to B.Mahadevappa (2019) in their study analyzed "Service quality of banks" this paper present the findings of an empirical service quality perception study has undertaken in five nationality reputed banks in India. The primary objective of this research project conducted at the University of Mysore, was determine how well these banks were meeting customer expectations on specific dimensions of service quality. It was envisaged that the results would assist management to find new ideas become more flexible, and develop ingenious methods to provide enhanced customer satisfaction in a banking environment.

Vinita Kauri (2019):

According to Vinita Kauri (2019) his study entitled “Impact of Service Quality on Satisfaction in the Indian Banking Sector” the study attempt to know the relationship between service quality and customer satisfaction through public sector and private sector. Data was collected 150 customers. Three aspects of service quality – people, process through technology and physical evidence are considered for the study. Findings indicated that service quality has a significant impact on customer satisfaction.

Jones & Farquhar (2020):

According to Jones & Farquhar (2020), researcherd on banking industry & acknowledge that perception of service quality & customer satisfaction have influence on customer loyalty. Service personnels play key role in customer satisfaction as banking industry is known for having passel of less than satisfied customers due to the hassel of switching to another bank. Moreover, customer loyalty is also heavily influenced by services offered by the service personnels of organization. Authors also mention the strong possibility of customer who is dissatisfied with service they are receiving as being more susceptible to the competition.

Siu and Mou (2020):

According to Siu and Mou (2020) have adapted the dimensions of SERVQUAL to examine the service quality of online banking in Hong Kong. Two researchers use factor analysis method to analyze four criteria, including credibility, usage efficiency, security and problem handling. The findings of this research show that two criteria, including security and efficiency, not only have significant impact on customer satisfaction but also lead to future consumption behavior.

Seena Mary Mathew (2021):

According to Seena Mary Mathew (2021) in the COVID 19 pandemic outbreak has adversely challenged the banking sector in India. Earlier the banking customers used to visit the bank branches to avail banking services. But during the pandemic period, banks have experienced a more shift towards the digital or internet banking. The banking sector has been facing a difficult task in understanding the new behaviours and to meet the requirements of consumers with relevant products and

convenient services, and to adapt their business services to social changes related to the pandemic situation. For the purpose, we have analyzed the overall inward and outward mobile banking transactions of banks in India and mainly the mobile/ internet banking transactions of two new generation banks i.e, AXIS bank and ICICI bank, for a period of 4 years from 2018 to 2021. The article results highlight that the COVID-19 pandemic effect on consumers' lifestyle has a direct and positive influence on the growth toward internet and mobile banking services.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research design is the plan, structure, and strategy of investigation conceived so as to obtain answer to the research question and control the variance. Research design is one of the important steps in marketing research. It help in establishing the manner researchers go about to achieve the objectives of the study. Research design is an arrangement for the collection of data and analysis in the manner that aim to extent information which is relevant to research purpose. In this study descriptive research design is used.

Descriptive research design

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.2 SAMPLING METHOD

Random sampling method has been used in the study. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population.

3.3 SOURCES OF DATA

The sources of data can be classified into two types: statistical and non-statistical. Statistical sources refer to data that is gathered for some official purposes, incorporate censuses, and officially administered surveys. Non-statistical sources refer to the collection of data for other administrative purposes or for the private sector.

Primary data

Primary data refers to the information obtained firsthand by the researcher on the variables of interest for the specific purpose of study. In case of descriptive research primary data can be obtained through observation or through direct communication with respondents in one form or another or through personal interviews or through questionnaires. Questionnaires were employed to collect data. Here primary data are going to be collected through Questionnaire. A Questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic. When properly constructed and responsibly administered, questionnaires become a vital instrument by which statements can be made about specific groups or people or entire populations.

Secondary data

Secondary data refers to information gathered from sources already existing. The secondary data of information of this study were obtained through web sites, books, annual report, and internet.

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire is divided into two sessions. First part was designed to know the general information about the respondents. Second part contained the respondent's opinions about the performance appraisal. The questionnaire includes both open ended and closed ended questions with multiple choices, Open-ended questions enable wide range of responses, and this enables the respondent to express his views in his own words. However this is difficult to tabulate and analyse. Closed-ended questions offer a limited choice of response. Respondent find it easy as compared to open ended questions. Closed-ended questions can also be tabulated and analyzed more easily.

3.5 SAMPLE SIZE

The size of the sample is 100. Sample collected directly from the respondents with the help of a questionnaire.

Data collected area

Data collected area is Chennai.

3.6 PERIOD OF STUDY

The duration of the study is from January 2022 to March 2022 which is a three months of study.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

TABLE NO: 4.1.1
AGE OF THE RESPONDENTS

Age	No. of respondents	Percentage
18-28	12	12
29-39	49	49
40-50	16	16
Above 50	23	23
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 12% of respondents are in the age group of below 18-28 years, 49% of the respondents are in the age group of 29-39 years, 16% of the respondents are in the age group of 40-50 years, 23% of the respondents are in the age group of Above 50 years. Thus the majority of the respondents are in the age group of 29-39 years.

CHARET NO: 4.1.1

AGE OF THE RESPONDENTS

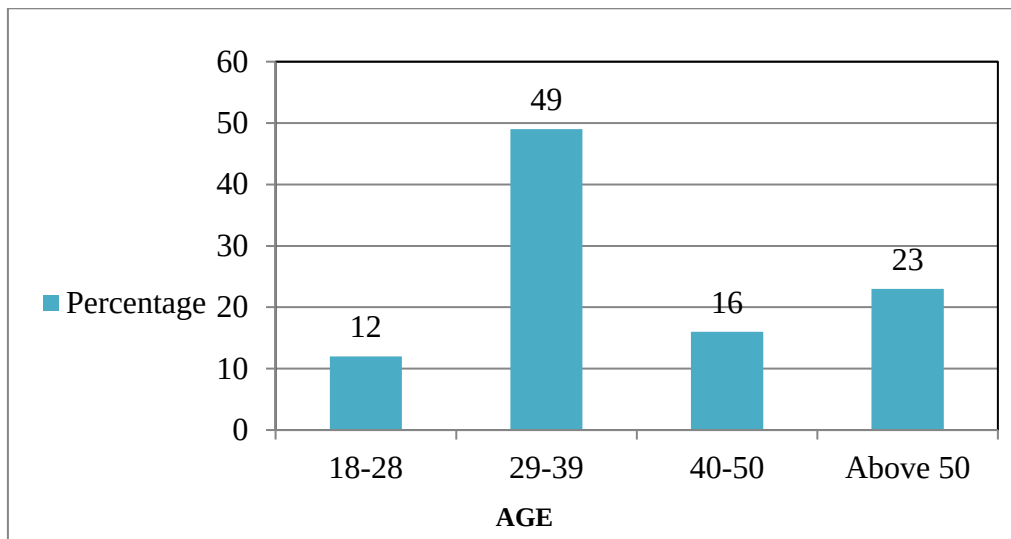


TABLE NO: 4.1.2
GENDER OF THE RESPONDENTS

Gender	No. of respondents	Percentage
Male	58	58
Female	42	42
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 58% of respondents are male and 42% of the respondents are female. Thus the majority of the respondents are male.

CHARET NO: 4.1.2
GENDER OF THE RESPONDENTS

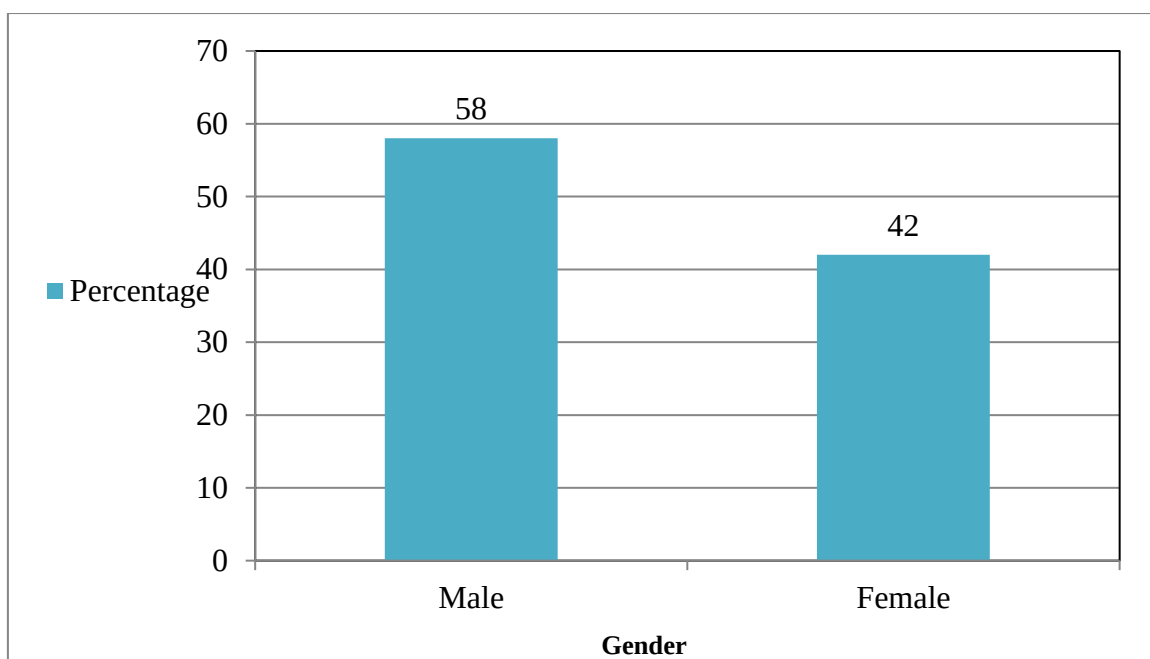


TABLE NO: 4.1.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education Qualification	Frequency	Percent
Higher Secondary	22	22
Graduate	45	45
Post Graduate	31	31
Diploma	8	8
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 22% of respondents have completed higher secondary school, 45% of the respondents have completed graduate degree, 31% of the respondents have completed PG degree and 8% of the respondents have completed diploma. Thus the majority of the respondents have said that completed graduate degree.

CHART NO: 4.1.3

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

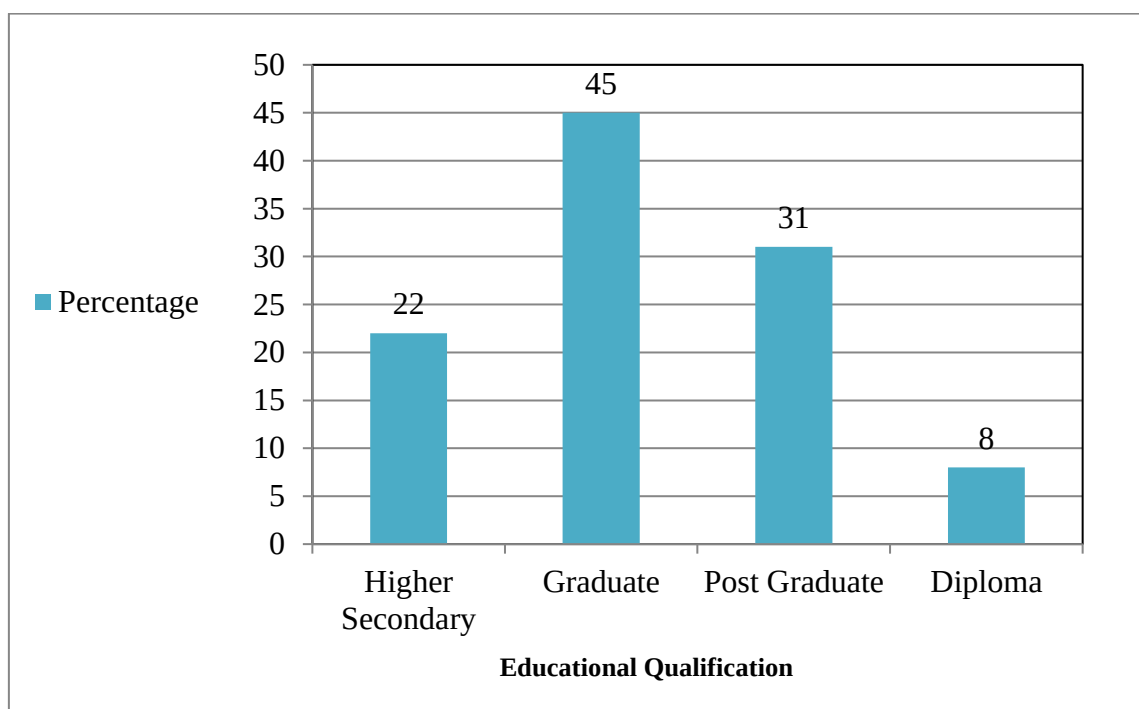


TABLE NO: 4.1.4

OCCUPATION OF THE RESPONDENTS

Occupation	No of Occupation	Percent
Student	13	13
Government employed	29	29
Private employed	33	33
Self-employed	24	24
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows occupation that 13% of respondents is student, 29% of the respondents have, 33% of the respondents are government employed and 24% of the respondents have private employed. Thus the majority of the respondents have said that private employed.

CHARET NO: 4.1.4
OCCUPATION OF THE RESPONDENTS

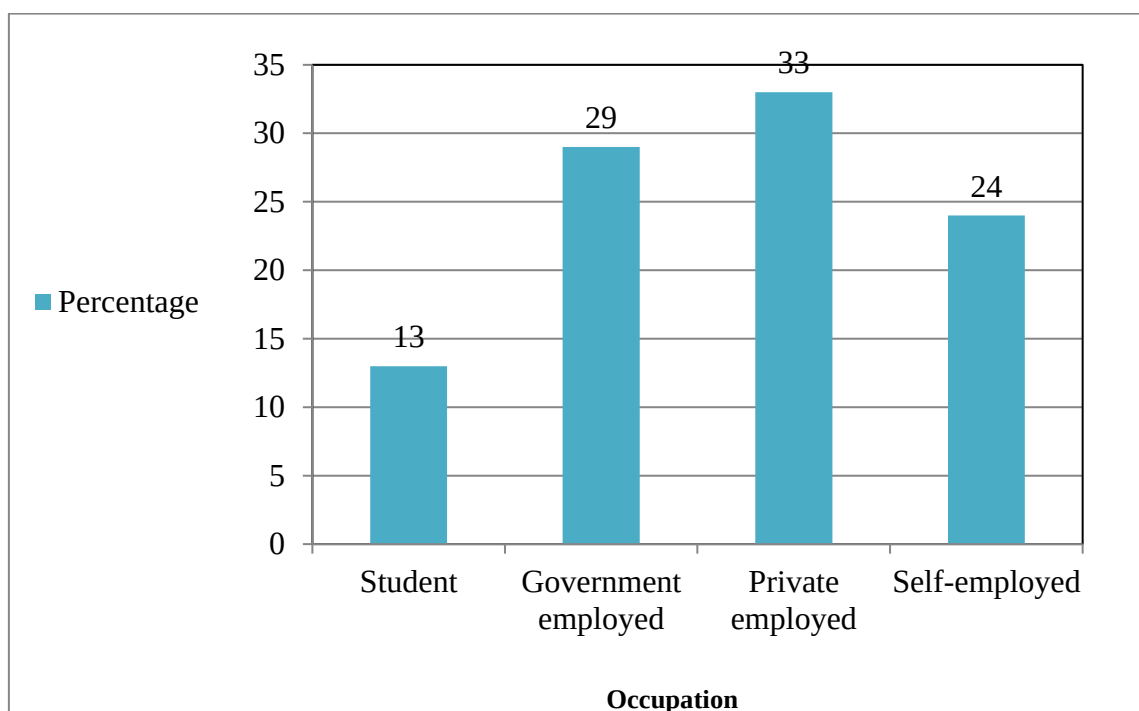


TABLE NO: 4.1.5
TYPE OF ACCOUNT IN THE BANK

Particulars	No of Respondents	Percentage
Saving Account	23	23
Current Account	30	30
Fixed deposits Account	20	20
Recurring Deposit account	27	27
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 23% of the respondent said that saving account, 30% of the respondent said that current account, 20% of the respondent said that fixed deposit account, and 27% of the respondent said that recurring deposit account as they have the type of account in the bank. Thus the majority of the respondents have said that current account.

CHARET NO: 4.1.5
TYPE OF ACCOUNT IN THE BANK

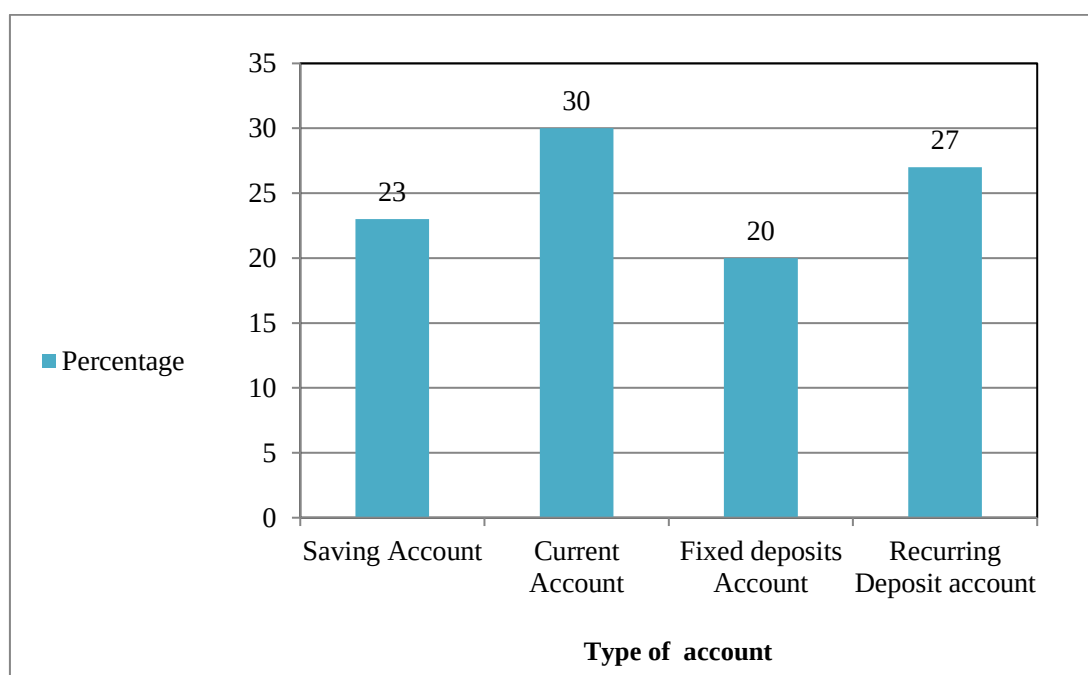


TABLE NO: 4.1.6
LEVEL OF AWARENESS IN ONLINE BANKING SERVICES

Particulars	No of Respondents	Percentage
Highly aware	34	34
Partly aware	48	48
No aware	18	18
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 34% of the respondent said that highly aware, 48% of the respondent said that partly aware, and 18% of the respondent said that no aware as they have the level of awareness in banking services. Thus the majority of the respondents have said that partly aware.

CHARET NO: 4.1.6
LEVEL OF AWARENESS IN ONLINE BANKING SERVICES

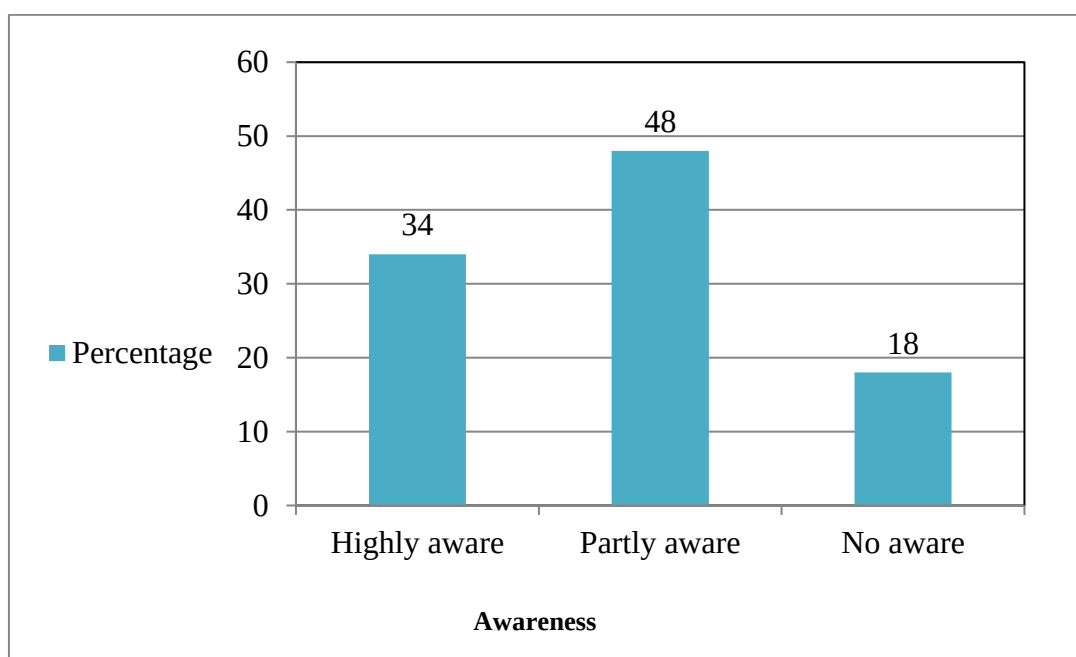


TABLE NO: 4.1.7
REASON TO PREFER ONLINE BANKING SERVICES

Particulars	No of Respondents	Percentage
Time saving	34	34
Inexpensive	18	18
Easy processing	21	21
Easy fund transfer	27	27
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 34% of the respondent said that time saving, 18% of the respondent said that inexpensive, 21% of the respondent said that easy processing, and 27% of the respondent said that easy fund transfer as their reason to prefer online banking services. Thus the majority of the respondents have said that time saving.

TABLE NO: 4.1.7
REASON TO PREFER ONLINE BANKING SERVICES

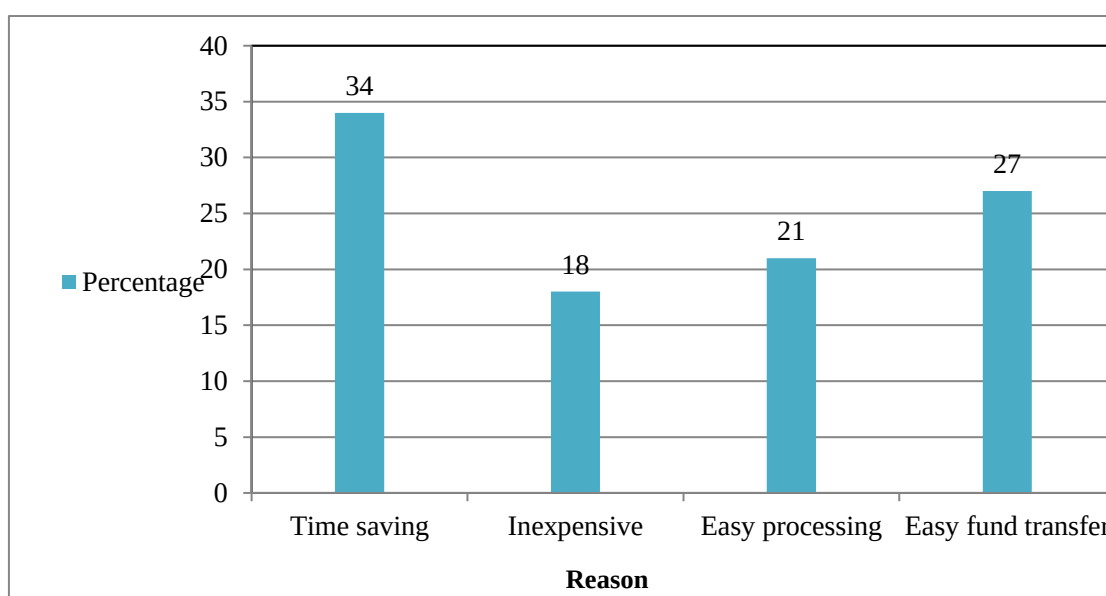


TABLE NO: 4.1.8
PRFERRED TYPES OF TRANSACTION IN ONLINE BANKING

Particulars	No of Respondents	Percentage
Fund Transfer	21	21
Payment of bills	19	19
Checking the statements	27	27
Purchasing of goods and services	18	18
Others	15	15
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 21% of the respondent said that fund transfer, 19% of the respondent said that payment of bills, 27% of the respondent said that checking the statements, 18% of the respondent said that purchasing of goods and services and 15% of the respondent said that others as their types of transaction prefer more in online banking services. Thus the majority of the respondents have said that checking the statement.

CHARET NO: 4.1.8

PRFERRED TYPES OF TRANSACTION IN ONLINE BANKING

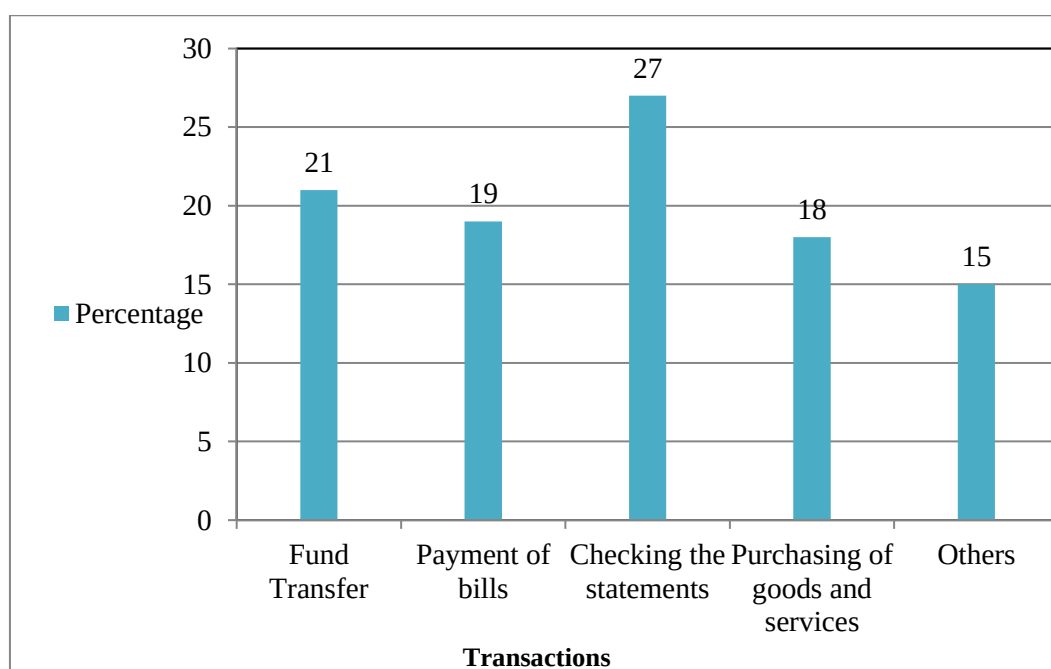


TABLE NO: 4.1.9

LEVEL OF SATISFIED IN USER FRIENDLY LANGUAGE

Particulars	No of Respondents	Percentage
Highly satisfied	18	18
Satisfied	21	21
Neither satisfied nor Dissatisfied	25	25
Dissatisfied	20	20
Highly dissatisfied	18	18
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 18% of the respondent said that highly satisfied, 21% of the respondent said that satisfied, 25% of the respondent said that neither satisfied nor dissatisfied, 20% of the respondent said that dissatisfied and 15% of the respondent said that as highly dissatisfied in user friendly language in its online banking services. Thus the majority of the respondents have said that neither satisfied nor dissatisfied in user friendly language in its online banking services.

CHART NO: 4.1.9

LEVEL OF SATISFIED IN USER FRIENDLY LANGUAGE

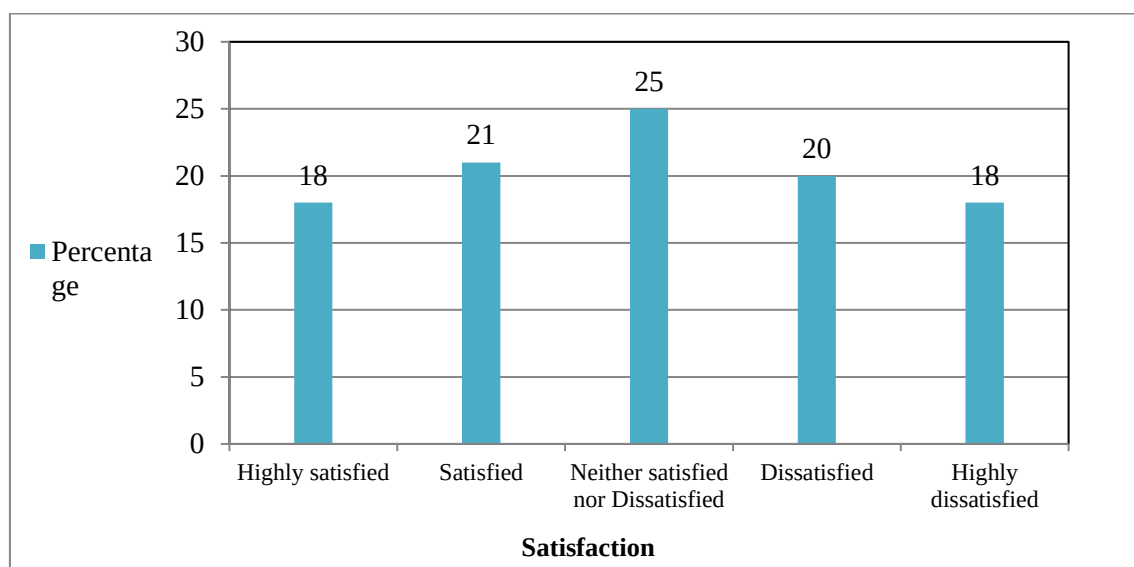


TABLE NO: 4.1.10

SAFETY AND SECURITY IN ONLINE BANKING SERVICES

Particulars	No of Respondents	Percentage
Highly satisfied	27	27
Satisfied	18	18
Neither satisfied nor Dissatisfied	19	19
Dissatisfied	23	23
Highly dissatisfied	13	13
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 27% of the respondent said that highly satisfied, 18% of the respondent said that satisfied, 19% of the respondent said that neither satisfied nor dissatisfied, 23% of the respondent said that dissatisfied and 13% of the respondent said that as highly dissatisfied in safety and security in Online banking services. Thus the majority of the respondents have said that neither satisfied nor dissatisfied in safety and security in Online banking services.

CHART NO: 4.1.10
SAFETY AND SECURITY IN ONLINE BANKING SERVICES

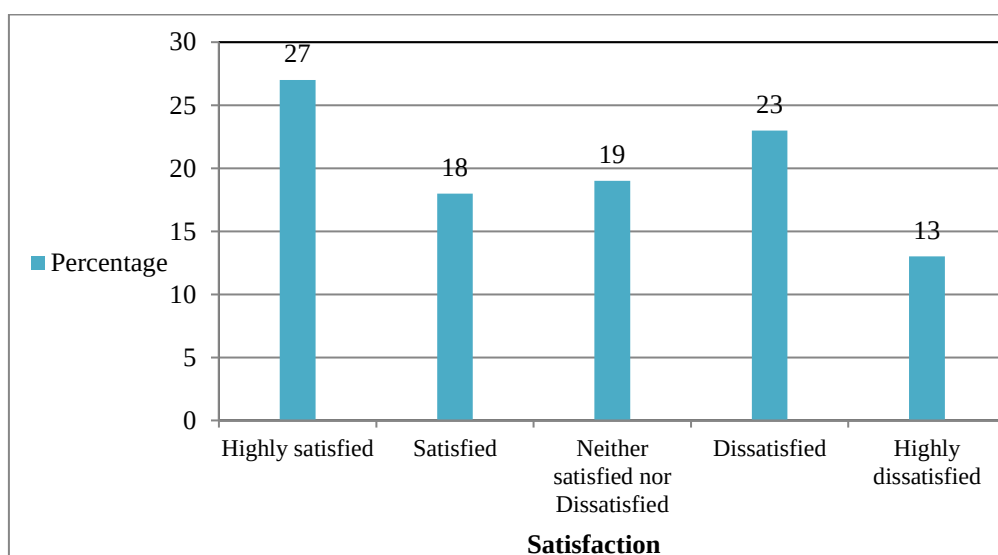


TABLE NO: 4.1.11
USE OF EASY OF ONLINE BANKING SERVICES

Particulars	No of Respondents	Percentage
Excellent	22	22
Good	29	29
Average	18	18
Poor	17	17
Worst	15	15
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 22% of the respondent said that excellent, 29% of the respondent said that good, 18% of the respondent said that average, 17% of the respondent said that poor and 15% of the respondent said that as worst towards use of easy of Online banking services . Thus the majority of the respondents have said that good towards use of easy of Online banking services.

CHART NO: 4.1.11

USE OF EASY OF ONLINE BANKING SERVICES

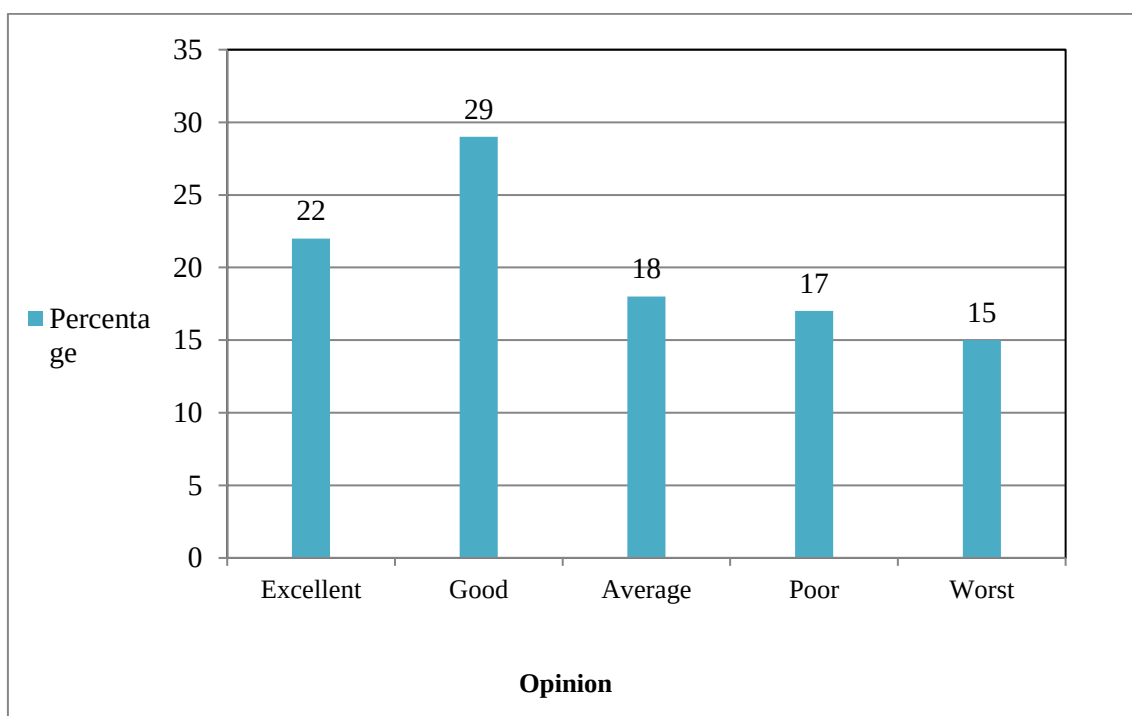


TABLE NO: 4.1.12

PROMPT SERVICES IN ONLINE BANKING

Particulars	No of Respondents	Percentage
Excellent	21	21
Good	33	33
Average	22	22
Poor	13	13
Worst	12	12
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 21% of the respondent said that excellent, 33% of the respondent said that good, 22% of the respondent said that average, 13% of the respondent said that poor and 12% of the respondent said that as worst in prompt services in online banking. Thus the majority of the respondents have said that good in prompt services in online banking.

CHART NO: 4.1.12
PROMPT SERVICES IN ONLINE BANKING

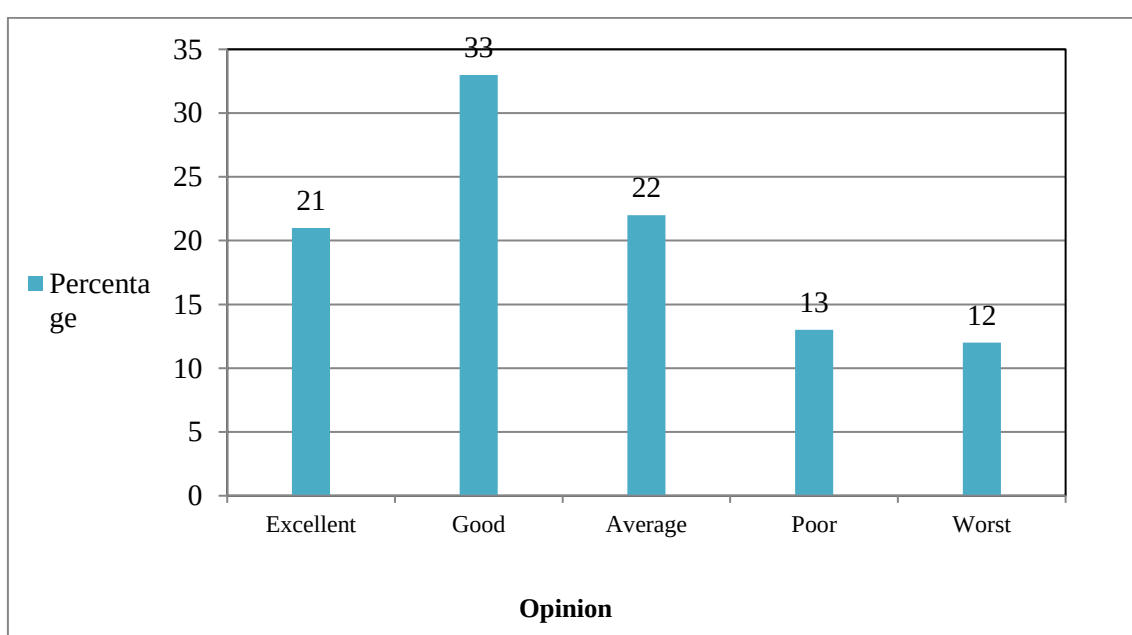


TABLE NO: 4.1.13
ONLINE BANKING SERVICES HELP TO SAVE TIME

Particulars	No of Respondents	Percentage
Strongly agree	28	28
Agree	21	21
Neither agree nor disagree	31	31
Disagree	9	9
Strongly disagree	11	11
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 28% of the respondent said that excellent, 21% of the respondent said that good, 31% of the respondent said that average, 9% of the respondent said that poor and 11% of the respondent said that as worst towards in Online banking services help to save time. Thus the majority of the respondents have said that good towards in online banking services help to save time.

CHART NO: 4.1.13
ONLINE BANKING SERVICES HELP TO SAVE TIME

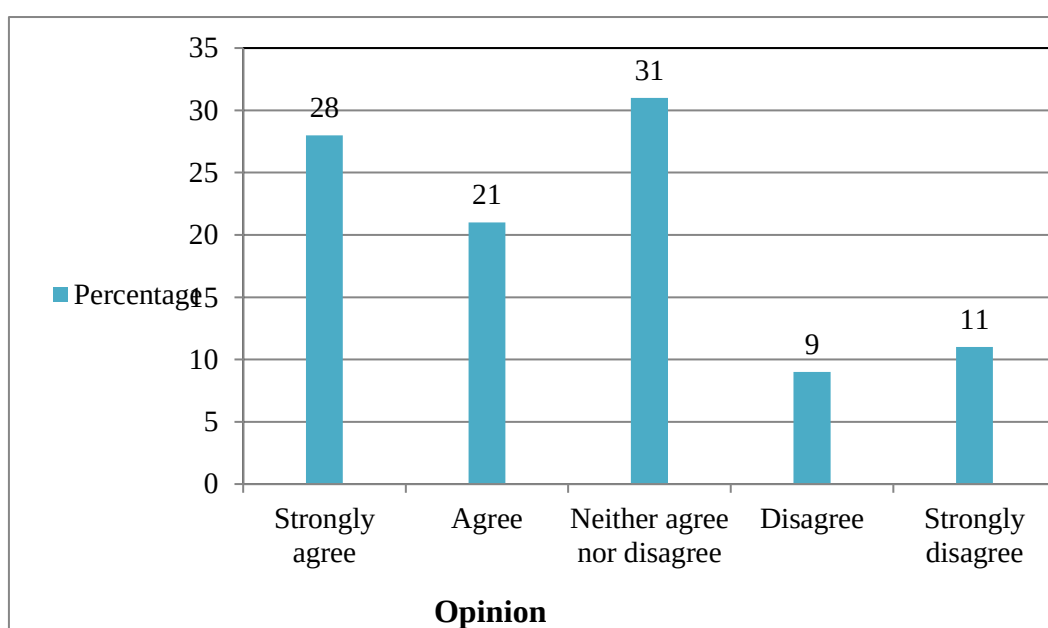


TABLE NO: 4.1.14
ONLINE BANKING SERVICES CONTAIN LESS OPERATING CHARGES

Particulars	No of Respondents	Percentage
Strongly agree	28	28
Agree	19	19
Neither agree nor disagree	26	26
Disagree	12	12
Strongly disagree	16	16
Total	100	100

Source: Primary data

INTERPRETATION

The above table shows that 28% of the respondent said that strongly agree, 19% of the respondent said that agree, 26% of the respondent said that neither agree nor disagree, 12% of the respondent said that disagree and 16% of the respondent said that as strongly disagree towards in online banking services contain less operating charges. Thus the majority of the respondents have said that good towards in online banking services contain less operating charges.

CHART NO: 4.1.14

ONLINE BANKING SERVICES CONTAIN LESS OPERATING CHARGES

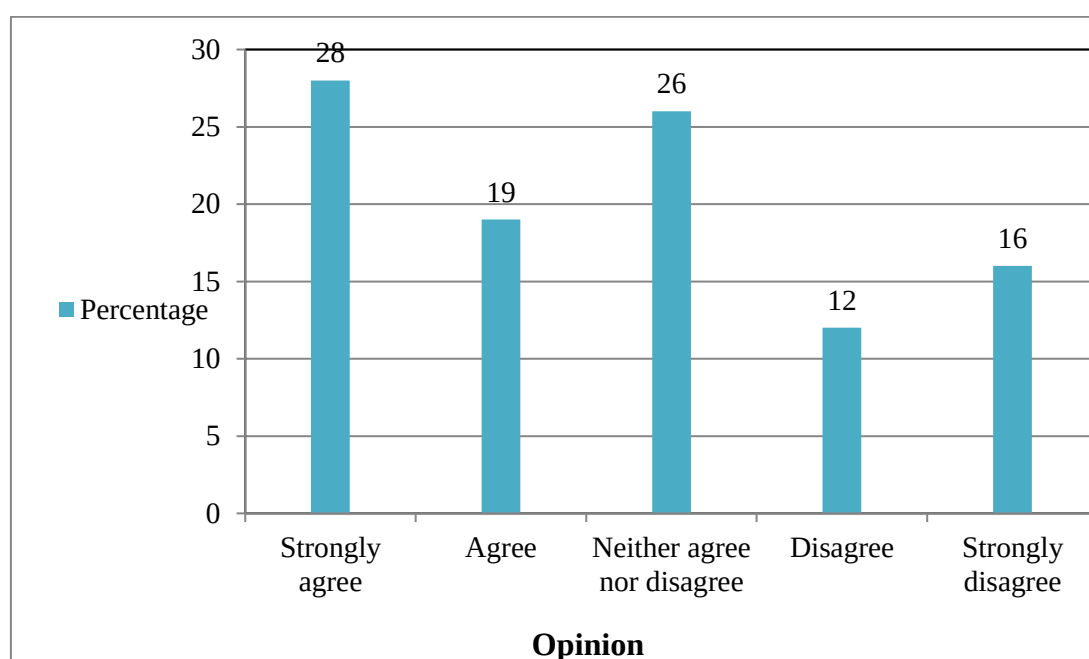


TABLE NO: 4.1.15

PROBLEM IN ONLINE BANKING SERVICES

Particulars	No of Respondents	Percentage
Security problems	23	23
Delay in network	25	25
High services charges	16	16
Not user friendly	15	15
Technical issues	22	22
Total	100	100

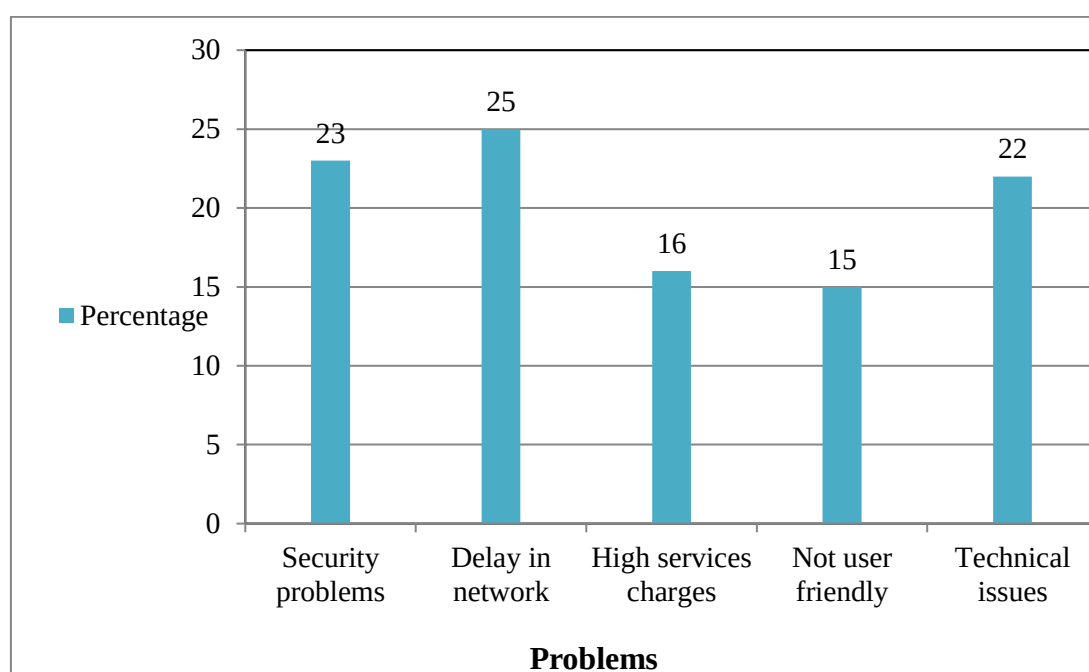
Source: Primary data

INTERPRETATION

The above table shows that 23% of the respondent said that security problems, 25% of the respondent said that delay in network, 16% of the respondent said that high services charges, 15% of the respondent said that not user friendly and 22% of the respondent said that as technical issues towards problem in online banking services. Thus the majority of the respondents have said that delay in network towards in problem in online banking services.

CHART NO: 4.1.15

PROBLEM IN ONLINE BANKING SERVICES



CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- 49% of the respondents are in the age group of 29-39 years.
- 58% of respondents are male.
- 45% of the respondents have completed graduate degree.
- 33% of the respondents are government employed.
- 30% of the respondent said that current account.
- 48% of the respondent said that partly aware about online banking services.

- 34% of the respondent said that time saving is the reason to prefer online banking services.
- 27% of the respondent said that checking the statements is the preferred types of transaction in online banking.
- 25% of the respondent said that neither satisfied nor dissatisfied in user friendly language in its online banking services.
- 27% of the respondents have said that neither satisfied nor dissatisfied in safety and security in Online banking services.
- 29% of the respondents have said that good towards use of easy of Online banking services.
- 33% of the respondents have said that good in prompt services in online banking.
- 31% of the respondents have said that good towards in online banking services help to save time.
- 28% of the respondents have said that good towards in online banking services contain less operating charges.
- 25% of the respondents have said that delay in network towards in problem in online banking services.

5.2 SUGGESTIONS

- The SBI banks should educate the awareness about online banking services to the customers in order to get fully aware about that.
- The SBI Online banking services should be user friendly one to ensure ease of use for all sort of educated people.
- The SBI online banking services must have the features to use all sort of account holders.
- The executives and staff members of the SBI bank must feed the knowledge of online banking and its features to the customers.

- The SBI online banking services ensure the time saving for the customers. It must be an inexpensive to the users.
- It must ensure to easy processing of all the transactions and fund transfer even.
- All the payments must be easy via the online banking services and there must be an updating frequently in its features.
- It must contain all regional languages to understand and use the features.
- There must be safety and security when using the online banking services for the customers. It will encourage them to use frequently and make paperless transactions.
- There must be prompt services and there should not be missing any of the necessary menus and transaction in its features.
- The SBI website design must stimulate the customers to utilise it properly.
- The SBI online banking services must not be have expensive one and it should be have less operating expenses for banks.
- The SBI banks must have feedback often in order to know their grievances and it must be rectified properly.

5.3 CONCLUSION

SBI bank today has electronic system to handle their daily voluminous tasks of information, retrieval, storage & processing. It provides various facilities to its customers like electronic funds transfer for retail purchases, automatic teller machines (ATMs), and automatic payroll deposits and bill payments. It also provides home banking, whereby a person with a personal computer can make transactions, either via a direct connection or by accessing a Web site. Electronic banking has vastly reduced the physical transfer of paper money and coinage from one place to another or even from one person to another person.

People are satisfied with the service quality and various facilities provided by the bank as it makes their lives more convenient and comfortable but on the

other side security is the major concern of most of the people. SBI provide 'demo' on their website for new users to see what the online banking services provide. It also provide facilities of experts to aware the common men that how they can use e banking safely. But still there are various issues which prevent customers from using SBI online banking services like Security, Site changes, Trust, Inadequate laws. So SBI bank needs to make efforts to increase the satisfaction level & to attract more SBI customers for using online banking service.

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APPENDIX (QUESTIONNAIRE)

1. Name:

2. Age

- a) 18-28 b) 29-39 c) 40-50 d) Above 50

3. Gender

- a) Male b) Female

4. Education

- a) HSC b) UG c) PG d) Diploma & others

5. Occupation

- a) Student b) Government employed c) Private employed
- d) Self-employed

6. Family Monthly income

- a) Below Rs.20,000 b) Rs.20,001-30,000 c) Rs.30,001-40,000
- d) Above Rs.40,000

7. Type of account in the bank

- a) Savings Account b) Current Account c) Fixed deposits account
- d) Recurring Deposit account

8. What is your level of awareness in banking services provided in the bank?

- a) Highly aware b)Partly aware c) No aware

9. Why do you prefer online banking services?

- a) Time saving b) Inexpensive c) Easy processing
- d) Easy fund transfer

10. What type of transaction do you prefer more in online banking services?

- a) Fund transfer b) Payment of bills c) Checking the statements
- d) Purchasing of goods and services e) Others

11. What is your level of satisfaction in user friendly language in its online banking services?

- a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
- d) Dissatisfied e) Highly dissatisfied

12. What is your level of satisfaction in safety & security in Online banking services?

- a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
- d) Dissatisfied e) Highly dissatisfied

13. What is your perception towards use of easy of online banking services?

- a) Excellent b) Good c) Average d) Poor e) Worst

14. What is your perception towards prompt services in Online banking ?

- a) Excellent b) Good c) Average d) Poor e) Worst

15. How do you agree that online banking services help to save time?

- a) Strongly agree b) Agree c) Neither agree nor disagree d) Disagree
e) Strongly disagree

16. How do you agree that Online banking services contain less operating charges?

- a) Strongly agree b) Agree c) Neither agree nor disagree d) Disagree
e) Strongly disagree

17. What is your problem in online banking services in your bank?

- a) Security problems b) Delay in network c) High service charges
d) Not user friendly e) Technical issues

18. Suggestions
