CUSTOMER PERCEPTION TOWARDS MOBILE BANKING IN MUNNAR WITH SPECIAL REFERENCE TO SBI YONO APP

Project Report

Submitted By

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Under the guidance of

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In partial fulfilment of requirements for the award of

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the Project Report entitled "**CUSTOMER PERCEPTION TOWARDS MOBILE BANKING IN MUNNAR WITH SPECIAL REFERENCE TO SBI YONO APP**" submitted by **JILSHA K GEORGE (Reg No. AM20COM009),** towards partial fulfilment of the requirement for the award of Master of Commerce and Management is a record of bona-fide carried out during the academic year 2020-2022.

Supervising guide:	Head of the Department:
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DECLARATION

I **JILSHA K GEORGE** do hereby declare that this dissertation entitled, " **CUSTOMER PERCEPTION TOWARDS MOBILE BANKING IN MUNNAR WITH SPECIAL REFERENCE TO SBI YONO APP"** has been prepared by me under the guidance of **Ms. Ann Thomas Kiriyanthan,** Head of the Department of Commerce, St. Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: Ernakulam   **JILSHA K GEORGE**

Date: 26 /08 / 2022

ACKNOWLEDGEMENT

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Digital Banking Platforms enables bank to begin transformational process of becoming a digital bank. Digital Banking Platforms also helps the bank to achieve business optimization. Customers can easily make transaction, check their balance and also make transfer without going to their bank branches. Mobile banking can be defined as "The provision of banking services to customers on their mobile devices". Mobile banking allows to perform many of the identical activities like online banking using a tablet or smartphone instead of a Desktop computer. Mobile banking contributes wide variety of banking services related to the banking regulations like deposit and withdrawal of fund, statement request, mobile recharging, balance enquiry, commercial payment, cheque book and card request, purpose of savings, money transfer and used for purchasing purpose.

In many countries, Mobile banking has risen to well-known method of banking. Mobile banking has been the fastest mechanization with the increase in the number of smartphone users and internet subscribers.

While looking the rates, the adopting rate of Mobile Banking is highest in India and China. In India, the main objective is customer satisfaction and retention, the banking industry had changed their movements and concentrated from classical banking to innovative banking. Mobile banking tries to remove the volume and time restrictions from various banking transactions.

Mobile banking allows the customers to access their banking facility at anytime and anywhere. Customers are able to check their bank statement, get their account details, transferring of money from one account to other account, and easy payment of bills at anytime and anywhere in the world. With the increasing usage of cell phone, especially in India, Mobile banking became very popular because it only requires a digital phone.

Some of the features of Mobile banking services include:

- Mobile Check Deposit.
- Advanced Security& Fraud Alerts.
- Bill payments.
- CORE Banking Features.
- Bank Account Management.

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- QR Code Payments.

Today's Indian Banks are operating in high competition from foreign banks. Now banks are offering various economical services because it is the one of the way to attract and retain customers. These days, Banking Industry is going through various changes because the accessibility and operation of different channels. Technology performs an important role in the growth of different channels and communication between customers and banks. Today's banking occurs more and more in online and financial institutions carryout their services through various electronic channels and traditional branch network started to decline.

The massive progress in technology and the assertive imbue of information technology had brought out ideal transfer in banking transactions. Technology became an increasingly key element in the aggressive terrain of the financial industry. The current developments have generated a new system concept and service conditions.

Technology has modified the habit of selling and buying commercial services. One of the most elemental changes in the financial services is the movement of customers from classical banking to modern banking. It is the progress regarding the usage of auto electronic delivery channels like Internet, telephone, private banking through mobile phones etc. Internet banking is an important type of information system which allows uses to do banking activities by the innovative method of the Internet.

The banking industry in Kerala is faced by the unparalleled competition from non-informal financial banking institutions, which offers more and more of financial and banking services through Internet. The restructuring of the banking industry had disclosed innovative technologies, which enables new competitors to enter into the financial services market rapidly and logically. The internet is transforming the banking industry to perform the business operation through online banking. Online banking provides individualized services through web crawler. Online banking includes the usage of internet for the conveyance of banking products & services. Online banking also provides various benefits to customers such as accessing the accounts at any time and at any place with least cost.

The introduction of the internet has an important influence on the dispersal of mobile Banking. With the support of Internet and Mobile, banking can be done at any geography

location. Consumers are able to access their accounts 24 hours day-to-day and seven days in a week. Hence, Mobile banking provides various benefits to the banks and to their customers. One of the main advantage of banks that goes through online is the possible savings rather than the traditional banking. Mobile banking is really useful for the customers because of the reduction in costs, time, quick response to complaints, improved service etc. which makes banking transactions easier. This project highlights the customer preference towards the Mobile banking services in Munnar, with special reference to YONO App.

Banking is focused on customer, which means that the customer is the focal point and customer service is a separate element. The traditional banking functions are very limited. The Economic reforms started by the Government of India in 1990s have brought changes in the operational environment of the financial sector and the working of Indian banks. The customer look forward to various services with various speedy and economic delivery modes.

The modernistic World Bank is entirely based on mechanization linked with the Internet. Mobile banking contributes new opportunities for banks to amplify the markets and services which is not limited to local level. The mobile banking transformation provides serenity and changeability in banking operations for the benefit of customers. Mobile banking had eliminated limited-time banking and local area operation. Because of the wide range benefits of Mobile banking, many of the customer choose for mobile banking services. This study provides an opportunity to analyze the preference for mobile banking among the various customer categories.

1.2 STATEMENT OF PROBLEM

The project is about the customer perception towards mobile banking services with special reference to Yono App of SBI. The bank needs to know what are the requirements of the customers and want to find the ways to improve their services. The bank should find more ways to adopt their services. Most of the customers are not preferring online banking because they don't believe in the system in internet. Also there are other situations like online fraud cases and also customers don't get any help from bank while doing the transactions through online. This study is conducted to find out various problems faced by customers while using Yono App- please summarise

1.3 OBJECTIVES OF THE STUDY

The study was aimed at meeting the following objectives:

- To analyse the factors that affect the satisfaction level of customers using SBI YONO App.
- To evaluate the association between demographic variables and the factors influencing satisfaction.
- To find out the frequency of accessing SBI YONO App.
- To examine the purpose of using SBI YONO App.
- To know the apps used by customers other than SBI YONO App.
- To understand the influencing factors for creating awareness about SBI YONO App.

1.4 HYPOTHESES OF THE STUDY

H01**:** There is no significant association with gender of respondents and satisfaction of YONO app.

H02: There is no significant association between gender of respondents and factors.

H03: There is no association between factors affecting satisfaction and age of respondents.

H04: There is no association between factors affecting satisfaction and educational qualification of respondents.

H05: There is no association between factors affecting satisfaction and occupation of respondents.

H06: There is no association between factors and Annual Income of respondents.

1.5 SCOPE OF THE STUDY

The complete research is based on analysing the preference for Mobile Banking Service (SBI Yono App) among several customers of State Bank of India, Munnar. The customers are in the B2C market and the research contains a Demographic Study in which individuals from several classes/age groups/occupations are chosen and their preference for using the SBI Yono App is examined to find out the satisfaction level and problems

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associated to the usage of the App. The study helps to understand the perceived usefulness, security, problems etc. associated to the App's usage and what are the other reasons affecting the preference of Mobile Banking Services amongst the customers. The study helps the banks to understand the preference of customers for using their app and in what all ways they can improve or create more strategies to retain their customers and make them happy. Thus, the scope of the study is limited to the State Bank of India customers of Munnar Main Branch only. Thus the study conducted is likely to elucidate on the preference for mobile banking among the various customer categories.

1.6 SIGNIFICANCE OF THE STUDY

Digital India Campaigns and demonetization are the main steps taken by government for the last few years. Both government and private companies make so many initiatives to make India as cashless economy. YONO is one of the major digital payment platforms which was introduced by SBI. A nation can achieve cashless economy only by introducing more number of digital products but there should be proper utilisation to achieve it. This study is undertaken to know the preference for Mobile banking services of State Bank of India with special reference to the SBI Yono App between various customer group in the Idukki District of Kerala. The study helps to understand the factors for creating awareness about the app, purposes of its usage, frequency of its usage etc. and also the other factors affecting the satisfaction of Mobile Banking services amongst the customers. This also helps the company to understand where they want to give more attention and what all are the ways to increase their services wherever required and also how to invite new customers and to hold the old customers.

1.7 METHODOLOGY

The study is descriptive and analytical in nature, with the goal of describing consumer's perception towards mobile banking with special reference to SBI Yono App.

● **Normality and Reliability test**

 K-S test was done to check the normality and the results shows that data are found to be not normal. Since the data was normal, non-parametric test like Mann-Whitney, Wilcoxon Signed Rank Test and Kruskal-Wallis H Test were used. In the case of Reliability test, Cronbach's

Alpha test was used and found that the alpha coefficient for the 6 items are .861, suggesting that the items have relatively high internal consistency. If the score was less than .07, there is no internal consistency.

- **Sampling plan**

Customers who use SBI YONO App were taken as samples.

Convenience sampling is used for collecting data. The universe of the study consists of the customers of SBI in Munnar using YONO App.

To obtain the relevant information, a sample of 125 respondents are chosen

- **Data collection**

Primary sources were used to generate data. The primary data were collected using a structured questionnaire. Secondary data for the review of literature and theoretical background of the study were collected from articles, journals, internet sources.

- **Data analysis**

The collected data were analyzed with the help of SPSS. For data analysis, a variety of statistical methods were applied. Following statistical methods were used for data analysis:

1. Wilcoxon Signed Rank Test

   The Wilcoxon Signed Rank Test is a non-parametric statistical hypothesis test that is used to determine whether two related samples, matched samples or repeated measurement on a single sample have different population mean ranks.
   Wilcoxon Signed Rank Test Formula,

$$W = \sum_{i=1}^{Nr}[sgn(x2, i - x1, i).Ri]$$

Where W = test statistic.

Nr = sample size

Sgn = sign function

x1,i, x2,i = corresponding ranked pairs from two distributions

Ri = rank i

The purpose of this test is to see if two or more sets of pairs are statistically significant different from one other.

2. The Kruskal-Wallis H Test

The Kruskal-Wallis H Test is a rank based non-parametric test that can be used to determine if there is any statistically significant difference between two or more group of an independent variable on a continuous or ordinal dependent variable.

Formula,

$$H = \frac{12}{n(n+1)} \sum \frac{Ri}{ni} - 3(n+1)$$

Where, n is number of samples

Ri is sum of the rank assigned to ni observations in the ith sample.

ni is the number of observations in the ith sample.

To find out the difference the p value obtained is compared with 5% significance level.

3. Mann-Whitney U Test

The Mann-Whitney U Test is used to examine difference between two independent groups when the dependent variable is ordinal or continuous but not normally distributed.

Mann-Whitney U Test Formula,

$$U1 = \frac{R1 - n1 (n1 + 1)}{2}$$

$$\mathbf{OR}$$

$$U1 = \frac{R2 - n2 (n2 + 1)}{2}$$

Where R is the sum of ranks in the sample.

n is the number of items in the sample.

If the p value obtained from Mann-Whitney U Test is less than 0.05, the null hypothesis can be rejected.

- **Data presentation**

  For better understanding and analysis, the data acquired through the questionnaire was organised and arranged in a tabular format. Data collected are properly presented

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through tables, bar diagrams and pie- charts, thereby making it easy to draw inferences.

1.8 LIMITATIONS

● Some of the respondents were reluctant in sharing information due to privacy.
● Lack of time leads to least attention in all sections.
● Only a small size of sample was chosen.
● The study explores the influence of five factors to use SBI YONO App.
● Responses were taken only from the customers of SBI YONO App.
● The area of study was limited to Munnar town only.

1.9 CHAPTERISATION

CHAPTER 1: Introduction
The first chapter deals with the introduction and research design which includes research problems, significance of the study, scope of the study, methodology, objectives, sampling plan, hypotheses, keywords, data collection and analysis, chapterisation and limitations of the study.

CHAPTER 2: Review of Literature
This chapter is related with the review of earlier studies related to consumer's perception towards mobile banking services.

CHAPTER 3: Theoretical Framework
The third chapter is a discussion on theoretical background of the study.

CHAPTER 4: Data Analysis and Interpretation
This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretation.

CHAPTER 5: Findings, Suggestions and Conclusion
This is a conclusion chapter which contains summary of study, findings of the study and recommendations.

1.10 KEYWORDS

Digital Banking Platforms: Digital banking platforms digitize operations of banking, facilitate customer interactions digitally. It eliminates customer's need to

visit a branch.

Perceived usefulness: It is the degree to which a person believes that using a particular system would enhance his or her job performance.

Perceived service quality: It is the customer's judgement about the extent to which a website facilitates efficient and effective shopping, purchase and delivery of products and services.

Error- free system: This is a system where there are no errors or omissions in the description of the phenomenon and the process used to produce the information presented was selected and applied without errors in the process.

IMPS: India's Immediate Payment Service: IMPS is a money transfer service managed by the National Payments Corporation of India. IMPS is quite safe and secure mode of payment and allows instant payments.

FPII: Faster Payments Innovation Index: This system creates a comparative rating system where diverse payments schemes around the world could be compared and contrasted.

Machine Learning: It is the capability of a machine to imitate intelligent human behaviour. It is a subset of Artificial Intelligence (AI).

CHAPTER 2
REVIEW OF LITREATURE

2.1 LITERATURE REVIEW

 A literature review is the summary of previous research on a topic. The main purpose of literature review is to gain knowledge and understanding the existing research and debates that are essential for a particular topic or area of study, and to present the knowledge in the form of a return report. While doing a literature review, it helps to gain knowledge.

Gerrard and Cunningham (2003) identified many dominant factors to make sure that the e-banking is successful, which means that using various features which are accessible on the web site can meet the user's needs because of innovation. Therefore, setting up of interactive loan calculators, exchange rate converters, and mortgage calculators on the web sites will make the users and non-users more consciousness and make them to look into bank's web site.

Boateng and Molla (2006) pointed out that the operational constraints of internet banking are directly related to the customer location, the necessity to retain customer fulfilment and the abilities of the Bank's key software are the important factors which lead the customers to decide whether to enter into electronic banking services or not and also prompting the usage experience and which affects the satisfaction level.

Harris (2007) detected that Electronic Bankingis flattering a "Essential to Take" facility. Internet Banking is unique utmost to modern technical innovations, that is a common need for every individual. Internet is an intermediate used for providing banking facilities. Nowadays, banking is not restricted to offices, somewhere an individual drive towards the bank used for withdrawing the cash, for a statement of account request etc. A query or transaction can be able to be held through online at any time by Internet Banking. Advantages of internet banking consists of speedy and accessibility, cost-effective, and rigidity etc.

Singal and Padhmanabhan (2008) stated that the main reasons that are answerable for electronic banking depends upon the respondent's perception on different internet applications and also internet banking is becoming more popular because of the accessibility and flexibility. It also offers the outline of the reasons which are taken to measure the electronic banking perception.

Shah et al (2009) states that it is relevant to conduct study on why commercial customer adopt internet banking. They studied the relationship among internet banking depends on six factors such as awareness, ease of use, security, cost, reluctance to change and accessibility. They determined that awareness, security, cost, accessibility are really important for adopting internet banking. Ease of use and reluctant to change are not important for adopting internet banking.

Kim et al (2009) aimed to research the instruments that are related to the primary development of people's belief in internet banking and their perception to practice the internet banking. By keeping the goal in mind, four types of trust- inducing forces were tested: institutional offering, cognition, personality and firm characteristics. Finally, they learned that the institutional offering, cognition and personality have an important influence on primary belief in mobile banking. However, the firm features on mobile banking adaptation were not considered.

Laukkanen and Kiviniemi (2010) observed that there are five adoption obstacles that affect the information and guidance which are offered by the bank and the information and guidance have important effect on perceived functional usability offered by the bank and also they create a significant role in increasing the positive image in relation to innovation.

Koening- Lewis et al (2010) states that comparability, perceived usefulness and risk are the major indicators for the adoption of mobile banking services. Moreover, it was found that comparability is an essential precursor for ease of use, perceived usefulness and credibility. However, trust and credibility are critical to cut off the whole perceived risk in mobile banking.

Dixit and Dattaa (2010) describes the perceived service quality dimensions of self- service technology and the influence of perceived service quality dimensions concerning customer satisfaction level in internet banking. Statistical analysis, descriptive statistics and correlation were used to know the perceived service quality of internet banking and level of satisfaction between customers in India. The study concluded that many reasons like perceived value, perceived service quality, customer satisfaction and their loyalty have an important influence on a customer's adoption of internet banking.

Mahdi and Mehdad (2010) The commercial service area has been a key evolution in the twenty-first century because of the speedy technical developments which are known as e-improvements. All features of commercial intermediation and commercial markets, containing e-finance, e-money, electronic banking (e-banking), e-broking, e-insurance, e-exchange, and even e-supervision, have been exaggerated by those alterations. The new Information Technology (IT) is quickly flattering the most important aspects in the future expansion of banks, prompting marketing and profit making approaches at commercial organizations. The implementation of e-banking as the way of distribution for commercial facilities is increasing because of speedy expansions in IT and penetrating rivalry in the financial transactions.

Omar; Sultan (2011) states that the upcoming progress of the banking sector is influenced by how well the banks adopt technology and communication. Customers choose Online Banking services rather than branch banking because of consistency, accessibility, rapidity, security, cost-effective, customer-friendly system, and error-free system.

Kokkosas (2011) states that internet banking tries to find something other than banking by "bricks and mortar" and it gets an understanding of the pros and cons of doing online. Most of the traditional banks suggest some online services to the customers, but the most economical choices are internet only banks, which mainly operate online. Customers will get the same services online as traditional banks do like checking and savings accounts, CDs and other financial products and services. Customers who prefer to pay low fees for those who are interested in paying lower fees for superior customer service, internet banking is the best option.

Goyal and Goyal (2012) studied an analysis regarding the differences in risk perceptions between bank customers, those who are using internet banking and those who are not using internet banking. The study indicated that the risk perceptions in terms of financial, psychological and safety risks among customers who are not using the internet was more meaningful than those who are using internet banking. Customers who do not prefer to use internet banking believe that they will be cheated while using the service and they are very careful about high risk expectations during money transfers from and between accounts. Nowadays, most of the private and foreign banks are making the customers do transactions through internet banking.

Giuseppe Tardivo, Milena Viassone, and Glan Luigi Gola (2014) have mentioned a study on "Young Customers' perception of the excellence of M-banking Services". The study generally emphases on the dispersion of Mobile banking between the general public and their gratification concerning Mobile banking. The research study shows customer satisfaction by the public concerning Mobile banking facilities that usually arise from consistency and the chance of valid time accessible by these facilities.

The study of **Jones (2015)** shows that the Mobile Banking comprises several beneficial facilities like fund transfer and bill payments, etc. Moreover, the customer's behavior can be affected by Mobile Banking. Several applications of Mobile phones let the customers sort out bank transactions while at home itself. Even a money transfer or balance enquiry can be done by a customer itself. These kinds of banking amenities influence customers to use mobile banking services. Using mobile phones, customers can complete their banking transactions by saving time and cost.

Kumar; Saxena (2020) have conducted many studies to understand the perception, satisfaction, and preference for using Digital Banking products and services. From all these studies, they recommended that Digital Banking needed to be studied for many years to know the ups and downs which are executed by banks.

Singh (2017) specified that most of the consumers in the world started to use the technology and get used to the system. Also the uneducated people didn't move with the technology because for the uneducated people it was really to operate the system.

MrinalPhalle (2019) found that around 70% of people have a positive perception and preference towards mobile banking services & they are satisfied with mobile banking. The demographic factor not including education had some influence on digital payment adoption was also found.Customer who use digital services started to accept the new change was also found through the study.

AnkitaPathak and Sunil Mishra (2019) have submitted a study on "Consumer Behaviour and Attitude towards Mobile Banking: An Empirical Analysis". The attitude and consumer awareness towards the use of mobile banking services was evaluated in the study. The

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facilities like ease to use, usefulness and convenience made people to adopt mobile banking services are shown through this research study. Mindset of the customers are changing day by day because of the changes in technology adopted by the banks.

Jagannathan (2020) states that due to the increased diffusion of internet connectivity and smartphones, the number of digital wallet users have also increased. Digital wallets are becoming popular among consumers. Digital wallets are most popular among young generations such as students and employees.

Kumar;Saxena (2020) have conducted many studies to understand the perception, satisfaction, and preference for using Digital Banking products and services. From all these studies, they recommended that Digital Banking needed to be studied for many years to know the ups and downs which are executed by banks.

Most of the authors conducted the study to understand the perception, satisfaction and preferences for using Digital Banking products and services. They concluded that many of the customers prefer digital banking because of the error- free system, rapidity, security, accessibility, credibility, cognition etc. Goyal and Goyal(2012) stated that customers do not prefer to use digital banking because they believe that they will be cheated while using the service and there is high risk while making a money transfer.

In this study, six factors such as perceived usefulness, social influence, variety of services, perceived ease of use, perceived credibility and mobility were studied to understand the factors influencing customer satisfaction.

CHAPTER 3
THEORATICAL FRAMEWORK

3.1 INDUSTRY PROFILE

The Banking Companies Act of 1949 defines banking as accepting for lending or investment of depositing money from the public, repayable on demand or otherwise and withdrawable by cheque draft or otherwise. Mobilizing the deposits from households across the country and making use of these funds for investment, by way of lending or buying securities are the main roles of banks. The banking industry became a basic part of any country's financial growth and it is serious for the economic welfare of people, commercial, countries, and the whole world.

A bank is a financial institution that are responsible for financial transactions and other financial facilities for the customers. Banks play an important role in the worldwide economies and they are the subset of financial services. The main player in stimulating economic growth are banks. Banking is an essential activity. The capital which are controlled by banks permits the economies to grow and develop. Banks act as an intermediary among the suppliers of funds and users of funds in which Businesses and Governments want money to function.

India's banking sector is appropriately capitalized and well-regulated. The economic and commercial environments in the nation are greater than any other country in the world. The studies in relation to Credit, market, and liquidity risk advocate that the Indian banks are commonly irrepressible and have a clear idea about the total decline well.

In recent times, the roll-out of advanced banking representations such as payments and small finance banks has been observed by the Indian banking industry. RBI's different procedures will help in the reformation of the national banking industry. The online payment system in India has progressed in 25 countries with India's Immediate Payment Service (IMPS) as it is the only system in the Faster Payments Innovation Index (FPII).

The Indian Banking system consists of 12 public sector banks, 22 private sector banks, 46foreign banks, 56 regional rural banks, 1485 urban Co-operative banks and 96,000 rural co-operative banks. As of January 2022, the total number of ATMs in India increased to 255 thousand.

3.2 HISTORY OF BANKING INDUSTRY

The Banking sector in India has seen a lot of transitions and changes over the centuries. It can be broadly categorized into 3 sub-parts that are:

1. Pre-Independence (Before 1947)
2. II Phase (1947 to 1991)
3. III Phase (1991 and beyond)

Banking during Pre-Independence (1770-1947)

There were relatively few banks well-known during the time. The Banking System in India commenced with the establishment of the Bank of Hindustan in 1770 but was stopped operating by 1832. Throughout the period, over 600 banks were established. But very few were able to be successful.

This phase also beheld the coalition of the 3 major Banks – Bank of Bengal, Bank of Madras and Bank of Bombay established by the East India Company. They together integrated and made the Imperial Bank. This was taken over by the SBI (State Bank of India) in 1955.

Other Banks that were established during this time were – Allahabad Bank (est. 1865), Punjab National Bank (est. 1894), Bank of India (est. 1906), Bank of Baroda (est.1908), and Central Bank of India (est.1911).

After the Pre-Independence period was the Post-Independence period which witnessed some most important changes in the banking industry and has to date developed a lot.

II Phase of Indian Banking – Banking Post Independence (1947-1991)

The Government – after Indian Independence, decided to make the Banks public because all the major banks were led privately which was a cause of concern as people in the rural areas still turned to money lenders for assistance.

Under the Banking Regulation Act, 1949, these banks were nationalized and the Reserve Bank of India was nationalized in 1949. In 1980, 6 other banks were also nationalized. After that, seven subsidiaries of SBI were nationalized in 1959. All these banks were later combined with the State Bank of India in 2017, except for the State Bank of Saurashtra, which was combined in 2008. State Bank of Indore was combined in 2010.

III Phase of Indian Banking (1991 to beyond)

To provide stability and profitability to the Nationalized Public Sector Banks, the Government decided to set up a committee under the leadership of Shri. M. Narasimham to accomplish the various developments in the Indian Banking Industry.

The biggest development was the introduction of Private Sector Banks in India, RBI gave licenses to 10 Private Sector Banks to establish themselves in the country. Following this, a majority of Indian citizens had shifted to online or net banking.

3.3 STRUCTURE OF BANKING INDUSTRY

Unique types of banks are progressing to provide several business demands, social needs, and global complexities. Various banking institutions conduct their operations in a different way. But, on the basis of their functions, customers served and products or services offered, we can classify banks as follows:

- Retail Banks
- Commercial Banks
- Investment Banks
- Co-operative banks
- Central Banks
- Specialized banks etc.

3.4 CUSTOMER PROFILES

Banks are enormous and difficult organizations. Their clienteles vary from individuals and institutions, all the way up to the Governments and central banks of entire countries. This industry figures and retains financial connections with a wide variety of customers ranging from individuals to Governments to supply financial products and services. Some of the main classification of banking customers are given below:

- Individual Consumers
- Small Businesses & Traders
- Farmers& Rural Consumers
- Corporates and Corporations
- Banks – Domestic & International

- Governments
- Institutional Investors
- Non-Profit Organizations
- International Clients

3.5 BANKING PRODUCTS & SERVICES

The Banking industry offers numerous services to their customers which includes safeguarding their money and valuables and providing them with several forms of credit loans to meet their various needs like home loans, customer's loans, personal loans etc. Banks also provide additional services like credit, and payment services, like checking accounts, money orders, and cashier's cheques. The banks also offer investment and insurance products. The significant operational activities are stated below:

- Acceptance of Deposits
- Lending of Funds
- Clearing of Cheques
- Remittance of Funds
- Lockers & Safe Deposits
- Bill Payment Services
- Online Banking
- Credit & Debit cards
- Overseas Banking Services
- Wealth Management
- Investment Banking
- Social Objectives

3.6 FUNCTIONS OF THE BANKING INDUSTRY

The Banking Industry is developing quickly. It's estimated that the assets of the 1,000 largest banks are worth almost USD 100 trillion. With the development in the industry, banks are able to have a diverse portfolio of functions. Bank offers several services and offers various products. The following elucidates the significant functions of the Bank:

- Provide security to the savings of customers by safeguarding it.
- Offering interest on the deposits kept with it.
- Control the supply of money and credit.
- Arrange funds to the parties who need them by borrowing from parties who have surplus.
- Encourage public confidence in the working of the financial system
- Increase savings specially and efficiently
- Avoid focusing of financial powers in the hands of a few individuals and institutions.
- Set equal norms and conditions for all types of customers

3.7 BANK'S WORKING MODEL

A bank's working model consists of the following basic steps:

1. Fund Mobilization
2. Planning
3. Operations
   - Compliance Risk Management
   - Service/Product Delivery
4. Performance Monitoring

3.8 RISING TRENDS IN THE BANKING INDUSTRY

Technology has played a prominent role in extending the cause and effect of banking on the Indian commonalities. The industry owes its current shape and size to developing trends like growing customer centricity, from the banks towards customers. This has allowed wider competition and more options for people to choose from. Alternative channels such as Point of Sale (PoS) terminals have digitally transformed the industry to make services mobile-friendly. Government Regulations are supporting the innovation in the industry the effect of which is visible in the following trends:

- Digitization and Digitalization

- Online Mobile Banking
- Unified Payment Interface (UPI)
- Block chain
- Digital-only Banks

3.9 COMPANY PROFILE

State Bank of India (**SBI**) is an international Indian state-owned bank and monetary services constitutional organization in which bank headquartered in Mumbai, Maharashtra. SBI is ranked 221st in the Fortune Global 500 list of major establishments in the world for 2020 and SBI is the 43rd biggest bank in the world. SBI is the largest bank in India having a 25% share of the total loan and deposits market and 23% market share by assets. SBI is the 5th fifth biggest employer in India with almost 250,000 employees. The ironic inheritance and bequest for 200 years endorses SBI as the supreme reliable bank for Indians.

SBI is the major Indian Bank which assists around 45 crore customers by massive system around 22,000 branches, 62617 ATMs/ADWMs, 71,968 BC outlets with not deterred attention for modernization, with 1/4th market share and customer focus, which is an essential principles of the Bank- Facilities, Morals, Graciousness etc.

State Bank of India was merged on 1st July 1955. The Government of India publicly owned the Imperial Bank of India in 1955 with the Reserve Bank of India capturing 60% stake and then the name was transformed to State Bank of India.

In 2017, State Bank of India amalgamated with five of its interconnected banks. They are State Bank of Bikaner and Jaipur, State Bank of Mysore, State Bank of Travancore, State Bank of Hyderabad, and State Bank of Patiala with BharatiyaMahila Bank. In the same itself on 31st March, Government of India detained about 61.23% equity shares in SBI.

Vision Statement of State Bank of India

Be the bank of choice for a transforming India.

Mission Statement of State Bank of India

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Committed to providing simple, responsive and innovative financial solutions.

Values of State Bank of India

Services| Transparency| Ethics| Politeness| Sustainability.

Products and Services

State Bank of India offers banking products and services in India. The company works through Treasury, Corporate/Wholesale Banking, Retail Banking, and Other Banking Operations segments. State Bank of India's main products and services are given below:

• Credit cards

• Mutual Fund Trading

• Demat account

• Consumer banking

• Corporate banking

• Finance and Insurance

• Mortgage loans

• Private banking

• Wealth management and

• Investment banking.

SBI's banking products and services comprises savings accounts, term deposits, and 19 unclaimed deposits/inoperative accounts; personal, car, home, gold, educational, property, and other loans, as well as one-time settlement scheme for micro and small enterprises sector; and mutual funds. The bank also provides insurance products, which includes life insurance, health insurance, and various credit risk insurance, as well as general insurance products, like fire, liability, marine, motor, and travel insurance products. Also SBI offers money transfer services; various cards; and value-added services which consists of education fee collection, branch banking, sovereign gold bonds, credit and debit cards, ATM cum shopping card, mobile banking (SBI YONO) and Internet banking, Demat, pension system, online trading, PAN service agency, cash management, travel card, tax payment, tax savings investments,

direct debit, and safe deposit locker services, as well as distributes capital gain bonds and tax-free bonds. Moreover, banking services consist of normal and premium accounts, and trader smart current accounts; working capital, long term, non-fund based, supply chain, and international finance; mortgage and business loans; and merchant acquiring services. The company had set up 22000 branches and 62617 ATMs/CRMs all over India.

Key Personnel of State Bank of India

The bank is presently led by Mr. Dinesh Kumar Khara (Chairman) and Mr. C. S. Setty, Mr.Swaminathan J, Mr.Ashwini Kumar Tewari, Mr.Alok Kumar Choudhary(MD's). The Board of Directors of State Bank of India includes:

· Dinesh Kumar Khara - Chairman

· C. S. Setty - Managing Director

· Swaminathan J - Managing Director

· Ashwini Kumar Tewari - Managing Director

· Alok Kumar Choudhary - Managing Director

· B. Venugopal - Director

· Ketan S. Vikamsey - Director

· Ganesh Natarajan - Director

· Mrugank M Paranjape - Director

· SanjeevMaheshwari - Director

· Sanjay Malhotra, IAS - Director

· Anil Kumar Sharma – Director

SWOT Analysis of State Bank of India

Strengths

>There are robust sets of wide products and services.

> Major national banks with global existence and robust government support.

> Huge funds and robust management helps to develop ROE and ROA.

> SBI is India's major bank in term deposits, loans, customers and banking outlets.

>Robust business leads to branches with strong routines.

Weakness

>Behaviour of employees at work is similar to Mc Greogor's Theory   X, that results in bad customer service.

>Due to increased bad debts, the profit decreases year by year.

Opportunities

> Scaling up YONO as the preference of customers is changing.

> Leading the digital transformation drive to serve an increasingly digital India.

>Leveraging analytics, AI, Machine Learning

Threats

>Because of the introduction of neo- banks, there are disrupting changes in the banking sector.

>Due to higher provision, profitability will be highly obstructed.

3.10 SBI YONO APP

YONO (**Y**ou **O**nly **N**eed **O**ne) is a unified internet banking that is offered by State Bank of India (SBI) that facilitate various financial and other services to users like flight booking, train booking, bus booking, taxi bookings, online shopping, medical bill payments, online education etc. YONO is accessible as a smart phone for both Android and iOS.

YONO was launched on 24 November 2017. YONO offers conservative mobile banking services like bank account opening, fund transfers, cashless bill payments, and loans. The smartphone app used by users allows them to make ATM withdrawals without using any ATM card. YONO app is a one-stop solution for all banking, lifestyle, insurance, investment and shopping needs. SBI YONO App is a one-stop solution for lifestyle, insurance, banking, investment and shopping needs. Different types of activities can be done through this app like applying for loans, opening a savings account rapidly, shopping online etc. YONO App offers

a wide range of products and services on the move. The app is intended for a combined and continuous experience.

Services offered by SBI YONO App

- IMPS fund transfer: Immediate Payment Service is an immediate inter- bank electronic fund transfer. SBI YONO offers inter-bank fund transfer through smart phones. This service is available 24*7 including bank holidays.
- Close a fixed deposit: For this, login to SBI YONO Account, go to fixed deposit and then select the term deposit option. Click on 'close account prematurely' and select FD account, then state the reasons to close the account. Finally verify the codes and close SBI FD Account.
- Start investments: For this, login to SBI YONO App and go to investment section, then click on invest in mutual fund and finally select the scheme for investment according to your wish.
- Check mortgages, loans: Login to the app and select 'loan section' and select the loan and track the status online
- Book online tickets: For example, if you want to book train ticket; login to SBI YONO App and there will be an option like book train ticket, select it and type the details.
- View bank statements: For this select my accounts and account statements. Click the account for which you want to get the statement and click the option for statement period. Then select the start and end dates and finally click view option and download the statement.
- Utility Bill payments: You are able to pay electricity, telephone, insurance pills etc. through SBI YONO App. For example, if you want to pay electricity bill; login to SBI YONO App and you can find bill payments. Select electricity bill and enter the consumer number and pay the bill.
- Account balance check: You can check the account balance without logging into the app. For this click the check balance in YONO App. Choose User ID & password or MPIN or biometric authentication. After the authentication, balance of all accounts will be linked to the YONO app and check the balance.
- Buy general insurance: Login to SBI YONO App and select insurance page. Then click the policy to buy. To buy health insurance, click health insurance and select the best health insurance.

- Start a deposit: Login to SBI YONO App and click on deposits and select 'My deposits' and select the type of deposit that you want to start.
- Recharge prepaid mobile/ DTH: Login to SBI YONO App and click bill payments. Select 'top-up recharge' and enter the details such as mobile number, recharge amount etc. and click proceed to recharge.
- Manage/ change account details etc: Login to SBI YONO App and select 'My Profile' and click on' Quick Contact and click the blue coloured edit icon and generate OTP. Enter the OTP from the registered mobile number and make corrections and click on submit.

Steps to Download SBI YONO App

Follow the steps that are given below to download and use SBI YONO App on your smartphone:

＊ Download the app from Play store and install it on your smartphone.

＊ When you open the app, you can see three different tabs.

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

For a New Customer:

- Open the New Digital Account tab if you are a new customer of SBI. It will permit you to open a digital account. The only thing is you should have a PAN card and an Aadhar Card.
- Once the account is open, you can find several shopping deals. You are able to acquire many financial products such as credit cards, insurance and other investment products.

For Existing Customers:

- You can use internet banking authorization for first time login and registration on YONO only if you are an existing customer. If you don't have internet banking authorization, you can make a short-term internet banking password by using a debit card.

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- When you login into the account, you can find shopping deals and other products from YONO.

Key Features and Benefits of SBI YONO App

- Instant Account Opening

- Complete paperless transactions

- Unified App for Lifestyle Expense and   Banking

- Fund transfer via UPI

- Smart spending – spend analysis

- Pre-Approved personal loan on the move

- An instant account opening from anywhere

- You can get exclusive discount offers and special deals on the move

- Purchase all financial products from a single app

- Transfer funds in just four clicks.

- Get overdraft facility against fixed deposit

- Benefit from intelligent spend analyser

Steps to Withdraw Money from SBI ATM Using YONO App

1. The first step is to go to a nearby ATM or YONO Cashpoint.

2. Log in to the YONO App using the MPIN or User ID and password.

3. Click the YONO Pay option.

4. Choose YONO Cash.

5. Request for cash withdrawal.

6. Now you will get a 6-digit verification number, valid for 30 minutes.

7. At the ATM or cash point, choose 'Cashless Withdrawal'

8. Use the verification number that you got as your PIN. You have to enter your YONO app PIN.

Steps to Send Money Using YONO App

1. Log in to the SBI YONO app.

2. Go to the home screen and select the 'Fund Transfer' option.

3. Select beneficiary, enter details and transaction amount.

4. Authenticate the transaction using MPIN.

Steps to Link SBI Credit Card to YONO App

1. Log in to the SBI YONO app and go to the credit card section

2. Click 'Link SBI Credit Card'.

3. Key in username and password and click 'Send OTP'

4. Enter OTP. Now you have linked your SBI credit card with SBI YONO

How can I register YONO in SBI?

1. Click on the "Register" that will enable you to forward to SBI Cards website.

2. Next, enter your SBI card no, CVV no. &amp, Date of Birth

3. The One Time Password (OTP) will be sent to your registered mobile number.

4. Enter the OTP correctly to the user id &amp, password and complete the registration process.

Limitations of SBI YONO App

- Combination with Social Login/Media is missing.

- The app is slow and takes time to load.

- Back button/function is missing and it always asks to exit from the app.

To conclude, SBI allows all account holders to withdraw cash from ATMs without using a debit card. This is possible through SBI YONO App. With a single app, the app allows the users to manage all money transactions. With the help of this app, you can apply for an SBI card. For this, you have to login to 'SBI Credit Card'. Then click browse cards to opt the card that you want to apply for. If you want to pay a credit card bill, it is done by going to the 'My

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Credit Cards' page. To delink the card which is linked in the app, it is done using 'D Link SBI Credit Card' option. There is also an option to link the same card again using the app. You are able to earn reward points on the cards. The reward points are calculated by the number of transactions made in a particular card and the type of card the account holder holds.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

Analysing the data is very important in research because it helps to study the data in a simple manner and more accurately. In data analysis, datas are analysed in various formats. By analysing the data, it helps to clean and transform all the data into a consistent form so it can be studied effectively.

Profile of the Sample

The table 4.1 shows the demographic data collected from the respondents for the study.

Table 4.1 Profile of the Sample

Variable	Category	Count	%
Gender	Male	38	30.4
	Female	87	69.6
	Total	125	100
Age	18-24	89	71.2
	25-34	29	23.2
	35-44	3	2.4
	45-54	2	1.6
	Above 54	2	1.6
	Total	125	100
Annual Income	Below 250000	68	54.4
	250000-500000	31	24.8
	500000-1000000	9	7.2
	Above 1000000	17	13.6
	Total	125	100
Occupation	Student	70	56
	Private	28	22.4
	Business	10	8
	Government	8	6.4

	Others	9	7.2
	Total	125	100
Education	10/12 Equivalent	7	5.6
	Degree/Diploma	43	34.4
	PG and above	73	58.4
	Others	2	1.6
	Total	125	100
Source: Primary Data			

The table shows that 69.6 % of the total respondents were female and 30.4 % of the respondents were male. Majority of the respondents belong to 18-24 age category. 23.2 % of respondents belong to the age group of 25 - 34. Only 1.6 % of respondents are above 54. Out of 125 respondents 43 are graduates and 73 respondents come under the category PG and above. Only 7 respondents belong to 10/12 Equivalent and only 1.6% belong to other categories. Majority of respondents are students .22.4 % of the respondents are employed in the private sector. 6.4% of the respondents are employed in the public sector and 8% of respondents are doing business. 9% of the respondents belong to other categories. 54.4% of the respondents have annual income up to 2.5 lakhs. 24.8% of the respondents are belonging to the income group of 2.5 lakhs - 5 lakhs. 13.6% of the respondents are belonging to the income of above 10 lakhs

4.1 Gender and Payment Method used

Gender of respondents and the payment method used by them are given in the table 4.2

Table 4.2 Gender and Payment method

		GENDER		Total
		Female	Male	
Payment Method	Cash	15	2	17
	Cash, Debit/Credit Card	16	2	18
	Cash, Debit/Credit Card, Digital Banking	11	3	14
	Cash, Debit/Credit Card, Digital Banking, Others	3	2	5
	Cash, Debit/Credit Card, Others	1	0	1
	Cash, Digital Banking	6	1	7
	Debit/Credit Card	11	3	14
	Debit/Credit Card, Digital Banking	7	8	15
	Debit/Credit Card, Others	1	0	1
	Digital Banking	15	17	32
	Others	1	0	1
Total		87	38	125

The table 4.2 shows the various payment method used by the respondents. From the above table it can be understood that 17 respondents only use cash as a payment method, in that too 15 are female. 32 respondents use digital banking only. Among that male category use digital banking as a payment method more. And the rest do cash payments, card payments and digital banking. From the table it can be understood that most of the people are using digital banking and card payments as a payment method.

4.1.1 Gender and Medium of awareness about SBI YONO App

Gender of respondents and the medium of awareness about SBI YONO app are given in the table 4.3

Table 4.3 Gender and Medium of Awareness

		GENDER		Total	%
		Female	Male		
Medium of awareness about SBI YONO App	Directly from bank	24	11	35	28
	Directly from bank, Friends or Family	1	2	3	2.4
	Directly from bank, Friends or Family, Internet	6	0	6	4.8
	Directly from bank, Friends or Family, Internet, Mass media (Television, Radio, Newspaper)	0	1	1	.8
	Directly from bank, Friends or Family, Mass media (Television, Radio, Newspaper)	1	0	1	.8
	Directly from bank, Internet	7	4	11	8.8

Directly from bank, Internet, Mass media (Television, Radio, Newspaper)	0	1	1	.8
Directly from bank, Others	1	0	1	.8
Friends or Family	19	7	26	20.8
Friends or Family, Internet	10	2	12	9.6
Friends or Family, Internet, Mass media (Television, Radio, Newspaper)	1	0	1	.8
Friends or Family, Mass media (Television, Radio, Newspaper)	1	0	1	.8
I don't use YONO app.	1	0	1	.8
Internet	8	5	13	10.4
Internet, Mass media (Television, Radio, Newspaper)	2	2	4	3.2
Mass media (Television, Radio, Newspaper)	4	2	6	4.8
Others	1	1	2	1.6
Total	87	38	125	100

Source: Primary Data

From the table above it can be concluded that the majority of the respondents became aware about the SBI YONO app through their respective bank Branches. 20.8% of the respondents got information about the YONO app from their family or friends. 9.6% of the respondents gained information from their family and friends as well as the internet. 10% got information

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only from the internet. 1.6% of respondents got information about the app through other means. The respondents who got information about the SBI YONO app through banks and the internet constituted 8.8% of the total respondents. Apart from these people also get information from other mediums such as mass media.

4.1.2 Apps Used other than SBI YONO and their frequency

Table 4.4 Apps used and their frequency

	Frequency	%	Valid Percent	Cumulative Percent
Barclays	1	.8	.8	.8
Bob World	7	5.6	5.6	6.4
Bob World, FedMobile	1	.8	.8	7.2
Canara bank	1	.8	.8	8.0
Csb Mobile+	1	.8	.8	8.8
FedMobile	32	25.6	25.6	34.4
FedMobile, ICICI Mobile Banking	1	.8	.8	35.2
G pay	1	.8	.8	36.0
Google pay	1	.8	.8	36.8
Gpat	1	.8	.8	37.6
Hdfc	1	.8	.8	38.4
Imobile	1	.8	.8	39.2
iMobile Pay ICICI	1	.8	.8	40.0
IndOASIS	1	.8	.8	40.8
Monzo	1	.8	.8	41.6
Nil	4	3.2	3.2	44.8
No	2	1.6	1.6	46.4
No. I don't use yono as well.	1	.8	.8	47.2

None	1	.8	.8	48.0
Nothing	1	.8	.8	48.8
Others (Please specify)	19	15.2	15.2	64.0
Others (Please specify), Citi Bank app	1	.8	.8	64.8
Others (Please specify), Gpay	1	.8	.8	65.6
Others (Please specify), Gpay Bhim	1	.8	.8	66.4
Others (Please specify), HDFC	2	1.6	1.6	68.0
Others (Please specify), Imobile	1	.8	.8	68.8
Others (Please specify), Nil	2	1.6	1.6	70.4
Others (Please specify), Paytm	1	.8	.8	71.2
Phone pe	1	.8	.8	72.0
Phonepay	1	.8	.8	72.8
PNB One	4	3.2	3.2	76.0
PNB One, FedMobile	3	2.4	2.4	78.4
SBI Mirror+	2	1.6	1.6	80.0
SBI Mirror+,	1	.8	.8	80.8

HDFC Lite				
SIB Mirror+	15	12.0	12.0	92.8
SIB Mirror+, Bob World	1	.8	.8	93.6
SIB Mirror+, Bob World, PNB One	1	.8	.8	94.4
SIB Mirror+, FedMobile	5	4.0	4.0	98.4
SIB Mirror+, Kotak bank, imobile	1	.8	.8	99.2
UPI	1	.8	.8	100.0
Total	125	100.0	100.0	

Computed from survey data

From the above table, it can be analysed that the majority of respondents (32%) use FED mobile app other than YONO banking app. SIB mirror app is another frequently used app by the respondents, some respondents gave importance to payment Apps like G pay, Phone pay etc. Small fraction of people don't use any of the payment app Listed above. This information is shown as a pie diagram below
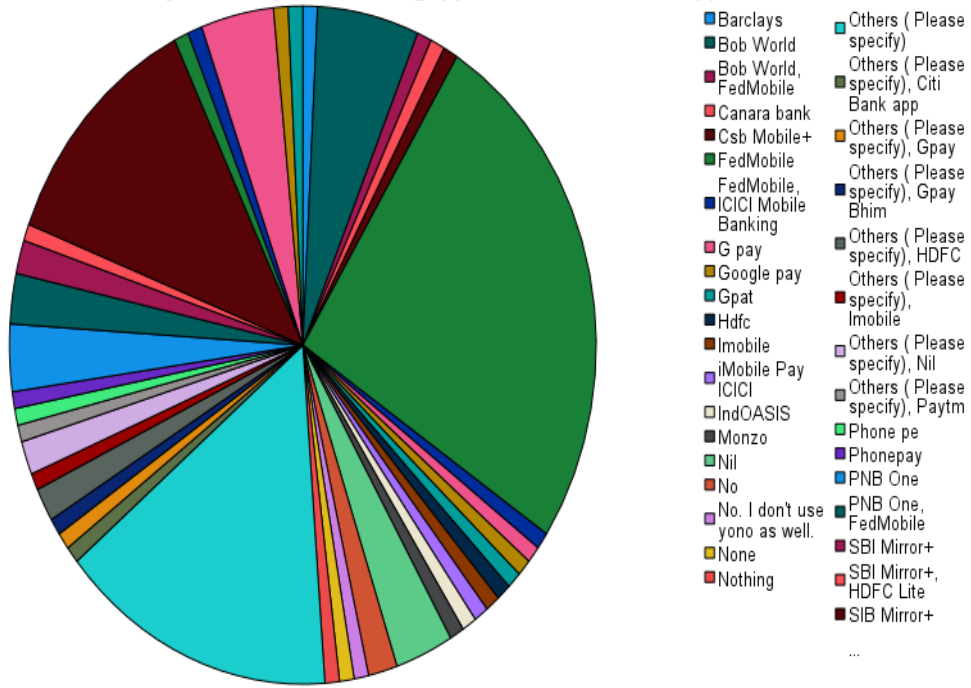
Figure 4.1 Payment Apps Used by respondents

4.1.3 Purpose of Using YONO app

Table 4.5 Purpose of using SBI YONO App

	Frequency	%	Valid Percent	Cumulative Percent
Fund Transfer	27	21.6	21.6	21.6
Fund Transfer, Loan Application	1	.8	.8	22.4
Fund Transfer, Loan Application, Recharge and other bill payments	1	.8	.8	23.2
Fund Transfer, Loan Application, Statement	5	4.0	4.0	27.2

of balance enquiry				
Fund Transfer, Loan Application, Statement of balance enquiry, Recharge and other bill payments	1	.8	.8	28.0
Fund Transfer, Loan Application, Statement of balance enquiry, Utility Payments	1	.8	.8	28.8
Fund Transfer, Loan Application, Statement of balance enquiry, Utility Payments, Recharge and other bill payments, Service request and enquiries	18	14.4	14.4	43.2
Fund Transfer, Recharge and other bill payments	4	3.2	3.2	46.4
Fund Transfer, Recharge and other bill payments, Service request and enquiries	2	1.6	1.6	48.0
Fund Transfer, Service request and enquiries	1	.8	.8	48.8
Fund Transfer, Statement of balance enquiry	13	10.4	10.4	59.2
Fund Transfer, Statement of balance	7	5.6	5.6	64.8

enquiry, Recharge and other bill payments				
Fund Transfer, Statement of balance enquiry, Service request and enquiries	1	.8	.8	65.6
Fund Transfer, Statement of balance enquiry, Utility Payments	1	.8	.8	66.4
Fund Transfer, Statement of balance enquiry, Utility Payments, Recharge and other bill payments	7	5.6	5.6	72.0
Fund Transfer, Statement of balance enquiry, Utility Payments, Recharge and other bill payments, Service request and enquiries	2	1.6	1.6	73.6
Fund Transfer, Utility Payments	2	1.6	1.6	75.2
Fund Transfer, Utility Payments, Recharge and other bill payments	2	1.6	1.6	76.8
Fund Transfer, Utility Payments, Service request and enquiries	1	.8	.8	77.6

Loan Application	2	1.6	1.6	79.2
Loan Application, Statement of balance enquiry, Recharge and other bill payments	1	.8	.8	80.0
Recharge and other bill payments	2	1.6	1.6	81.6
Service request and enquiries	4	3.2	3.2	84.8
Statement of balance enquiry	12	9.6	9.6	94.4
Statement of balance enquiry, Recharge and other bill payments	3	2.4	2.4	96.8
Statement of balance enquiry, Service request and enquiries	2	1.6	1.6	98.4
Utility Payments	1	.8	.8	99.2
Utility Payments, Recharge and other bill payments	1	.8	.8	100.0
Total	125	100.0	100.0	

The table 4.5 shows various purposes for which SBI YONO app is used by respondents. 21.6% of the respondents use YONO app for fund transfer. 14.4% of the respondents use the app for Fund Transfer, Loan Application, Statement of balance enquiry, Utility Payments, Recharge and other bill payments, Service request and enquiries. 13 respondents use SBI YONO for fund Transfer, Statement of balance enquiry. 1.6% of respondents use YONO app for Loan Application and 9.6% use the app only for balance enquiry. Small fractions of

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respondents use YONO App for other purposes such as Utility Payments, Recharge and other bill payments. The same is shown in the pie chart below.
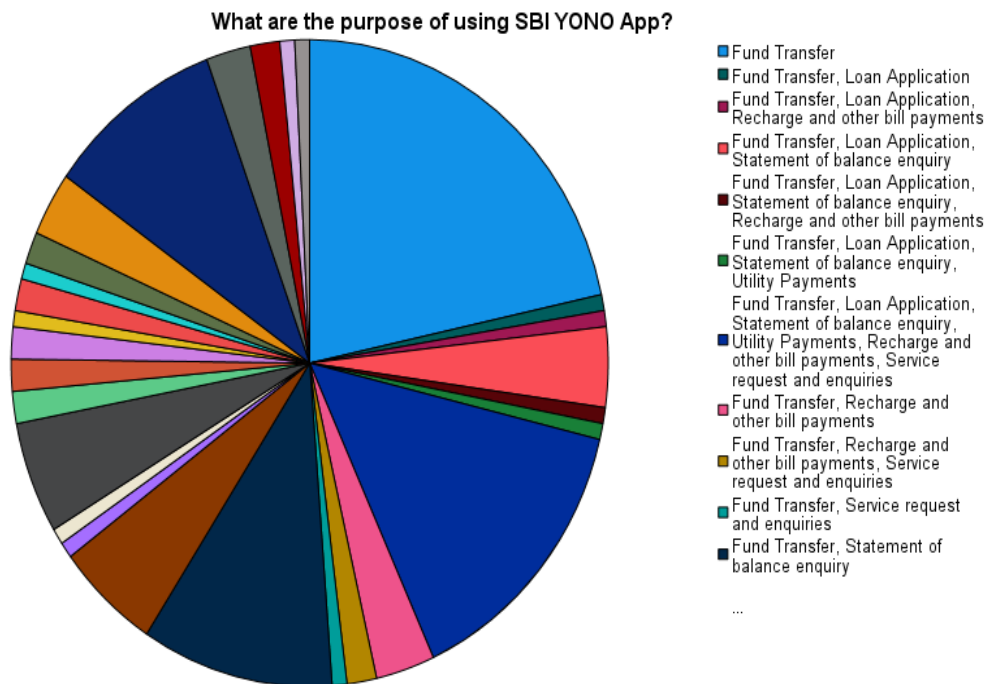
FIGURE 4.2 Purpose of using YONO App

4.1.4 Frequency of access of SBI YONO app

Table 4.6 Frequency of access of SBI YONO app

	Frequency	%	Valid Percent
Less than 5 times	82	65.6	65.6
5- 15 times	34	27.2	27.2
16- 30 times	5	4.0	4.0
More than 30 times	4	3.2	3.2
Total	125	100.0	100.0

Table 4.6 shows that the majority of respondents (65.6%) use YONO app less than 5 times a month. 34 people use YONO app 5-15 times a month and 4 % of people use SBI YONO app

16-30 times and 3.2% use this more than 30 times, the above data is showed in the figure below.
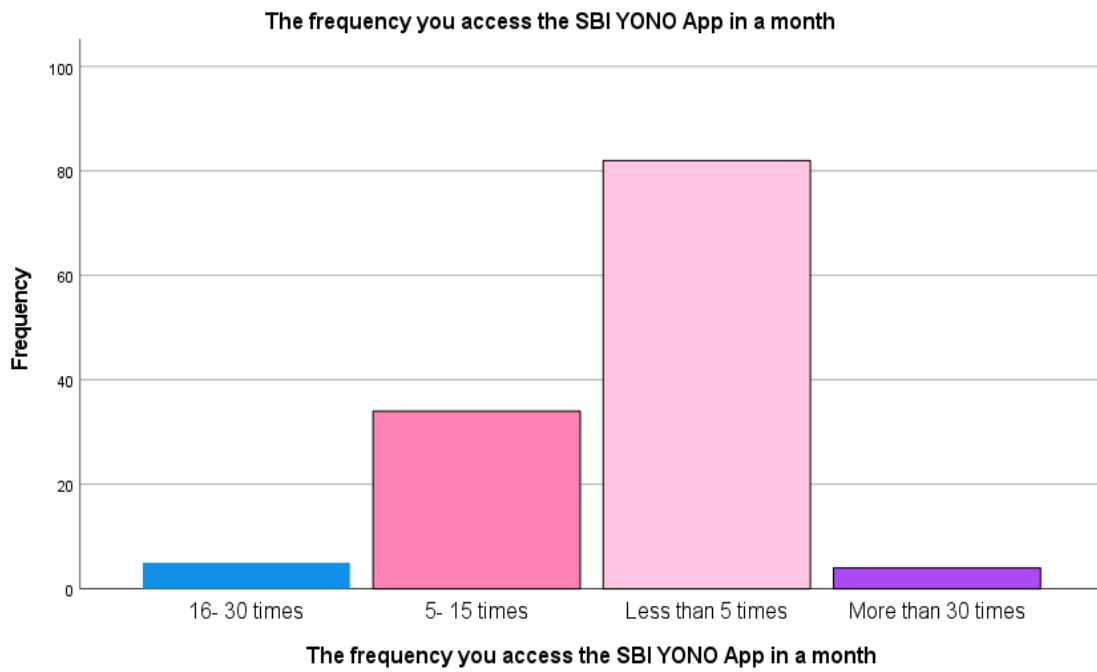
Figure 4.3 Frequency of SBI YONO App Usage

4.2 Satisfaction and Gender

H01: There is no significant association with gender of the respondents and satisfaction of YONO App.

Table 4.7 gender and satisfaction

	GENDER	N	Mean Rank	Sum of Ranks
Satisfactio n YONO	Male	38	64.26	2442.00
	Female	87	62.45	5433.00
	Total	125		

The table above shows the respective ranks obtained for each category of gender with reference to satisfaction of YONO app. From the table it is observed that the satisfaction among male category is having highest mean rank (64.26) has highest mean rank.

TABLE 4.8

	Satisfaction-YONO
Mann-Whitney U	1605.000
Wilcoxon W	5433.000
Z	-.264
Asymp. Sig. (2-tailed)	.792
Computed from Primary Data	

To evaluate the association with gender and satisfaction of YONO app Mann Whitney U test was used. Based on the Mann-Whitney U test, the P value obtained is more than 0.05 (P value >.05). so, it is found to be not statistically significant. Hence, there is no significant association with gender of respondents and satisfaction of YONO app stands accepted.

4.3 Evaluation of association between demographic variables and factors

H02: There is no significant association with gender of respondents and factors

Table 4.9 Gender and Association with Factors

	Gender	N	Mean Rank	Sum of Ranks
Perceived Usefulness	Male	38	57.74	2194.00
	Female	87	65.30	5681.00
	Total	125		
Social Influence	Male	38	51.97	1975.00
	Female	87	67.82	5900.00
	Total	125		
Variety of Services	Male	38	60.20	2287.50
	Female	87	64.22	5587.50
	Total	125		
Perceived Ease of use	Male	38	66.54	2528.50
	Female	87	61.45	5346.50
	Total	125		
Perceived Credibility	Male	38	68.86	2616.50
	Female	87	60.44	5258.50
	Total	125		
Mobility	Male	38	63.79	2424.00
	Female	87	62.66	5451.00
	Total	125		

The table above shows the association between gender and factors affecting satisfaction. From this table it is observed that perceived credibility (68.86) has the highest mean rank and social influence has the lowest mean rank (51.97).

Table 4.10 Evaluation of association between gender and Factors

	Perceived usefulness	Social Influence	Variety of Services	Perceived Easeness	Perceived Credibility	Mobility
Mann-Whitney U	1453.000	1234.000	1546.500	1518.500	1430.500	1623.000
Wilcoxon W	2194.000	1975.000	2287.500	5346.500	5258.500	5451.000
Z	-1.093	-2.268	-.588	-.737	-1.228	-.167
Asymp. Sig. (2-tailed)	.274	.023	.556	.461	.220	.868

Computed from Survey Data

#Mann Whitney U test

To evaluate the association with gender and factors affecting satisfaction Mann Whitney U test was used. Based on the Mann-Whitney U test, the P value obtained for each factor except social Influence is more than 0.05 (P value >.05). Hence social influence found to be statistically significant and other factors are found to be not statistically significant.

H03: There is no association in factors affecting satisfaction and age of respondents

Table 4. 11 Age and Association with Factors			
	AGE	N	Mean Rank
Perceived usefulness	18-24	89	61.20
	25-34	29	63.26

	35-44	3	73.00
	45-54	2	118.00
	Above 54	2	69.50
	Total	125	
Variety of Service	18-24	89	62.47
	25-34	29	63.60
	35-44	3	66.33
	45-54	2	65.75
	Above 54	2	70.00
	Total	125	
Social Influence	18-24	89	61.25
	25-34	29	63.84
	35-44	3	71.67
	45-54	2	98.25
	Above 54	2	80.50
	Total	125	
Perceived Easeness	18-24	89	61.39
	25-34	29	67.50
	35-44	3	43.00
	45-54	2	94.50
	Above 54	2	68.00
	Total	125	
Perceived Credibility	18-24	89	59.01
	25-34	29	69.28

	35-44	3	101.67
	45-54	2	89.00
	Above 54	2	65.75
	Total	125	
Mobility	18-24	89	61.01
	25-34	29	63.31
	35-44	3	82.67
	45-54	2	113.50
	Above 54	2	67.25
	Total	125	

The table above shows the association between age and factors affecting satisfaction. From this table it is observed that perceived usefulness (68.86) has highest mean rank and perceived credibility has lowest mean rank (51.97).

Table 4.12 : Evaluation of association between Age and Factors						
	Perceived usefulness	Variety of Service	Social Influence	Perceived Easiness	Perceived Credibility	Mobility
Kruskal-Wallis H	5.314	.147	2.802	3.216	6.777	5.426
Df	4	4	4	4	4	4
Asymp. Sig.	.257	.997	.591	.522	.148	.246
a. Kruskal Wallis Test						
Computed from survey data						

To evaluate the association with Age and factors affecting satisfaction, Kruskal Wallis Test was used. Based on the Kruskal Wallis Test, the P value obtained for each factors are more than 0.05 (P value >.05). Hence factors are found to be not statistically significant.

H04: There is no association in factors affecting satisfaction and educational qualification of respondents

Table 4.13

	EDUCATIONALQUALIFICATION	N	Mean Rank
Perceived usefulness	10/12 equivalent	7	99.07
	degree/diploma	43	64.36
	Pg and above	71	56.74
	Others	2	68.25
	Total	123	
Variety of Service	10/12 equivalent	7	91.07
	degree/diploma	43	62.98
	Pg and above	71	58.35
	Others	2	68.75
	Total	123	
Social Influence	10/12 equivalent	7	84.50
	degree/diploma	43	61.91
	Pg and above	71	59.36
	Others	2	79.00
	Total	123	
Perceived Easeness	10/12 equivalent	7	100.36
	degree/diploma	43	67.00

	Pg and above	71	55.05
	Others	2	67.00
	Total	123	
Perceived Credibility	10/12 equivalent	7	97.79
	degree/diploma	43	67.60
	Pg and above	71	55.00
	Others	2	64.75
	Total	123	
Mobility	10/12 equivalent	7	99.50
	degree/diploma	43	64.83
	Pg and above	71	56.47
	Others	2	66.25
	Total	123	

The table above shows the association between educational qualification and factors affecting satisfaction. From this table it is observed that perceived Easeness (100.36) has highest mean rank and perceived credibility has lowest mean rank (55)

Table 4. 14						
	Perceived usefulness	Variety of Service	Social Influence	Perceived Easeness	Perceived Credibility	Mobility
Kruskal-Wallis H	9.698	5.818	3.693	12.136	11.449	10.399
Df	3	3	3	3	3	3

Asymp. Sig.	.021	.121	.297	.007	.010	.015
a. Kruskal Wallis Test						
Computed data						

To evaluate the association with educational qualification and factors affecting satisfaction Kruskal Wallis Test was used. Based on the Kruskal Wallis Test, the P value obtained for factors except variety of service and social influence are less than 0.05 (P value <.05). Hence these factors are found to be statistically significant except for variety of services and social influence.

H05: There is no association in factors affecting satisfaction and occupation of respondents

Table 4.15			
	Occupation	N	Mean Rank
Perceived usefulness	Student	70	62.26
	Private	28	57.54
	Business	10	62.35
	Government	8	50.38
	Others	9	97.72
	Total	125	
Variety of Service	Student	70	63.62
	Private	28	58.80
	Business	10	47.80
	Government	8	63.81
	Others	9	87.39
	Total	125	
Social Influence	Student	70	63.84

	Private	28	55.86
	Business	10	61.00
	Government	8	57.88
	Others	9	85.44
	Total	125	
Perceived Easeness	Student	70	58.02
	Private	28	69.70
	Business	10	70.90
	Government	8	41.81
	Others	9	90.94
	Total	125	
Perceived Credibility	Student	70	57.18
	Private	28	63.09
	Business	10	72.50
	Government	8	73.38
	Others	9	88.22
	Total	125	
Mobility	Student	70	59.52
	Private	28	65.66
	Business	10	63.95
	Government	8	54.75
	Others	9	88.06
	Total	125	

The table above shows the association between occupation and factors affecting perception. From this table it is observed that perceived usefulness (97.72) has highest mean rank and variety of service has lowest mean rank (47.80)

Table 4.16

	Perceived usefulness	Variety of Service	Social Influence	Perceived Easeness	Perceived Credibility	Mobility
Kruskal-Wallis H	10.275	6.607	4.851	11.294	7.943	5.911
Df	4	4	4	4	4	4
Asymp. Sig.	.036	.158	.303	.023	.094	.206
a. Kruskal Wallis Test						

Computed from survey data

To evaluate the association with occupation and factors affecting Kruskal Wallis Test was used. Based on the Kruskal Wallis Test, the P value obtained for factors except perceived usefulness and perceived easiness are more than 0.05 (P value >.05). Hence these factors are found not to be statistically significant except perceived usefulness and perceived easiness.

H06: There is no association in factors and Annual Income of respondents

Table 4.17 Annual Income and Factors			
	Annual income	N	Mean Rank
Perceived usefulness	Below 250000	68	70.46
	250000-500000	31	53.55

	500000-1000000	9	61.89
	above 10L	17	50.97
	Total	125	
Variety of Service	Below 250000	68	66.42
	250000-500000	31	58.66
	500000-1000000	9	67.83
	above 10L	17	54.68
	Total	125	
Social Influence	Below 250000	68	68.93
	250000-500000	31	58.81
	500000-1000000	9	64.61
	above 10L	17	46.06
	Total	125	
Perceived Easeness	Below 250000	68	64.26
	250000-500000	31	59.95
	500000-1000000	9	68.44
	above 10L	17	60.65
	Total	125	
Perceived Credibility	Below 250000	68	63.88
	250000-500000	31	55.50
	500000-1000000	9	66.39
	above 10L	17	71.38
	Total	125	
Mobility	Below 250000	68	65.32

	250000-500000	31	54.55
	500000-1000000	9	63.83
	above 10L	17	68.68
	Total	125	

The table above shows the association between Annual income and factors. From this table it is observed that perceived Credibility (71.38) has highest mean rank and perceived usefulness has lowest mean rank (50.97)

Table 4.18 Evaluation of association with Annual Income and factors affecting						
	Perceived usefulness	Variety of Service	Social Influence	Perceived Easeness	Perceived Credibility	Mobility
Kruskal-Wallis H	7.133	2.232	6.075	.600	2.492	2.557
df	3	3	3	3	3	3
Asymp. Sig.	.068	.526	.108	.896	.477	.465
a. Kruskal Wallis Test						

Computed from survey data

To evaluate the association with annual income and factors affecting satisfaction Kruskal Wallis Test was used. Based on the Kruskal Wallis Test, the P value obtained for all factors are more than 0.05 (P value >.05). Hence these factors are found not to be statistically significant.

Correlations

			S	PU	SI	Vs	PE	PC	mobility
S p e	Sat isfa ctio	Correlation Coefficient	1.000	.703**	.491**	.680**	.700**	.710**	.626**

a r m a n ' s r h o	n	Sig. (2-tailed)	.	<.001	<.001	<.001	<.001	<.001	<.001
		N	125	125	125	125	125	125	125
	Perceived Usefulness	Correlation Coefficient	.703**	1.000	.635**	.773**	.699**	.730**	.696**
		Sig. (2-tailed)	<.001	.	<.001	<.001	<.001	<.001	<.001
		N	125	125	125	125	125	125	125
	SI	Correlation Coefficient	.491**	.635**	1.000	.634**	.464**	.480**	.413**
		Sig. (2-tailed)	<.001	<.001	.	<.001	<.001	<.001	<.001
		N	125	125	125	125	125	125	125
	Vs	Correlation Coefficient	.680**	.773**	.634**	1.000	.660**	.697**	.605**
		Sig. (2-tailed)	<.001	<.001	<.001	.	<.001	<.001	<.001
		N	125	125	125	125	125	125	125

Perceived Easiness	Correlation Coefficient	.700**	.699*	.464**	.660*	1.000	.782**	.790*
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.	<.001	<.001
	N	125	125	125	125	125	125	125
Perceived credibility	Correlation Coefficient	.710**	.730*	.480**	.697*	.782*	1.000	.763*
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	.	<.001
	N	125	125	125	125	125	125	125
Mobility	Correlation Coefficient	.626**	.696*	.413**	.605*	.790*	.763**	1.000
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.
	N	125	125	125	125	125	125	125

**. Correlation is significant at the 0.01 level (2-tailed).

To estimate the relationship between satisfaction and factors affecting satisfaction Spearman's test was used. The test results reveal that there is a high positive relationship between the both.

			Statistic	Std. Error
Perceived usefulness	Mean		3.7040	.06546
	95% Confidence Interval for Mean	Lower Bound	3.5744	
		Upper Bound	3.8336	
	5% Trimmed Mean		3.7183	
	Median		3.7500	
	Variance		.536	
	Std. Deviation		.73189	
	Minimum		1.25	
	Maximum		5.00	
	Range		3.75	
	Interquartile Range		1.00	
	Skewness		-.092	.217
	Kurtosis		.295	.430
Social Influence	Mean		3.4060	.08394
	95% Confidence Interval for Mean	Lower Bound	3.2399	
		Upper Bound	3.5721	

	5% Trimmed Mean			3.4294	
	Median			3.5000	
	Variance			.881	
	Std. Deviation			.93846	
	Minimum			1.00	
	Maximum			5.00	
	Range			4.00	
	Interquartile Range			1.00	
	Skewness			-.218	.217
	Kurtosis			-.261	.430
Variety of Services	Mean			3.7173	.06592
	95% Confidence Interval for Mean	Lower Bound		3.5869	
		Upper Bound		3.8478	
	5% Trimmed Mean			3.7459	
	Median			4.0000	
	Variance			.543	
	Std. Deviation			.73696	
	Minimum			1.00	
	Maximum			5.00	
	Range			4.00	
	Interquartile Range			1.00	
	Skewness			-.523	.217

	Kurtosis		1.070	.430
Perceived Easeness	Mean		3.8080	.07346
	95% Confidence Interval for Mean	Lower Bound	3.6626	
		Upper Bound	3.9534	
	5% Trimmed Mean		3.8589	
	Median		4.0000	
	Variance		.675	
	Std. Deviation		.82130	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.708	.217
	Kurtosis		1.147	.430
Perceived_Credibility	Mean		3.8640	.06334
	95% Confidence Interval for Mean	Lower Bound	3.7386	
		Upper Bound	3.9894	
	5% Trimmed Mean		3.8689	
	Median		4.0000	

	Variance		.502	
	Std. Deviation		.70818	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.88	
	Skewness		-.284	.217
	Kurtosis		.912	.430
Mobility	Mean		3.8613	.07136
	95% Confidence Interval for Mean	Lower Bound	3.7201	
		Upper Bound	4.0026	
	5% Trimmed Mean		3.8970	
	Median		4.0000	
	Variance		.637	
	Std. Deviation		.79783	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.33	
	Skewness		-.443	.217
	Kurtosis		.351	.430

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived usefulness	.151	125	<.001	.936	125	<.001
Social Influence	.113	125	<.001	.967	125	.004
Variety of Services	.193	125	<.001	.922	125	<.001
Perceived Easiness	.168	125	<.001	.918	125	<.001
Perceived Credibility	.176	125	<.001	.899	125	<.001
Mobility	.193	125	<.001	.907	125	<.001

a. Lilliefors Significance Correction

Reliability Statistics

Cronbach's Alpha	N of Items
.861	6
Authors Computation	

Test like K-S test was done to check the normality and the results shows that data are found to be not normal. So tests like Mann-Whitney test, Wilcoxon signed rank test were used. In the case of Reliability test, the alpha coefficient for the 6 items are .861, suggesting that the items have relatively high internal consistency. If the score was less than .07, there is no internal consistency.

The null hypothesis for this test is that the data are normally distributed. If the chosen alpha level is 0.05 and the p-value is less than 0.05, then the null hypothesis that the data are normally distributed is rejected. If the p-value is greater than 0.05, then the null hypothesis is not rejected.

CHAPTER 5
FINDINGS, CONCLUSION, SUGGESTIONS

5.1 FINDINGS

 After analyzing the primary data collected by distributing questionnaires to the respondents, following findings were obtained:

- Majority of the respondents belong to the female category which comprises of 69.6 percent.
- Majority of the respondents belong to the group of 18-24 which comprises of 23.2 percent.
- Majority of the respondents are post-graduates which comprises of 58.4 percent.
- The majority of the respondents belong to student category which consists of 56 percent.
- The majority of the respondents ie, 54.4 percent belong to the annual income category of below Rs. 2,50,000.
- Majority of respondents became aware about the SBI YONO app through their respective bank Branches. The next influencing medium of awareness as per the study is 'family or friends' followed by 'internet'. and through 'mass media'.
- Most of the people (32%) use FED mobile app other than YONO banking app. SIB mirror app is another frequently used app by the respondents, some respondents gave importance to payment Apps like G pay, Phone pay etc.
- Most of the respondents use YONO app for fund transfer. followed by Statement of balance enquiry, Utility Payments, Recharge and other bill payments, Service request and balance enquiries. 1.6 percent (very low) of respondents use YONO app for Loan Application.
- Majority of respondents (65.6%) use YONO App less than 5 times a month.
- There is no significant association with gender of respondents and satisfaction of YONO app.
- While evaluating the association between gender and factors, social influence found to be statistically significant and other factors are found to be not statistically significant.
- There is no association in factors affecting perception and age of respondents.
- In the case of factors affecting satisfaction and educational qualification, factors are found to be statistically significant of services and social influence.
- Factors are found not to be statistically significant except perceived usefulness and perceived easiness in factors affecting satisfaction and occupation of respondents.

- All factors are found not to be statistically significant in association with annual income and factors affecting satisfaction.

5.2 SUGGESTIONS

- The bank should find some kind of easy method for uneducated people.
- Even Though SBI YONO APP is user-friendly, nowadays people prefer google pay or paytm, so the bank should implement awareness programmes to retain the customers.
- SBI YONO APP takes more time to load, so banks have to find ways to improve their services.
- The bank has to take steps to avoid technical issues.
- The bank can introduce simpler steps to make transactions.
- The bank has to inform the customers frequently about online security techniques.
- The banks should hold demonstrations and provide training to customers to explain about this usage, effectiveness etc.

5.3 CONCLUSION

At present the banking sector provides different services through online platforms. The customers are looking for quality services which provide satisfaction. The study was carried out to know about the customer preference towards mobile banking services and about the most important factors in the satisfaction of mobile banking services. After reviewing different articles concerning mobile banking services adoption, many consider that there are a number of factors critical in the adoption of mobile banking. However, among different articles, some of the factors cited repeatedly by different authors consider them as the most important factors regarding mobile banking satisfaction. Those factors are perceived usefulness, security, quality, mobility, perceived credibility, convenience and privacy. On the basis of these factors, a questionnaire was designed and primary data was collected. In this regard, 125 responses were collected from people of Munnar. One of the factors among these is perceived usefulness. The responses agree that using SBI YONO App saves their time and it is a practical option for making payments. The second factor is social influence. The responses agree that family affects their intentions to use SBI YONO App, even friends and colleagues affect their intentions to use SBI YONO App etc. The factor named variety of services concluded that this app is accepted at many locations and the app fulfils their needs at

different situations. The fourth factor is perceived ease of use, they agree that the procedure to use this app is simple. In the factor perceived credibility.

The study was conducted to analyze the preference for Mobile Banking Services with special reference to SBI YONOApp. The study helped to identify the awareness, preference, and usage pattern of customers using the SBI YONO App. The research enabled to identify that the bank is successful in creating awareness about the mobile banking app among the customers. To conclude, majority of respondents access SBI Yono App less than five times. SBI YONO App is user-friendly, but nowadays most of the people prefer paytm or google pay because customers can make payments using phone number and QR code. Majority of the customers prefer using it for fund transfer and other bill payments and are very much satisfied with its usage.

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- https://www.dbs.com
- https://paytm.com
- https://www.fisglobal.com
- https://mitsloan.mit.edu

APPENDIX

			Statistic	Std. Error
Perceived usefulness	Mean		3.7040	.06546
	95% Confidence Interval for Mean	Lower Bound	3.5744	
		Upper Bound	3.8336	
	5% Trimmed Mean		3.7183	
	Median		3.7500	
	Variance		.536	
	Std. Deviation		.73189	
	Minimum		1.25	
	Maximum		5.00	
	Range		3.75	
	Interquartile Range		1.00	
	Skewness		-.092	.217
	Kurtosis		.295	.430
Social Influence	Mean		3.4060	.08394
	95% Confidence Interval for Mean	Lower Bound	3.2399	
		Upper Bound	3.5721	
	5% Trimmed Mean		3.4294	
	Median		3.5000	

	Variance		.881	
	Std. Deviation		.93846	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.218	.217
	Kurtosis		-.261	.430
Variety of Services	Mean		3.7173	.06592
	95% Confidence Interval for Mean	Lower Bound	3.5869	
		Upper Bound	3.8478	
	5% Trimmed Mean		3.7459	
	Median		4.0000	
	Variance		.543	
	Std. Deviation		.73696	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.523	.217
	Kurtosis		1.070	.430
Perceived Easeness	Mean		3.8080	.07346

	95% Confidence Interval for Mean	Lower Bound	3.6626	
		Upper Bound	3.9534	
	5% Trimmed Mean		3.8589	
	Median		4.0000	
	Variance		.675	
	Std. Deviation		.82130	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.708	.217
	Kurtosis		1.147	.430
Perceived Credibility	Mean		3.8640	.06334
	95% Confidence Interval for Mean	Lower Bound	3.7386	
		Upper Bound	3.9894	
	5% Trimmed Mean		3.8689	
	Median		4.0000	
	Variance		.502	
	Std. Deviation		.70818	
	Minimum		1.00	
	Maximum		5.00	

	Range	4.00	
	Interquartile Range	.88	
	Skewness	-.284	.217
	Kurtosis	.912	.430
Mobility	Mean	3.8613	.07136
	95% Confidence Interval for Mean — Lower Bound	3.7201	
	Upper Bound	4.0026	
	5% Trimmed Mean	3.8970	
	Median	4.0000	
	Variance	.637	
	Std. Deviation	.79783	
		1.00	
	Maximum	5.00	
	Range	4.00	
	Interquartile Range	1.33	
	Skewness	-.443	.217
	Kurtosis	.351	.430

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.

Perceived usefulness	.151	125	<.001	.936	125	<.001
Social Influence	.113	125	<.001	.967	125	.004
Variety of Services	.193	125	<.001	.922	125	<.001
Perceived Easiness	.168	125	<.001	.918	125	<.001
Perceived Credibility	.176	125	<.001	.899	125	<.001
Mobility	.193	125	<.001	.907	125	<.001

a. Lilliefors Significance Correction

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	6
Authors Computation	

Test like K-S test was done to check the normality and the results shows that data are found to be not normal. In the case of Reliability test, alpha coefficient for the 6 items are .861 suggesting that the items have relatively high internal consistency. If the score was less than .07, there is no internal consistency.

The null hypothesis for this test is that the data are normally distributed. If the chosen alpha level is 0.05 and the p-value is less than 0.05, then the null hypothesis that, the data are normally distributed is rejected. If the p-value is greater than 0.05, then the null hypothesis is not rejected.

QUESTIONNAIRE

A STUDY ON CUSTOMER PERCEPTION FOR MOBILE BANKING SERVICES WITH SPECIAL REFERENCE TO SBI YONO APP.

PART A - GENERAL INFORMATION OF THE RESPONDENT

1. Gender
   a. Male
   b. Female
   c. Others

2. Age
   a. 18- 24
   b. 25- 34
   c. 35- 44
   d. 45- 54
   e. Above 54

3. Educational qualification
   a. 10/12 equivalent
   b. Degree/ Diploma
   c. Master's Degree
   d. Doctorate Degree
   e. Others

4. What is your current occupation?
   a. Government sector employee
   b. Private sector employee
   c. Business/ Profession
   d. Student
   e. Other

5. Monthly Income
   a. Less than 20000
   b. 20000- 40000
   c. 40001- 60000
   d. 60001- 80000

e. More than 80000

6. What are the main payment method that you use?

   a. Cash

   b. Debit/ Credit Card

   c. Digital banking

   d. Others

7. Medium of awareness about SBI YONO App.

   a. Directly from bank

   b. Friends or family

   c. Internet

   d. Mass media (Television, Radio, Newspaper)

   e. Others

8. What are the purpose of using SBI YONO App

   a. Fund transfer

   b. Loan application

   c. Statement of balance enquiry

   d. Utility payments

   e. Recharge and other bill payments

   f. Service request and enquiries

   g. Others

9. The frequency you access the SBI YONO App in a month

   a. Less than 5 times

   b. 5- 15 times

   c. 16- 30 times

   d. More than 30 times

10. Are you satisfied with SBI YONO App?

    I'm satisfied with SBI YONO APP

    ☐Strongly agree ☐ Agree ☐Neutral ☐ Disagree ☐ Strongly disagree

    I will strongly recommend others to use SBI YONO App

    ☐Strongly agree ☐ Agree ☐Neutral ☐ Disagree ☐ Strongly disagree

    I will continue to use SBI YONO App in the future

    ☐Strongly agree ☐ Agree ☐Neutral ☐ Disagree ☐ Strongly disagree

PART B- FACTORS

Perceived usefulness

11. Using SBI YONO saves me time

☐Strongly agree ☐ Agree ☐Neutral ☐ Disagree ☐ Strongly disagree

12. SBI YONO App is a practical option for making payments

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

13. Using SBI YONO App makes it easier for me to carry out my day-to-day tasks.

☐ Strongly agree ☐ Agree☐ Neutral ☐ Disagree ☐Strongly disagree

14. Using SBI YONO APP is the trend of the modern life style

☐ Strongly agree ☐ Agree ☐ Neutral ☐Disagree ☐Strongly disagree

Social Influence

15. Friends and colleagues affects my intention to use SBI YONO App.

☐ Strongly agree ☐ Agree☐ Neutral ☐ Disagree ☐ Strongly disagree

16. The media runs advertisements affects my intention to use SBI YONO App.

☐Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

17. Family affects my intention to use SBI YONO App.

☐Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

18. I use SBI YONO App because of the people around me also use it.

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

Variety of services

19. The SBI YONO App is accepted at many shopping and entertainment locations.

☐ Strongly agree ☐Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

20. Various services of SBI YONO App fulfil my needs in different situations.

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

21. The SBI YONO App has many partners (network carriers, e-commerce businesses, banks, internet providers etc.)

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

Perceived ease of use

22. I can easily learn to use the SBI YONO App

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

23. Performing the SBI YONO App procedures is simple to me

☐ Strongly agree ☐ Agree☐ Neutral ☐ Disagree ☐ Strongly disagree

24. The interface of the SBI YONO App is user- friendly and easy to understand

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

25. I can quickly become proficient in using services of the SBI YONO App.

☐ Strongly agree ☐ Agree ☐Neutral ☐ Disagree ☐ Strongly disagree

Perceived credibility

26. Payments through SBI YONO App are processed   accurately

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

27. The risk of data theft of SBI YONO App is low

☐Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

28. The capability of the banking providers and their partners in protecting my   data is good

☐Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐Strongly disagree

29. The SBI YONO App will not share my information (eg; personal details,   bank account data, payment history etc.)

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly   disagree

Mobility

30. I can use SBI YONO App anytime, and anywhere

☐ Strongly agree ☐ Agree ☐Neutral ☐ Disagree ☐ Strongly disagree

31. I can use SBI YONO App even when I am travelling

☐Strongly agree☐ Agree ☐ Neutral Disagree ☐ Strongly disagree

32. SBI YONO App is right for me because I always carry my mobile phone with me

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

33. Give your valuable suggestions to improve SBI YONO App services.