

**STUDY ON DIGITALIZATION OF INDIAN BANKS WITH
SPECIAL REFERENCE TO SBI IN KOTTAYAM DISTRICT**

Project Report

Submitted by

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*In partial fulfillment of requirements for award of the post-
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**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
COLLEGE WITH POTENTIAL FOR EXCELLENCE**

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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CERTIFICATE

This is to certify that the project report titled '**A STUDY ON DIGITALIZATION OF INDIAN BANKS WITH SPECIAL REFERENCE TO SBI IN KOTTAYAM DISTRICT**' Submitted by **Lakshmipriya K R** towards partial fulfilment of the requirements for the award of **Master of Commerce and Management** is a record of bonafide work carried out by them during the academic year 2020-2022.

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DECLARATION

Myself LAKSHMIPRIYA K R do hereby declare that this dissertation entitled, '**A STUDY ON DIGITALIZATION OF INDIAN BANKS WITH SPECIAL REFERENCE TO SBI IN KOTTAYAM DISTRICT**' has been prepared by me under the guidance of **Ms. Elizabeth Rini K F**, Assistant Professor, 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.

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CHAPTER 1
INTRODUCTION

INTRODUCTION

In Banking Industry Digitalization has evolved from simple customer services to a complete to a digital model for driving revenues and enhancing customer experience. Customer behaviour has changed with advent of new technology and platform including social Medias and smart phones. Banks need to step up their game and involve their customer service model. To achieve this, they need well defined digital strategy, which enclosed the entire banking value chain with middle and back office as well. Traditional financial services are being automated by digital banking. Customers of a bank can access banking services and products online or through an electronic platform thanks to digital banking. By digitization all banking processes, a bank can replace its physical location with an ongoing online presence, obviating the need for customers to visit a branch. It goes without saying that the advantages of moving toward a more technologically advanced manner of doing things far outweigh the disadvantages. Similar to this, digital banking is a technology by product that strives to simplify life for bank customers.

Banks are not just part of our lives, but have a significant role in our daily lives. Banks always try to adopt latest technologies to enhance customer experience. Digitalization is not an option for banking industry, rather it is inevitable. The buzzword in India now a day is creating a cashless economy. The successful implementation of demonetization, leads the government to implement digital transactions. Digitalization is the process of converting data into digital format. Digitalization means the adoption of technology. The Indian government is increasingly supporting digital banking transactions. The main objective of the government of India is make 25 billion digital transactions through multiple facilities. Indian government is forcefully advancing digital exchanges. Unified Payments Interference (UPI) and Bharat Interface for Money(BHIM) was an important milestone not just for banking system but the entire country. Innovation and popularity of digital payments are resulting in greater digital banking transactions. UPI is a payment method which allows the transfer of money anytime without the need to enter bank details every time we transact. UPI and BHIM are economical ways of money transfer.

Banks today do not follow traditional or conventional banking practises that include manual procedures. The transition of banks from a distributed to a centralised environment demonstrates the influence of technology on banks. In order to better understand the wants and needs of its customers and provide for them, banks are employing new tools and procedures. Customized goods and services are offered to make it convenient. Customers are king, and service providers are queen. The financial service providers are attempting to offer their services to the king while hurrying to pay homage to him. The Clients at ease in their own homes. digitalization has become a useful avenue for these service companies. The term digitalization refers to a service that enables customers to access their bank information, carry out financial operations, make deposits, withdrawals, and pay bills online without having to go to their bank in person. One of the most recent technical advancements, e-banking, is becoming a "Need to Have" service since it is becoming a need for the average person. It speeds up and expedites routine client interactions while requiring little to no paper work.

Since the 1980s, the Reserve Bank of India has been pressuring banks to use technology to enhance customer service and implement computerization at the branch level. E-banking refers to the 24/7, worldwide use of electronic media by customers to conduct fundamental financial transactions. A different definition of electronic banking is "distribution of bank services to a customer at his workplace or home by employing electronic technology, which has led to the notion of virtual banking." Customers can carry out simple financial operations using a PC or LAPTOP while seated at their desks or homes thanks to e-banking. Customers can browse the bank's website to examine the information of their accounts and conduct any necessary account activities. Banking is no longer limited to branches as a result. Additional distribution methods are being offered to customers, which is more practical and economical for the banks. Geographical barriers have shrunk as a result, and customers may now easily access trustworthy services. Automated Teller Machines, Plastic Card Money, Internet Banking, and Electronic Clearing Services are all part of the E-Banking services. With a network of more than 15000 branches and 5 associate banks distributed throughout India, State Bank of India is the largest bank.

Digital banking is new trend banking sector right now. Digital banking circumscribes merged service delivered over the net, which aim at serving both banks and consumers as mean of providing a convenient, faster and better experience than old form banking which is called as traditional banking. The shift from traditional to digital banking is gradual and should be rather described in degrees of service digitalization than through a categorization into yes and no. It involves high levels of process automation and web-based services and may include APP's enabling cross-institutional service composition to deliver banking products and provide transactions. With the help this digital banking, the users can access financial data through desktops, mobile devices, and ATM machines, etc. As we are moving towards cashless economy, Indian banks are coming up with innovative banking products and technologies which enable them to gain more customer base. All this has not just benefitted the banks but has also made our life better by making banking very easy for us.

1.2 STATEMENT OF THE PROBLEM

The main purpose conducting the research is to analyse the effect of digitalization on Indian banks with special reference to SBI bank in Kottayam district. The study of digitalization leads to promote e-banking which confined to the satisfaction of customers in using the various services of the bank after computerization. The study indicates how banks are providing more advanced services to customers through e-banking. It is evident that integrating digitalization with banking system has led to incredible and efficient growth of banking and finance industry. The study also explains the transformation of banking sector from conventional to electronic banking system and also explains how such transformation have helped in simplifying banking process. The study also focuses on challenges and opportunities that the introduction of electronic banking bought in India. On a deeper sense it aims to acquire better understanding on how digitalization of banks (SBI) banks help in simplifying transaction process and also examines how it benefitted the customers. It also reflects whether (SBI) banks are offering upgraded technological banking services to its customers as well as to ensure that they are educated on such technological up gradations frequently.

Participation in electronic banking can remain underdeveloped if customers encounter low level of security, widespread fraud, cultural resistance, poverty and poor operational infrastructure and management. The study also analyses the reasons behind using and not using e banking services by its customers. It also highlights how well customers have benefitted through such transformation when compared to traditional banking system. In overall sense the study is focused on comparative analysis of pre and post digitalization.

1.3 SIGNIFICANCE OF THE STUDY

With the modernization and globalization, the bank has adopted all the changes and now all the banks have started adopting the technologies in banking. So, it becomes necessary to study the nature, growth and extend of E-banking services provided by SBI. The present study is a modest attempt to know about customers' awareness regarding E-banking services provided by SBI. So the findings will help to know the effective awareness towards the E-banking services. In India, there is less number of studies being conducted to identify how effectively the online channels are used by banking industry to increase customer satisfaction.

Hence, this study throws light on the e-banking services provided by the banks in the study area and this research study makes an attempt to analyse how banks are attracting the various customers and how the customers are satisfied with the e-banking services provided by the banks. This study will be helpful to draw up further policy for improving customer satisfaction with e-banking practices and act as a secondary data for further research.

1.4 SCOPE OF THE STUDY

The scope of the study is focused on customer of STATE BANK OF INDIA of Kottayam district only due to lack of time and other constraints. This study is conducted to analyse the customer perception on digital services provided by SBI belonging to Kottayam district.

1.5 OBJECTIVES OF THE STUDY

1.5.1 OVERALL OBJECTIVES

- To identify the impact of digitalization of Indian bank with special reference to SBI in Kottayam district.

1.5.2 SPECIFIC OBJECTIVES

- To analyse how computerization have affected Indian banking sector in simplifying banking process of its customers.
- To make a comparative study on pre and post digitalization.
- To analyse how well customers are aware and benefited through digitalized banking mechanism.
- To identify the facts that influence customers in using internet banking services.
- To analyse the impact of customer's education on usage of digital payments.

1.6 RESEARCH METHODOLOGY

The following research approach has been adopted in an effort to conduct the research in a methodical manner. This study qualifies as descriptive research because it sought out the customers' in-depth opinions. This study, which took the form of a survey, looked at consumers' satisfaction with State Bank of India's e-banking services. The research's methodology uses both descriptive and analytical methods.

1.7 DATA COLLECTION

- **Primary data:** Primary data are those collected by investigator himself for the first time and thus they are original in character. In this study primary data are collected from the customers by using a Structured Questionnaire.
- **Secondary data:** Secondary data means data that are already available, that is they refer to the data which are already been collected by someone else. In this study secondary data has been collected mainly from books, journals & websites.
- **SAMPLE TECHNIQUES:** Convenient sampling method.
- **SAMPLE UNIT:** SBI banks account holders in Kottayam districts
- **SAMLE SIZE:** The sample size selected is 100 customers.

1.8 PERIOD OF STUDY

The project was conducted for a period of one year 2021-2022

1.9 TOOLS FOR THE STUDY

For the study, statistical tool like percentage was used for analysing the data. Four point Likert scale and objective questions were used for collecting data. Graphs like bar chart, pie chart were used for presenting the data collected. Statistical tool used Rank analysis, ANOVA test

1.10 HYPOTHESIS

H₀: Awareness on e- banking services have no effect on satisfaction with digitalization of banks.

H₁: Awareness on e-banking services have a significant effect on satisfaction with digitalization of banks.

1.11 LIMITATIONS OF THE STUDY

- The data collected from customers may not be accurate as most of them are unaware of technological banking innovations.
- The time constrains and cost is important factors that affected the detailed examining of the topic concerned.
- The study is also depended on secondary data which may lack quality and completion of information.
- Sample size is limited as compared to the population of Kottayam city.

CHAPERISATION

Chapter 1 Introduction: This chapter include introduction of study, statement of the problem, significance of the study, objectives of the study, scope of the study, research methodology, data collection and limitation of the study.

Chapter 2 Literature Review: an account of available literature on the subject is included in this chapter.

Chapter 3 Theoretical Framework: This chapter include an account of available literature subject about digitalization of bank.

Chapter 4 Data Analysis and Interpretation: This chapter deals with analysis of data collected from 100 customer of state bank of India, their result and interpretation. Data presented in the form of tables, graphs, figures.

Chapter 5 Summary, Findings, Suggestion and Conclusion: This last chapter deals with the findings derived from the analysis, suggestion and conclusion for the study.

CHAPTER 2
REVIEW OF LITERATURE

Today's banking sector in India has laid down greater emphasis on technology and innovation. Banks began to use technology to supply better quality of services at greater speed. the web Banking is becoming one among the fastest growing technologies that are playing a big role within the satisfaction of banking customers. Internet Banking and Mobile Banking made it convenient for patrons to try to their banking from geographically diverse places. Banks also sharpened their specialise in rural markets and introduced a spread of services, geared to the special needs of their urban and rural customers. the web Banking services are changing the banking system and are having the main effects on banking relationships. at the present many of the banks round the world have web presence in sort of Online Banking services, Support services etc. within the world of banking, the event in information technology has a huge effect on development of more flexible payment methods and more- user friendly banking services. Electronic Banking services are new and therefore the development and diffusion of those technologies by financial institutions is predicted to end in more efficient banking industry to users and also bankers. Since last decade of 20th century, online banking affected more the normal banking industry. Online banking may be a modem tool within the hands of banks so as to supply banking services to customers. The researcher has skilled the varied literature so as to urge insight in to the research problem. At an equivalent time, he has tried to seek out the gaps in research so on bridge the gap through this research. The forgoing writing highlights the sooner research work undertaken by eminent scholars.

Sunith C K (2019)¹ has made an empirical study of client fulfilment in E-banking administrations. This study stated that Electronic managing an account consolidates frameworks that empower person clients to get to their accounts, transact with speed and get current and upgraded data on most recent monetary items and services through open or private systems. It suits an assortment of stages such as web banking, telephonic and to based managing an account, computerized teller administrations, versatile phone managing an account as well as personal computer based and offline managing an account administration. Client is recognized from a shopper within the sense that a customer pays for an item or

benefit whereas a customer is the conclusion client who encounters an item or benefit.

Dr. Arunangshu Giri and Ipsita Paria (2018)² "A Literature Review on Impact of Digitalization on Indian Rural Banking System and Rural Economy" is the title of the article. The objective of the current work is a review and summary of several investigations conducted by various researchers of different India's rural banking sector has been affected by digitalization in several locations around the country. The research discovered that digital banking has a huge potential to alter the financial landscape. Inclusion. The survey also revealed that digital banking can be simple and affordable with certain characteristics. Speed the mainstreaming of the unbanked economy.

K. Hema Divya and K. Suma Vally (2018)³ the article "A Study on Digital Payments in India with Perspective of Consumer Adoption." The current article focuses on an investigation of client adoption of digital payment methods. 183 people in Hyderabad provided the primary data. Using the chi-square approach, the survey-collected data were analysed. According to the survey, the banking industry is now performing better and is closer to realising the goal of a cashless society as a result of the deployment of technology for digital payments.

Anthony Rahul Golden S. (2017)⁴ think about too found that, as we are within the computerized period, it is not conceivable to the article entitled "An Outline of Digitalization in Indian Banking Sector". In this article an endeavour has been made to think about the diagram of digitalization in Indian managing an account division. Banks are not fair a portion of our lives but have a critical part in our everyday lives. In this way banks continuously attempt to receive most recent innovations to improve client encounter. The consider found that, due to the appropriation of this digitalization, the keeping money divisions in India confront a few remarkable changes as well as obstacles. The maintain a strategic distance from the development and administrations or computerized banking.

Santiago Carbo - Valverde (2017)⁵ the article entitled "The Influence on Digitalization on Overseeing an account and Budgetary Stability". In this article an

endeavour has been made to look at the influence of digitalization on overseeing an account works out and challenges that strengths for cash related soundness. The think almost found that, digitalization is an opportunity to diminish insignificant costs and increase effectiveness in money related organizations.

Nicholas M Odhiambo (2017)⁶ A study that enquire into the relationship between mobile banking and inclusive development that includes quality of growth, in equality and poverty. The conclusion that can be drawn out is that mobile application will play a supreme role in responding to the problems of deficient growth, inequality and poverty of the developing countries.

Nidhi Singh, Neena Sinha (2016)⁷ This study is concerned with web keeping money which states that the keeping money segment has got to make more awareness to the clients with respect to the awareness to the clients with respect to the keeping money administrations given by the bank. The consider moreover reflects the alteration of conventional strategy of exchange utilized by the clients by including versatile managing an account services.

Ameme, B., &Wireko, J. (2016)⁸ claimed in his research that in today's competitive world where innovation plays a very important part and in the event that we conversation approximately keeping money segment or industry there's a positive relationship between innovation and customer satisfaction. They moreover expressed that satisfaction of client isn't simply presenting in the event that the bank wants to gotten to be the market leader within the competitive environment it must utilize the development approach in all the angles like items and administrations. Also there may be a critical relationship between innovative development and taken a toll. As the advancement increment the fetched is additionally increment.

Vimala (2015)⁹ has endeavoured a study on "An Evaluative Think about on Web Managing an account Security among Selected Indian Bank Customers". This consider appears that Web keeping money is exceptionally helpful and quick, it is soiled with several security issues. Keeping money educate have taken a few measures to guarantee security measures for their customers whereas performing different exchanges online managing an account division is one of the major recipients of the Web insurgency and the development of managing an account

innovation items have been strikingly increasing. Internet managing an account framework demonstrates to be exceptionally flexible in completing exchanges like adjust inquiry, withdrawal, stores, seeing the bank articulation, and record of later exchange. From this consider rightly observed that, exceptionally few works have centred on the Web keeping money, its utilization, security measures and its perceptions, mindfulness level, fulfilment levels, demeanours and conduct of the web managing an account, security issues, and monetary fakes.

Rakesh H M & Ramya T J (2014)¹⁰ In their research paper titled “A Ponder on Components Impacting Consumer Appropriation of Web Managing an account in India” attempted to look at the components that impact web banking selection. Utilizing PLS, a show is effectively demonstrated and it is found that web keeping money is impacted by its seen unwavering quality, seen ease of use and Seen convenience. Within the marketing handle of web keeping money administrations promoting master ought to emphasize these benefits its appropriation gives and mindfulness can moreover be progressed to pull in consumers’ consideration to web banking administrations.

Aliyu, Younus & Rosmaini, Tasmin (2012)¹¹ In their study named “An exploratory ponder on the adoption of electronic keeping money: basic buyer conduct and basic victory components. The case of Nigeria” inspected the imperative perspectives that fortify a client to embrace online managing an account in Nigeria and the result of their think about uncover that there's a solid got to ponder the components that support Electronic keeping money.

Ramana Reddy N.R.V. (2012)¹² Examined in this research paper, the technology based financial services to attract the bank customers towards their products and services. E-Commerce practices i.e. online/net banking, computerized financial services are offered by the banks to sustain in the competition between public sector and private, foreign banks. The study emphasized mainly on electronic payment systems, online trading credit / debit card, online payment, electronic funds transfers are the convenient technologies through which the customers are benefitted in the banks.

V. Raja, Joe A. (2012)¹³ “Global e-banking scenario and challenges in banking system”, This paper is an endeavour to investigate the different levels of web managing an account services provided by banks utilizing the auxiliary information. It too compares the conventional banking systems with net managing an account. It records out the different focal points of web managing an account and the successful security measures received by distinctive banks for secured keeping money transactions. It moreover analyses how E-banking can be valuable for managing an account industry amid this global financial liquefy down.

Alnsour & Khalil al-hear (2011)¹⁴ “Internet keeping money and Jordanian corporate client: issue of security and trust”. They inspected that innovation and advancement have exceptionally tall reaction behaviour, however it is impressively classified and part especially in creating countries like Jordan. Their think about endeavours to supply productive vision with respect to two key factors that emerge within the acknowledgment of online keeping money by Jordanian shoppers, particularly, security and trust.

Hsiu Fen Lin (2011)¹⁵ This study proves that the new technological improvements in banking services like mobile banking have improved to a great extent which promotes the customers to follow the new banking services like mobile banking. The result of this study states that some of the advantages of mobile banking helped the customers to accept the mobile banking services provided by the banks.

Oliveira P., Eric V. H., (2011)¹⁶, “Users as service innovators: The case of banking services” Fond that 55% of today's computerized commercial managing an account administrations were first developed and executed by non-bank firms for them possess utilize, and 44% of today's computerized retail managing an account administrations were to begin with created and executed by individual service clients instead of by commercial budgetary benefit suppliers. Manual antecedents to these administrations – manual strategies that carried out capacities comparative to computerized services in our test – were nearly continuously created by clients as self-services.

Berndt et al., (2010)¹⁷ In a quantitative investigate the analysts assessed around the customer's readiness towards the appropriation of modern managing an account innovation. The result of this think about found that factors such as good faith, development are the key drives while components like distress and insecurity are inhibitors for customers' innovation preparation list and the result moreover appears that majority of the respondents are grasping and embracing advanced innovation. The analysts state that a few of the clients are delaying to utilize advanced innovation for their managing an account services, hence proposed that it is the duty of the banks to teach them and to move forward their services to fulfil wants of their clients.

CHAPTER 3
THEORETICAL FRAMEWORK

COMPANY PROFILE

3.1.1 PROFILE OF STATE BANK OF INDIA

The State Bank of India (SBI) is an Indian multinational, open division managing an account and budgetary services statutory body. It may be a government enterprise statutory body headquartered in Mumbai, Maharashtra. It is the biggest bank in India with a 23% showcase offers in assets, besides a share of one-fourth of the entire advance and stores showcase.

State Bank of India was consolidated within the year 1955.the bank follows their family line to British India, through the majestic bank of India, to the establishing in 1806 of the bank of Calcutta, making them the oldest commercial bank within the Indian sub-continent. The government of India nationalized the imperial bank of India within the year 1955, with the Save Bank of India Taking a 60% stake, and name was changed to State Bank of India.

The business of the banks was at first restricted to marking down of bills, keeping cash accounts, receiving stores and issuing and circulating cash notes. Credits were limited to Rs. 1 lakh and the period of settlement restricted to three months as it were. With the passing of Paper Cash Act of 1861, the proper of note issue of the administration banks was annulled and the government of India expected the sole control of issuing paper money from 1 March 1862.

The bank gives managing an account administration to the clients, in expansion to the keeping money administrations, the bank through its backups, gives a run of budgetary administrations which incorporate life protections merchant keeping money, shared stores, credit card, calculating, security exchanging, annuity finance management and essential dealership within the cash showcase. The bank works in four commerce segments, specifically treasury, corporate/ discount managing an account, retail managing an account and other keeping money business. The treasury portion incorporates the venture portfolio and exchanging in outside trade contracts and subordinate contracts. The corporate/ discount keeping money section comprises the driving activities of corporate accounts group mid corporate accounts gather and pushed resources management bunch. The retail keeping money portion comprises of branches in National keeping money group,

which fundamentally incorporates individual keeping money exercises, counting l
oaning exercises to corporate customers having keeping money relations with
branches within the National managing an account bunch. The bank has 199
overseas office spread abroad 37 nations. The major shareholders of the bank are
the government of India held around 54.23% value offers in SBI.

The other major shareholders incorporate life protections Organization of India,
itself state claimed, is the largest non-promoter shareholder within the company
with 8.82% shareholding.

Shareholders	Shareholding
Promoters: Government of India	54.23%
FII/gdrs/ocbs/nris	18.17%
Banks and insurance companies	10.00%
Mutual funds& UTI	8.29%
Others	9.31%
Total	100.0%

The value offers of SBI are recorded on the Bombay Stock Trade, where it may be
a constituent of the BSE SENSEX record, and the National Stock Exchange of
India, where it may be a constituent of the CNX Clever. Its Worldwide Depository
Receipts (GDR) is recorded on the London Stock Trade.

3.1.2 Vision of State Bank of India

- MY SBI
- My Customer First
- My SBI: FIRST IN CUSTOMER SATISFACTION



3.1.3 Mission of State Bank of India

- We will demonstrate speed, politeness and proactivity with our client.
- We are going to speak the language of young India
- We are going to create products and services that help our customers to realize their goals
- We are going to transcend the decision of duty to form our customers valued.
- We'll be of service even within the remotest a part of our country.
- We'll offer excellence in commission to those abroad the maximum amount as we do to those in India
- We'll imbibe state of art technology to drive excellence.

3.1.3 Strength of bank of India

- Largest banking company within the Country with Presence all told Time Zones of the planet
- Macro-Economic Proxy for The Indian Economy
- Has Emerged as A Financial Services Supermarket
- Group Holds quite 25 Per Cent Market Share in Deposits and Advances
- Large Base of Skilled Manpower
- SBI Group Has over 115 Million Customers-Every Tenth Indian may be a Customer.

3.1.4 Value of State Bank of India

- We Promise to Always Be Honest, Transparent, and Ethical;
- Respect Our Clients and Colleagues; and Be Knowledge-Driven
- We'll Learn and Share What We Discover.

- We Won't Ever Take the Quick Exit
- We Will Make Every Effort to Give Back to the Community in Which We Work
- We Will Foster Indian Pride

3.2 THEORETICAL BACKGROUND

A bank may be a budgetary institution that acknowledges stores from the open and makes credit. Lending exercises can be performed either specifically or by implication through capital markets. Due to their significance within the monetary steadiness of a nation, banks are profoundly directed in most countries.

Advanced keeping money is portion of the broader setting for the move to online keeping money, where managing an account services are conveyed over the web. The move from conventional to computerized keeping money has been continuous and remains continuous, and is constituted by varying degrees of keeping money benefit digitization. Computerized banking includes tall levels of prepare mechanization and web-based administrations and may incorporate apps enabling cross-institutional benefit composition to provide managing an account items and give transactions. It gives the capacity for clients to get to monetary information through desktop, portable and ATM services.

In brief, computerized keeping money implies the total digitization of banks and all its exercises, programs and functions. It's not almost about digitizing your administrations and items — the front-end that clients see but moreover approximately robotizing your forms (the back-end) and interfacing these universes with middleware. Advanced managing an account is approximately the mechanization of each step of the keeping money relationship, and it goes way past a web or versatile keeping money stage.

3.2.1 Reasons why digital banking becomes increasingly important in the banking industry:

A. To reduce costs: Banks are under weight to diminish their costs to stay competitive. In case you don't make the switch to computerized managing an

account, you must, for case, proceed to contribute in expensive bequest equipment and computer program to keep these frameworks up to date.

B. To remain compliant with new legislation: A more prominent effort by set up banks is required to stay compliant. Enactment such as PSD2 and GDPR implies the danger of monetary penalties. Bequest frameworks make grasping this enactment troublesome, decreasing the return on expenditure.

C. This leads to banks to increase revenue: Set up banks don't have a 360-degree see of their clients. They need brilliantly frameworks to assemble client insights and offer assistance them ended up more customer-centric. Destitute client encounter leads to a lower showcase share.

D. To attract and retain customers and stay ahead of the competition: Fin techs and other newcomers have shaken up the keeping money scene. As a result, the request for made strides customer encounter and personalized administrations develops, and the items and administrations of established banks are costlier.

E. To explore the benefits of new technologies: New advances, such as information analytics, open apps, square chain and cognitive managing an account are anticipated to affect managing an account commerce models. In any case, bequest frameworks restrain the capacity of banks to respond quickly to these developments. You wish full digitization to investigate the benefits of these innovations and future-proof your bank. Client desires are advancing, unused direction is put in put, and competition from tech mammoths is expanding. These changes drive banks to see at the very centre of their presence and to plot a way forward in a progressively advanced world. They need to re-evaluate themselves to outlive.

3.2.2 Digital banking vs. Traditional banking

Net banking or web managing an account works much like conventional managing an account. The essential difference is that in net keeping money account and data is gotten to, instalments are made and statements accommodated utilizing computer instead of paper or the phone to total exchanges. Instead of going down to neighbourhood department office when one bank online he/she can finish

numerous tasks at once with the tap of a button. Online banking is rapidly getting to be increasingly prevalent as shoppers recognize the advantages online managing an account needs to offer. For one most banks charge fewer fees if you take advantage of their online managing an account administration. You'll be able moreover halt receiving paper statements if you like in numerous cases and conduct 95% of your trade over the Net after you take advantage of Web managing an account. What to Web Banks do? The same things conventional banks do. They hold onto our cash and loan it out to others individually. The oversee credits and offer assistance us keep track of our accounts. Chances are in case you possess a bank account at a conventional bank they offer some sort of Web keeping money or online administrations. The another time you halt into your department office you ought to inquire them around online managing an account. You will find once you begin you've got no want to go back to conventional keeping money. For those that have a hard time keeping track of paper statements, Internet managing an account may be a life saver. Web managing an account is additionally beneficial for visit voyagers that need to keep a near eye on their funds from overseas.

3.2.3 The benefits of digital banking:

A. Cost reduction:

With computerized keeping money, operational fetched reserve funds might be accomplished due to automation of capacities, processes, etc. It kills expensive back-office handling operations, leads to less blunders and requires less staff.

B. Agility:

Automated capacities of computerized banks can effectively be prepared to perform in an unexpected way and respond quickly to advertise changes. Computerized managing an account gives speedy and straightforward prepare alterations, quick product dispatches and quick adjusting to unused administrative changes.

C. Viability:

Full transition to a computerized environment is what banks got to survive, and compete on costs and usability. Advanced managing an account permits banks to offer administrations at the same quality level as blade techs and tech monsters

which are required to reach a broader client base and construct closer connections with clients

D. 24/7 Availability:

The client is able to check his bank records anytime he wishes and a number of keeping money services are accessible to him circular the clock. Exchanging cash is less demanding, speedier, and more secure.

E. Banking Benefits:

With the expanded comfort of anytime, anyplace keeping money, the number of clients has increased for banks. Human blunder in calculations and recordkeeping is decreased, in case not disposed of. With records of each exchange being kept up electronically, it is conceivable to create reports and dissect information at any point, and for distinctive purposes.

F. Lower Overheads:

Digital managing an account has definitely decreased the working costs of banks. This has made it conceivable for banks to charge lower expenses for administrations conjointly offer higher intrigued rates for stores. Lower working costs have implied more benefits for the banks.

G. Increase in number of clients:

Confronted with misfortune of certainty by conventional managing an account and the development within the utilize of managing an account apps and online keeping money shoppers, money related teach have expanded number of clients.

H. Greater efficiency in processes:

With the execution of diverse cutting-edge advances such as electronic signature or creation of managing an account application for smartphone, banks point to make strides effectiveness of their manual forms.

I. Better decision based on data:

With the increasing digitalization of banks, data become one of the most important assets when making dynamic decisions, based on large volume of information's

available to institutions. Technologies such as Big data allows bank to base their decisions.

3.2.4 Digital Banking Trends in India

State Bank of India named Allen worldwide to dispatch next-generation advanced branches for their sub-brand, SBI in touch, over the nation as portion of SBI's program to offer keeping money solutions to the developing versatile phone and web adroit client base. Advanced India within the banking division has developed strongly in later times. A few patterns in advanced keeping money in India are:

1. Increase in Customers:

The government's support to utilize electronic wallets has contributed much to individuals adopting the utilize of innovation in money related exchanges. We see a quick increment within the utilize of credit/debit cards as well as electronic wallets and the slant will continue.

2. Chabot's:

A number of banks have as of now utilized Chabot's in their client care operations. We are going see a relentless increment within the number of Chabot's utilized as well as advancements in their speed of reaction, quality of interaction and the quality of administrations rendered.

3. Merge Physical and Digital Process:

Many banks nowadays offer a blended physical and advanced handle to their clients. The clients could walk into the bank and after that utilize gadgets there to carry out their transactions. Within the Indian context we'll certainly see a consistent increment in this kind of benefit particularly within the provincial areas.

4. Mobile Technology:

The expansion of versatile phones and the simple and cheap accessibility of web have implied that the keeping money division had to supply advanced administrations by means of portable phones. A number of banks have created apps to assist clients handle keeping money exchanges on their mobile phones. This drift will as it were proceeding. Able to see forward to extra highlights and

administrations being provided, and the client involvement being more streamlined.

5. End to End Digital Marketing:

A number of clients are as of now utilizing gadgets to handle their managing an account assignment. Banks have come to realize that digitization is the as it were way forward. Subsequently a number of banks have as of now started on the way of conclusion to conclusion digitization, in their exertion to supply all sorts of administrations over the web, coming about in paperless transactions.

3.2.5 Kinds of digital banking

1. Telephone banking:

Telephone banking could be a benefit given by a bank or other budgetary institution that empowers customers to perform an extend of financial transactions over the phone, without the ought to visit a bank department or mechanized teller machine. Phone keeping money times are more often than not longer than department opening times, and a few monetary educate offer the benefit on a 24-hour premise. Most budgetary teach have limitations on which accounts may be gotten to through telephone managing an account, as well as a constrain on the sum that can be transacted.

2. Mobile banking:

Mobile banking is the act of making monetary exchanges on a portable gadget (cell phone, tablet, etc.). This movement can be as basic as a bank sending extortion or utilization action to a client's cell phone or as complex as a client paying bills or sending cash overseas. Points of interest to mobile keeping money incorporate the capacity to bank anyplace and at any time. Impediments incorporate security concerns and a constrained extend of capabilities when compared to managing an account in individual or on a computer.

3. Electronic banking:

Electronic managing an account may be a shape of keeping money in which stores are transferred through a trade of electronic signals instead of through a trade of

cash, checks, or other sorts of paper documents. Exchanges of reserves happen between money related educate such as banks and Credit unions. They too happen between budgetary educate and commercial teach such as stores. At whatever point somebody pulls back cash from a robotized teller machine (ATM) or pays for goods employing a charge card (which draws the sum owed to the store from a reserve funds or checking account), the reserves are exchanged through electronic keeping money.

4. New banks:

New banks have full managing an account licenses and are coordinate competitors of the "huge four," advertising the same administrations as conventional banks. Cases incorporate Manzo, N26, my bank, Starling Bank, and Revolute.

5. Neo banks:

Neo banks don't have a managing an account permit, but accomplice with budgetary educate to offer bank authorized administrations. Regularly, neo banks still require clients to have an account at an existing licensed bank, and after that they offer more user-friendly interfacing and fee-free services. Web Bank by Ten cent, Yolt, Lunar way, and Move are illustrations of neo banks.

6. Beta banks:

Beta banks are joint wanders or backups of existing banks that offer budgetary administrations through the parent company's permit. Beta banks are regularly set up as a way to enter modern markets, offering constrained administrations, but to a broader shopper base. Illustrations of beta banks include a bank (a joint wander between China's CITIC Bank Corp and look monster Baidu) and Straightforward (an organization between Bancorp and BBVA).

7. Nonbanks:

Nonbanks have no associations to conventional keeping money licenses. Instep, they give monetary services by other implies. This special show permits the company to function freely of existing banks. For occurrence, Monies works on an electronic cash license.

3.2.6 Advantages of digital banking

Banks are not fair portion of our lives, but have a noteworthy part in our lives. In this way banks attempt to receive latest innovations to upgrade client involvement. The taking after point highlights the points of interest of online keeping money.

- **Convenience:** Digital Keeping money could be a benefit which is accessible to anybody and everybody who is a bank accountholder. It permits the clients to effectively get to the bank's site utilizing their username and passwords; and carry on with the exchanges indeed in the event that the bank is closed.
- **Flexibility:** Digital Banking, with its adaptable administrations like 24*7 ATM's and portable managing an account is adaptable to the clients. It empowers the clients pull back cash utilizing their charge cards, and payment of bills.
- **Time Saver:** Usually the most prominent advantage to our era as we are not able to spend a lot of time for anything. Time administration is one of the most prominent challenges in our active lives. E- Banking empowers us to carry on keeping money exchanges inside minutes, not exasperating our routine.

3.2.7 Challenges and disadvantages of digital banking

India is the IT and tech administrations outsourcing hotspot of the world; it's astounding that Web banking has not truly taken off. In spite of the coming of a really tech-savvy and tremendous shopper course in later a long time, a blend of industry issues and interesting challenges proceed to upset the extension of net keeping money in India. Innovation challenges, IT hones, certain social issues, industry laziness, and working environment imperatives have influenced far reaching acknowledgment of Web managing an account. As the major objective of us consider is to centre on the challenges that e-banking is confronting in India at display, we shall presently see into the major impediments of e-banking in India.

1. Low Broadband Internet Penetration:

India has one of the least broadband network entrance rates in Asia as compared to Japan, Taiwan, Korea and Singapore. Whereas the greater cities such as

Mumbai, Delhi, Chennai, and Bangalore have moderately superior broadband infiltration rates, PC clients in littler cities and towns still utilize dial-up alternatives to put through to the Web. Moderate network speeds regularly hose the online managing an account encounter for numerous clients enthusiastic to utilize such administrations.

2. Banks' Ambivalent Commitment Levels:

Internet keeping money did take off in India at the turn of the thousand years but before long vacillated due to need of takers. Within the centre of this decade, multinational and household private banks begun advertising net keeping money administrations as competitive differentiator. As it were as of late, state-owned and open segment banks have begun doing moreover. In any case, banks' irresolute commitment levels and their reluctance to apportion tremendous budgets for net keeping money branding activities, as well as a need of industry backing endeavours, have brought about in destitute acknowledgment levels of Web managing an account by customers.

3. Customers' Preference for Traditional Branches:

There are thousands of exceedingly dynamic conventional bank branches in India's swarmed cities and major towns. Office labourers take longer lunch breaks to wrap up keeping money exercises and exchanges at these branches instead of conduct them online. Most clients lean toward the individual touch and customized benefit advertised by staff in brick and-mortar bank branches. Numerous Indians are moreover averse to calling call centres and banks' client contact lines to address issues related to online bank accounts.

4. Fear of Online Threats/Scams:

Ubiquitous and predominant online dangers approximately programmers, character burglary, stolen passwords, infections, worms and spyware tend to create clients watchful rather like in any other nation. Preservationist Indian bank clients utilized to a long time of sparing in a past mixed-socialist economy are continuously fearful of losing hard-earned investment funds in online tricks. These clients are moreover not beyond any doubt almost the efficacy of banks' websites

and their commitment to apportion reserves for solid encryption mechanisms and strong back-end innovations and systems.

5. Impersonal:

Executing on the web can be exceptionally indifferent. In other words, you simply do commerce with the use of a computer. No person to get and check your cash or rectify a few off-base information merely might have composed on a certain shape. And so for individuals comfortable managing with genuine individuals who give personalized administrations and utilizing paper and cash, web managing an account is not ideal.

6. Difficult for first timers:

For a first-time client, exploring through an online site of a web bank may be difficult and may take some time. Opening an account may moreover take time as a few destinations inquire for various individual details counting a photo. Recognizable proof which can burden the potential client. Since of this complexity, they may be debilitated to utilize this web banking service. Instructional exercises and live client back may be given, in spite of the fact that, to assist the client in his or her required errands so it's best to require the time to know the virtual environment.

7. Security fraud:

Numerous individuals modest absent from web managing an account since of the security danger. They can't offer assistance but worry approximately this angle what with news on false bank exchanges that pop up each presently and at that point. Be that as it may, this ought to not be an issue as banks that give web managing an account administrations prioritize security over anything else. Since they esteem their clients, they continuously utilize the foremost advanced security innovation in ensuring their websites.

8. Regulation and Legalities:

Internet banking makes it conceivable for banks and their clients to do trade from anyplace in the world. This significantly increments the bank's potential client base. All things considered, agreeing to Andrea Schechter of All Commerce, the

worldwide approach to managing an account that web managing an account allow makes it greatly troublesome for administrative specialists to uphold fund laws. Furthermore, regulations vary from country to country and banks are not continuously capable within the monetary laws for each country in which they have trade. Schechter declares that this need of capability opens banks and their clients up to law infringement and lawsuits.

9. Digital and Financial Divide:

Rupa Rege Nitsure, claims that an advanced partition exists between banks -- i.e., not each bank has access to the equipment and computer program fundamental to create web managing an account conceivable.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is necessary to understand the problem and arrive at a conclusion. Data analysis transform the data into the information of the research. Data interpretation draws the conclusion from the data collected. Data is collected from google form method.

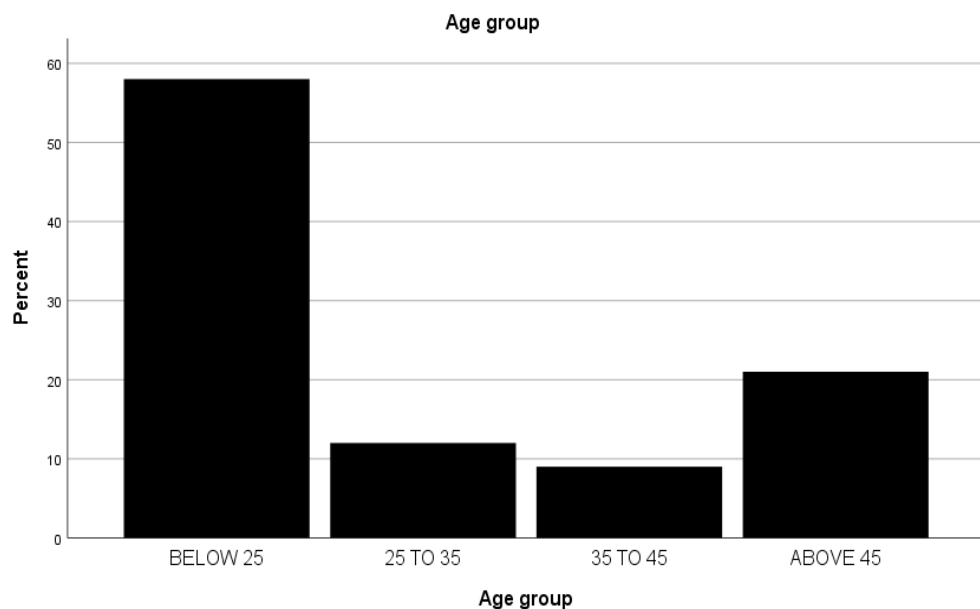
This chapter includes the responses obtained from 100 respondents of Kottayam city in the forms of tables, graphs and diagram.

Table 4.1 Age wise classification of Respondents

Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW 25	58	58.0	58.0	58.0
	25 TO 35	12	12.0	12.0	70.0
	35 TO 45	9	9.0	9.0	79.0
	ABOVE 45	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.1 Age wise classification of Respondents



Interpretation

From the above figure and table 4.1, it can be inferred that 58 percent of the respondents belong to the age category of less than 25 years, 21 percent belong to the age category of above 45 years, 12 percent belong to age category between 25 and 35 years and 9 percent belong to the age category between 35 and 45.

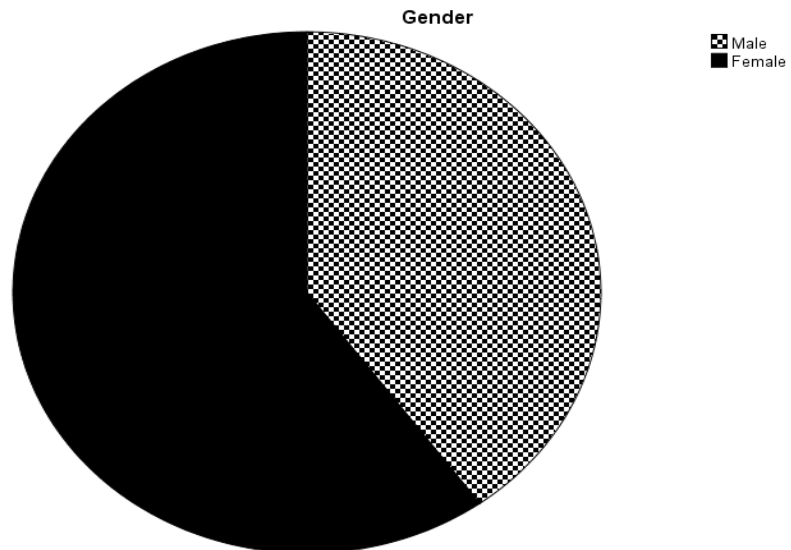
Out of 100 respondents, majority of respondents belong to the age category of less than 25 years.

Table 4.2 Gender wise classification of Respondents

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	40.0	40.0	40.0
	Female	60	60.0	60.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.2 Gender wise classification of Respondents



Interpretation

From the above figure and table 4.2, it can be inferred that 40 percent of the respondents were male and 60 percent were female.

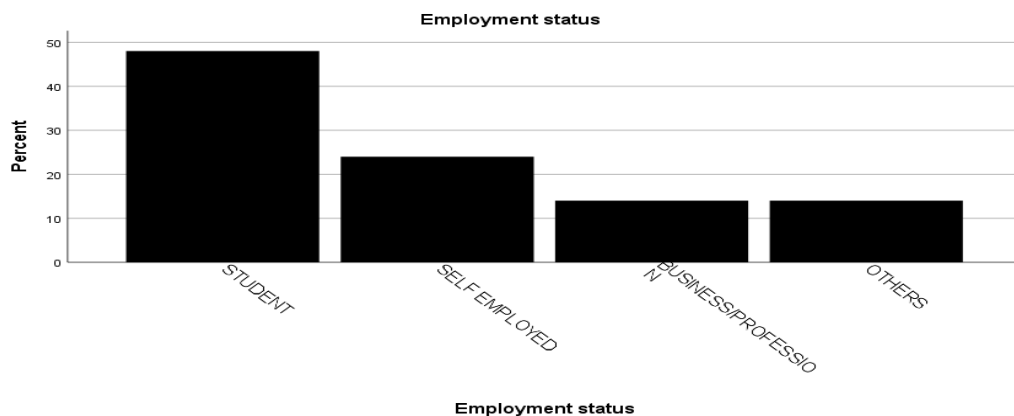
Out of 100 respondents, majority of 60% were female, 40% of the respondents were male.

Table 4.3 Employment status

Employment status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STUDENT	48	48.0	48.0	48.0
	SELF EMPLOYED	24	24.0	24.0	72.0
	BUSINESS/PROFES SION	14	14.0	14.0	86.0
	OTHERS	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.3 Employment status



Interpretation

From the above figure and table 4.3, it can be inferred that 48 percent of the respondents were students, 24 percent were self-employed, 14 percent of the respondents had business or professional occupation and 14 percent belong to other category of employment.

Out of 100 respondents, Majority of 48% of the respondents were students, 24% were self-employed.

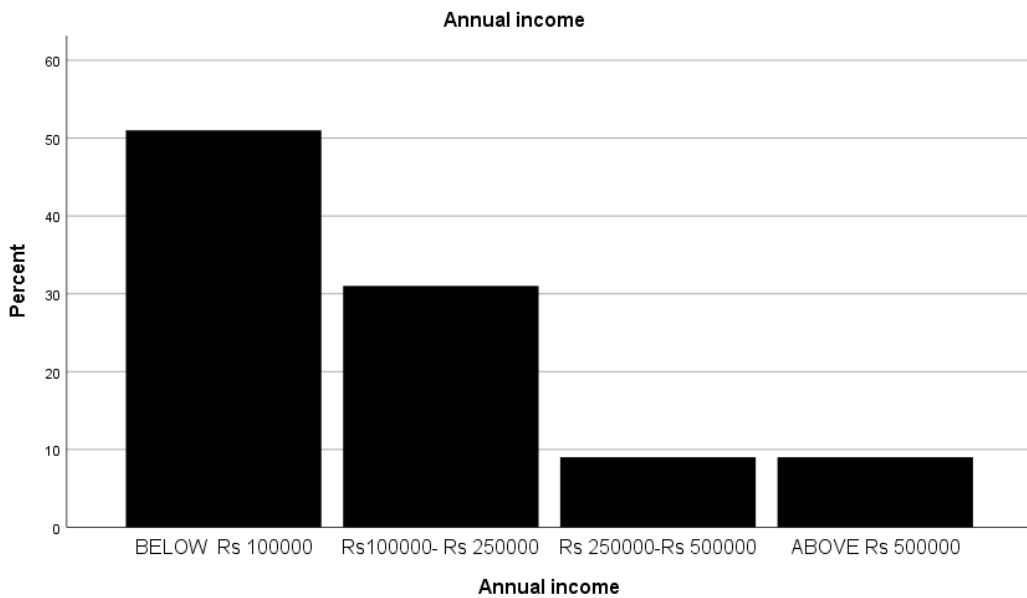
Table 4.4 Annual Income

ANNUAL INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs 1,00,000	51	51.0	51.0	51.0
	Rs 1,00,000 -Rs 2,50,000	31	31.0	31.0	82.0
	Rs 2,50,000 -Rs5,00,000	9	9.0	9.0	91.0
	Above Rs 5,00,000	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Source:

primary data

Fig 4.4 Annual Income



Interpretation

From the above figure and table 4.4, it can be inferred that 51 percent of the respondents' annual income was less than Rs 1,00,000, 31 percent of the respondents' annual income was between Rs 1,00,000 and Rs 2,50,000, 9 percent of the respondents was between Rs 2,50,000 and Rs5,00,000 and 9 percent of the respondents' annual salary was above Rs 5,00,000.

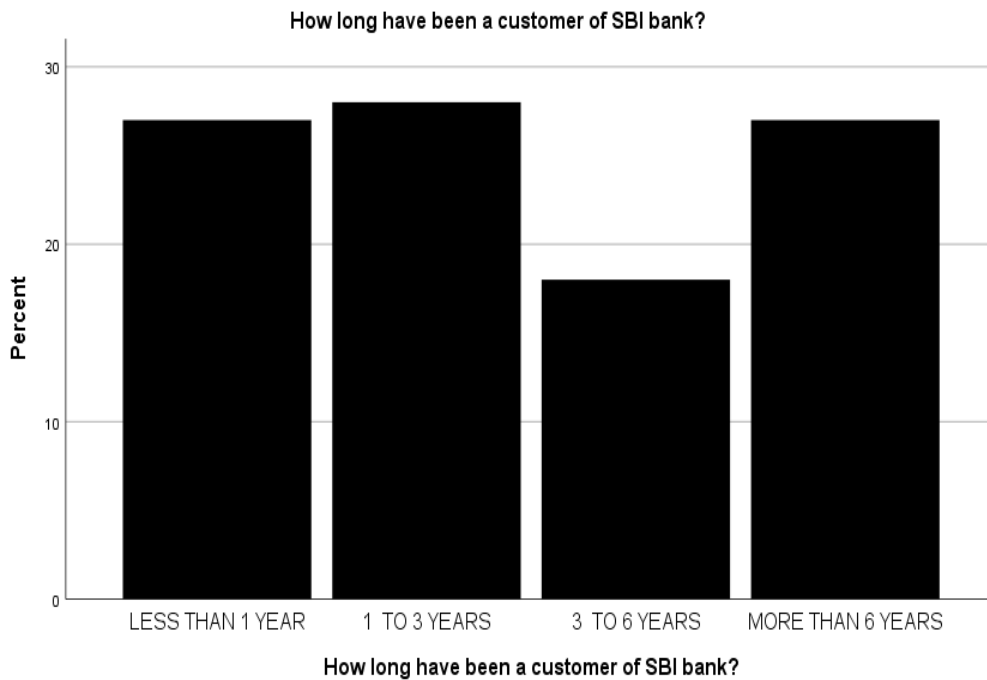
Out of 100 respondents, majority of 51% of the respondents' annual income was less than Rs 1,00,000.

Table 4.5 Classification on the basis of Duration

Classification on the basis of Duration					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 YEAR	27	27.0	27.0	27.0
	1 TO 3 YEARS	28	28.0	28.0	55.0
	3 TO 6 YEARS	18	18.0	18.0	73.0
	>6 YEARS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.5 Classification on the basis of Duration



Interpretation

From the above table 4.5, it can be inferred that 27 percent of the respondents' have been the customer of bank less than 1 year, 28 percent of the respondents' have been the customers of the bank for 1 to 3 years, 18 percent of the respondents have been the customers of the bank for 3 to 6 years and 27 percent respondents have been the customers for more than 6 years.

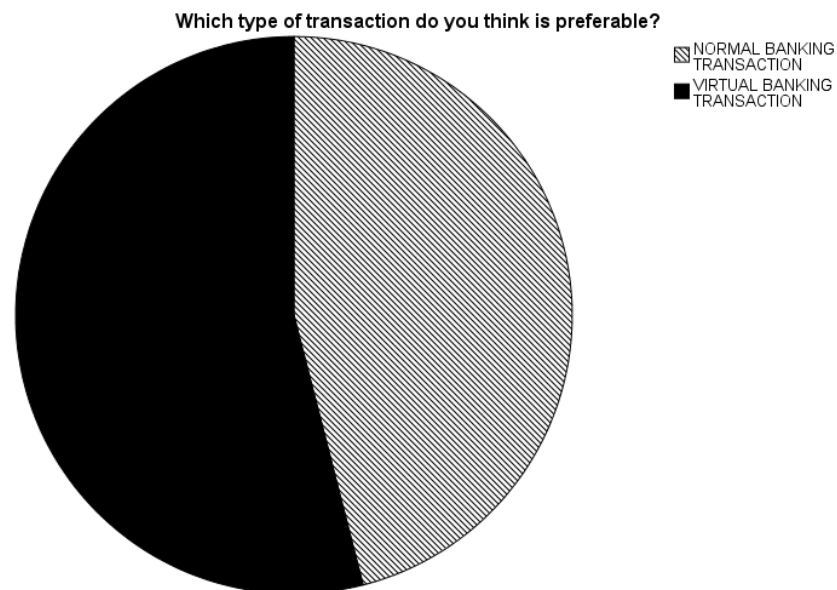
Out of 100 respondents, majority of 28% of the respondents' have been the customers of the bank for 1 to 3 years.

Table 4.6 Classification on the basis of type of transaction

Classification on the basis of type of transaction					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Normal Banking Transaction	46	46.0	46.0	46.0
	Virtual Banking Transaction	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.6 Classification on the basis of type of transaction



Interpretation

From the above figure and table 4.6, it can be inferred that, 46 percent of the respondents prefer Normal banking transaction and 54 percent of the respondents prefer Virtual banking transaction.

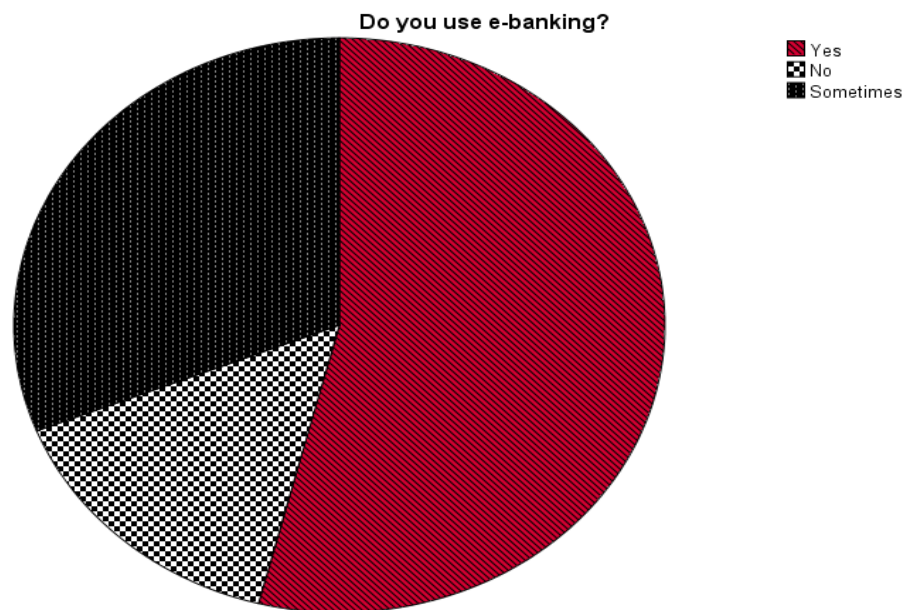
Out of the respondents, majority of 54% of the respondents prefer virtual banking transaction.

Table 4.7 Users of e-banking

Users of e-banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	54.0	54.0	54.0
	No	15	15.0	15.0	69.0
	Sometimes	31	31.0	31.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.7 Users of e-banking



Interpretation

From the above figure and table 4.7, it can be inferred that 54 percent of the respondents use e- banking services, 15 percent do not use e – banking services and 31 percent sometimes use e- banking services.

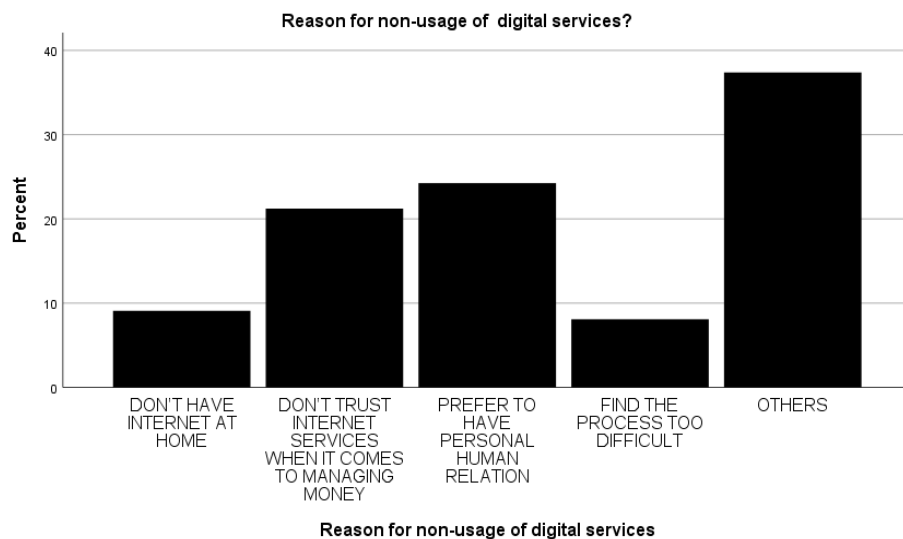
Out of 100 respondents, majority of 54% of the respondents use e- banking services.

Table 4.8 Reason for Non-using internet bank

Reason for Non-using internet bank					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't have internet at home	10	10.0	10.0	10.0
	Don't trust internet services when it comes to managing money	21	21.0	21.0	31.0
	Prefer to have personal human relation	24	24.0	24.0	55.0
	Finds the process too difficult	8	8.0	8.0	63.0
	Others	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.8 Reason for Non-using internet bank



Interpretation

From the above figure and table 4.8, 10 percent of the respondents do not use digital services since they do not have internet at home, 21 percent don't trust internet services when it comes to managing money, 24 percent prefer to have personal

human relation, 8 percent finds the process too difficult and 37 percent of the respondents have other reasons for non-usage of digital services.

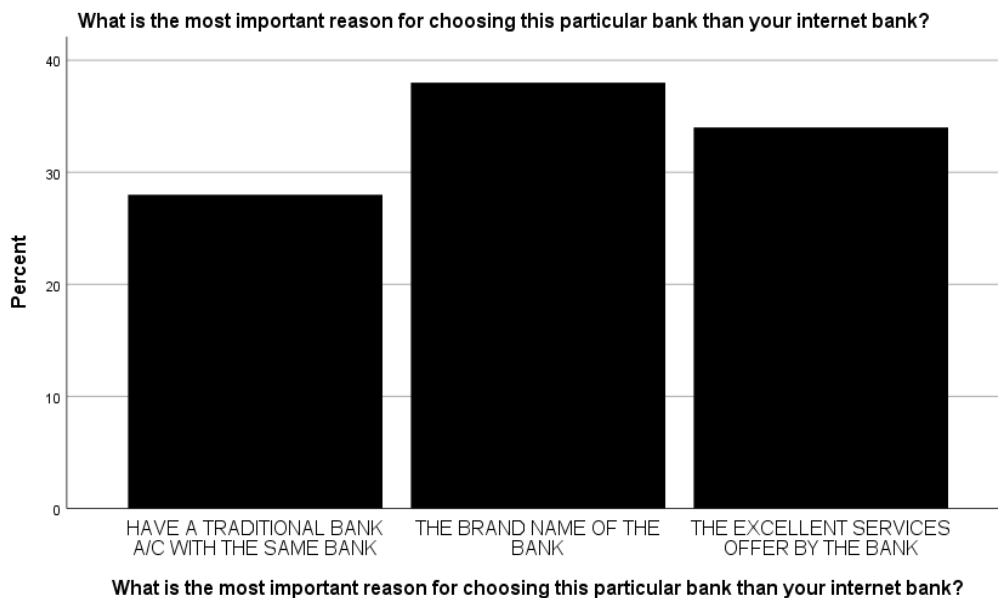
Out of 100 respondents, majority of 37 % of the respondents have other reasons for non-usage of digital services.

Table 4.9 Customer preference of online banking over conventional banking

Customer preference of online banking over conventional banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have a traditional bank a/c with the same bank	28	28.0	28.0	28.0
	The brand name of the bank	38	38.0	38.0	66.0
	The excellent services offered by the bank	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.9 Customer preference of online banking over conventional banking



Interpretation

From the above figure and table 4.9, it can be seen that 28 percent of the respondents choose this particular bank than their internet bank since they have a

traditional bank a/c with the same bank, 38 percent choose this particular bank due to the brand name of the bank and 34 percent of the respondents choose since they have been offered excellent services by the bank.

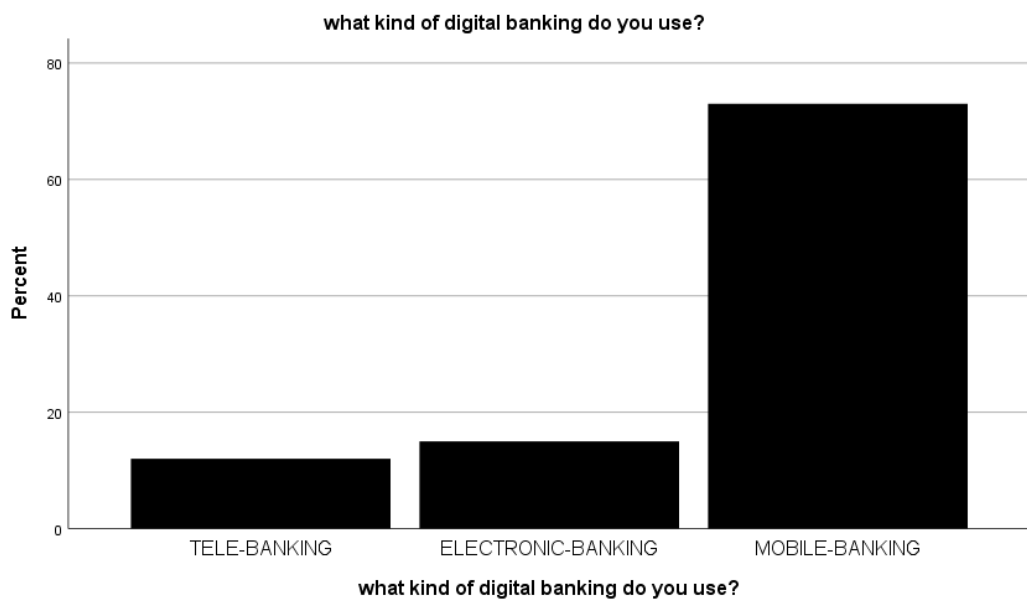
Out of 100 respondents, majority of 38 % choose this particular bank due to the brand name of the bank.

Table 4.10 Classification on the basis of type of e-banking

Classification on the basis of type of e-banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tele-banking	12	12.0	12.0	12.0
	Electronic Banking	15	15.0	15.0	27.0
	Mobile Banking	73	73.0	73.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.10 Classification on the basis of type of e-banking



Interpretation

From the above figure and table 4.10, it can be seen that 12 percent of the respondents use tele-banking, 15 percent use Electronic Banking and 73 percent use Mobile Banking.

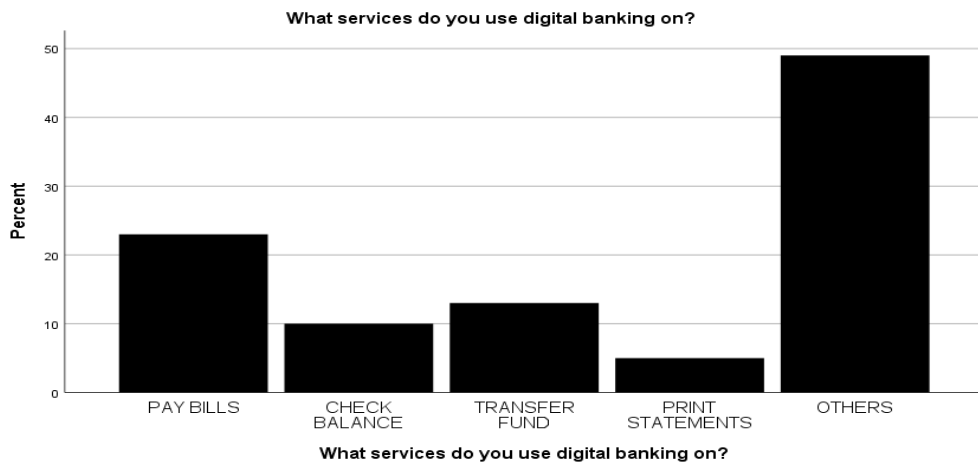
Out of 100 respondents, majority of 73 percent use Mobile Banking.

Table 4.11 Frequency of using e-banking services

Frequency of using e-banking services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pay bills	23	23.0	23.0	23.0
	Check Balance	10	10.0	10.0	33.0
	Transfer funds	13	13.0	13.0	46.0
	Print statements	5	5.0	5.0	51.0
	Others	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.11 Frequency of using e-banking services



Interpretation

From the above figure and table 4.11, it can be seen that 23 percent of the respondents use digital banking for payment of bills, 10 percent uses digital banking for checking balance, 13 percent of the respondents use digital banking for transfer of funds, 5 percent use digital banking for printing statements and 49 percent uses digital banking for other purposes.

Out of 100 respondents, majority 49 % uses digital banking for other purposes.

Table 4.12 Classification on the basis of service charge is fair or not

Classification on the basis of service charge is fair or not					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	27.0	27.0	27.0
	No	29	29.0	29.0	56.0
	May be	44	44.0	44.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.12 Classification on the basis of service charge is fair or not

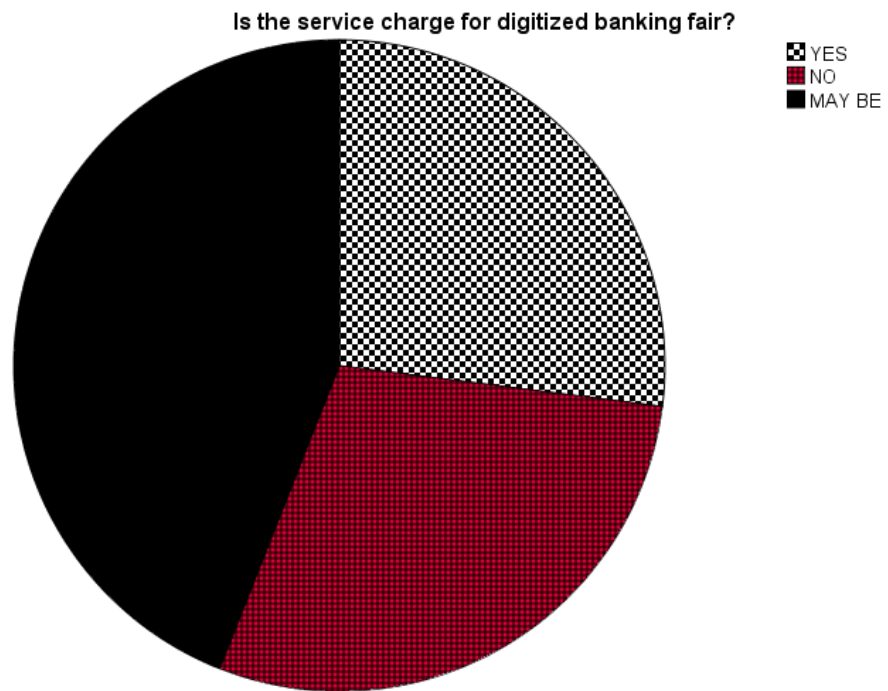


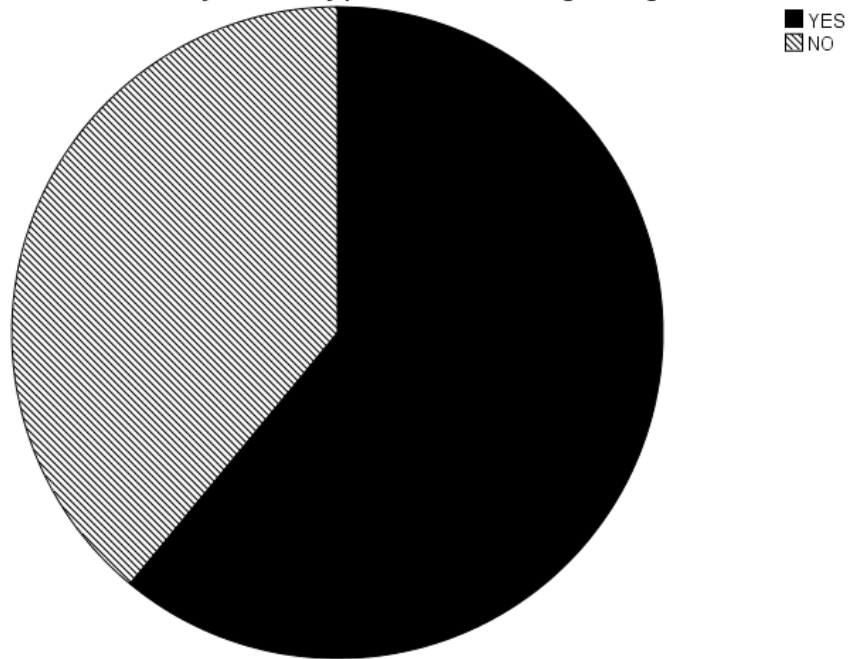
Table 4.13 Classification on the basis of problem encountered

Classification on the basis of problem encountered					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	61.0	61.0	61.0
	No	39	39.0	39.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.13 Classification on the basis of problem encountered

Do you face any problems while using SBI digital services?



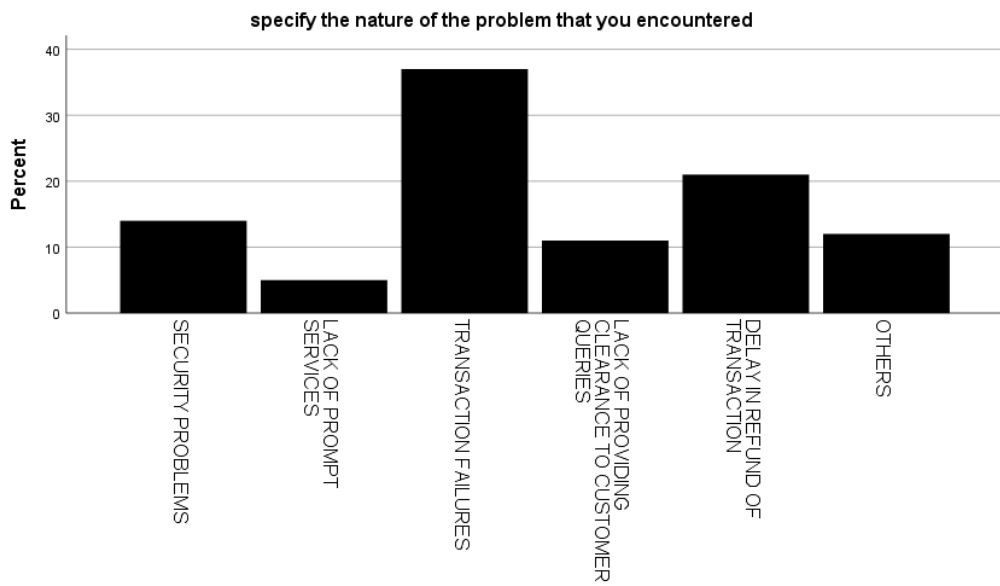
Interpretation

From the above figure and table 4.13, it can be seen that 61 percent of the respondents faced problems while using SBI digital services and 39 percent did not face any problems while using SBI digital services.

Table 4.14 Classification on the basis nature of problem encountered

Classification on the basis nature of problem encountered					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SECURITY PROBLEMS	14	14.0	14.0	14.0
	LACK OF PROMPT SERVICES	5	5.0	5.0	19.0
	TRANSACTION FAILURES	37	37.0	37.0	56.0
	LACK OF PROVIDING CLEARANCE TO CUSTOMER QUERIES	11	11.0	11.0	67.0
	DELAY IN REFUND OF TRANSACTION	21	21.0	21.0	88.0
	OTHERS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Fig 4.14 Classification on the basis nature of problem encountered



Interpretation

From the above figure and table 4.14, it can be inferred that 14 percent of the respondents faced security problems, 5 percent faced lack of prompt services, 37 percent faced transaction failures, 11 percent faced lack of providing clearance to customer queries, 21 percent faced delay in refund of transaction and 12 percent faced other problems.

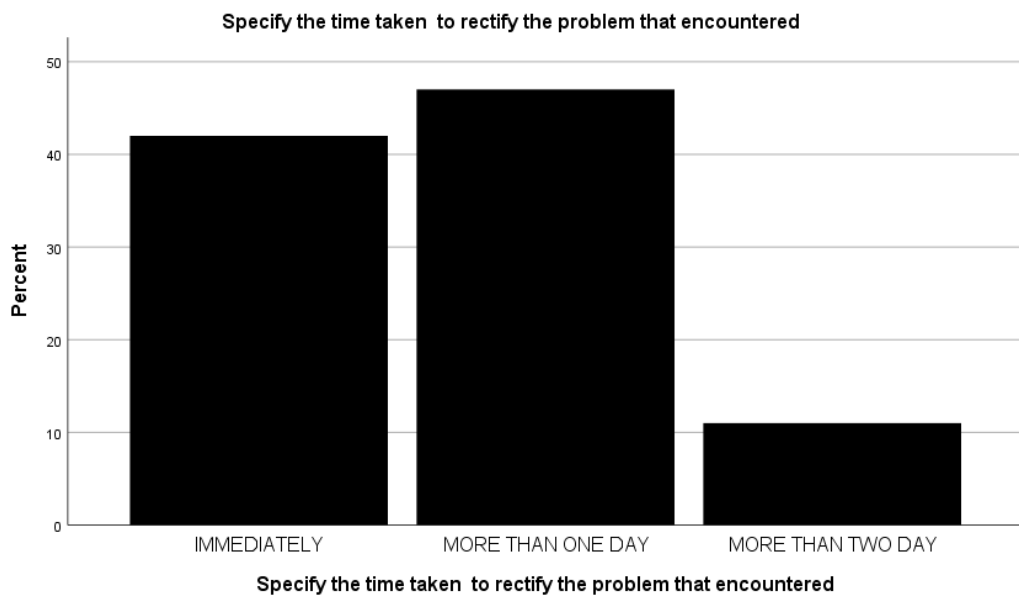
Out of 100 respondents, majority of 37 % faced transaction failures.

Table 4.15 Classification on the basis of time to rectify the problem

Classification on the basis of time to rectify the problem					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Immediately	42	42.0	42.0	42.0
	More than one day	47	47.0	47.0	89.0
	More than two days	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.15 Classification on the basis of time to rectify the problem



Interpretation

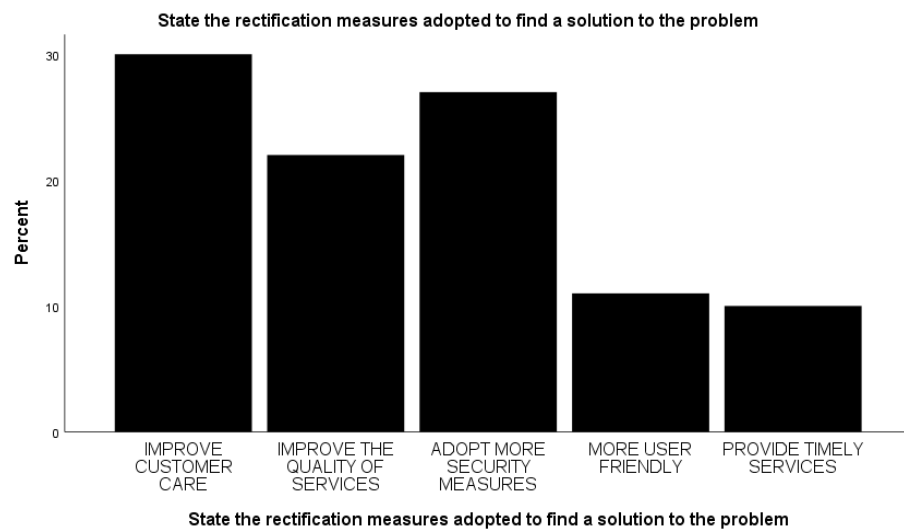
From the above figure and table 4.15, it can be inferred that 42 percent of the respondents mentioned that the problem encountered has been solved immediately, 47 percent mentioned that the problem encountered will be solved within 1 day and 11 percent mentioned that it will take more than 2 days to solve the problem.

Out of 100 respondents, majority of 47 % mentioned that the problem encountered will be solved within 1 day.

Table 4.16 Classification on the basis of rectify measures to be adopted by bank

Classification on the basis of rectify measures to be adopted by bank					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Improve customer care	30	30.0	30.0	30.0
	Improve the quality of services	22	22.0	22.0	52.0
	Adopt more security measures	27	27.0	27.0	79.0
	More user friendly	11	11.0	11.0	90.0
	Provide timely services	10	10.0	10.0	100.0
	Total		100	100.0	100.0

Fig 4.16 Classification on the basis of rectify measures to be adopted by bank



Interpretation

From the above figure and table 4.16, it can be inferred that 30 percent of the respondents mentioned to improve customer care as a solution to the problem, 22 percent of the respondents mentioned to improve the quality of services, 27 percent mentioned adopting more security measures, 11 percent mentioned that the digital banking should be more user friendly and 10 percent mentioned that timely services should be provided.

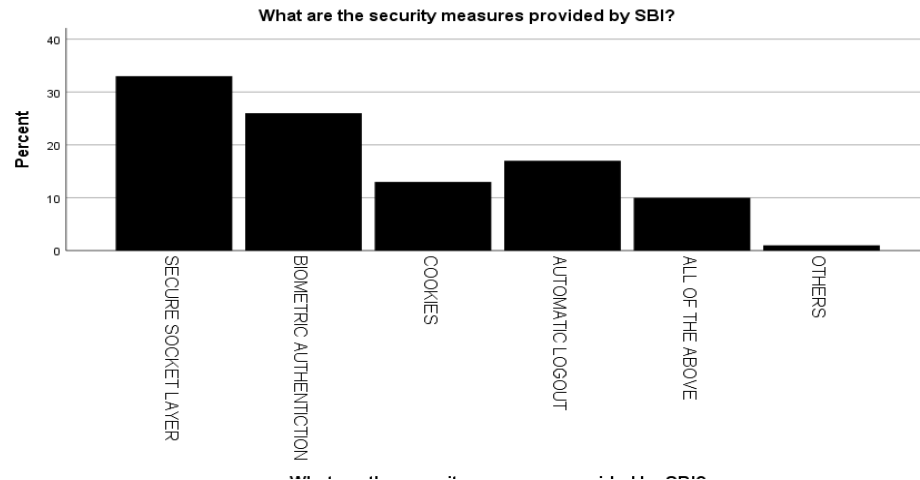
Out of 100 respondents, majority 30 % of the respondents mentioned to improve customer care as a solution to the problem.

Table 4.17 Classification on the basis of security measures provided by SBI

Classification on the basis of security measures provided by SBI					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secure socket layer	33	33.0	33.0	33.0
	Biometric Authentication	26	26.0	26.0	59.0
	Cookies	13	13.0	13.0	72.0
	Automatic Logout	17	17.0	17.0	89.0
	All of the above	10	10.0	10.0	99.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.17 Classification on the basis of security measures provided by SBI



Interpretation

From the above figure and table 4.17, it can be inferred that 33 percent of the respondents mentioned that Security socket layer has been provided by SBI as the security measure, 26 percent mentioned that Biometric Authentication has been provided by SBI as the security measure, 13 percent mention that Cookies as the security measure, 17 percent mentioned Automatic Log out as the security measure, 10 percent mentioned all of the above mentioned measures and 1 percent mentioned other security measures have been provided by SBI.

Out of 100 respondents, majority of 33 % of the respondents mentioned that Security socket layer has been provided by SBI as the security measure.

Table 4.18 Classification on the basis of customer education on online banking

Classification on the basis of rectify measures to be adopted by bank					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	45.0	45.0	45.0
	No	19	19.0	19.0	64.0
	May be	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.18 Classification on the basis of rectify measures to be adopted by bank



Interpretation

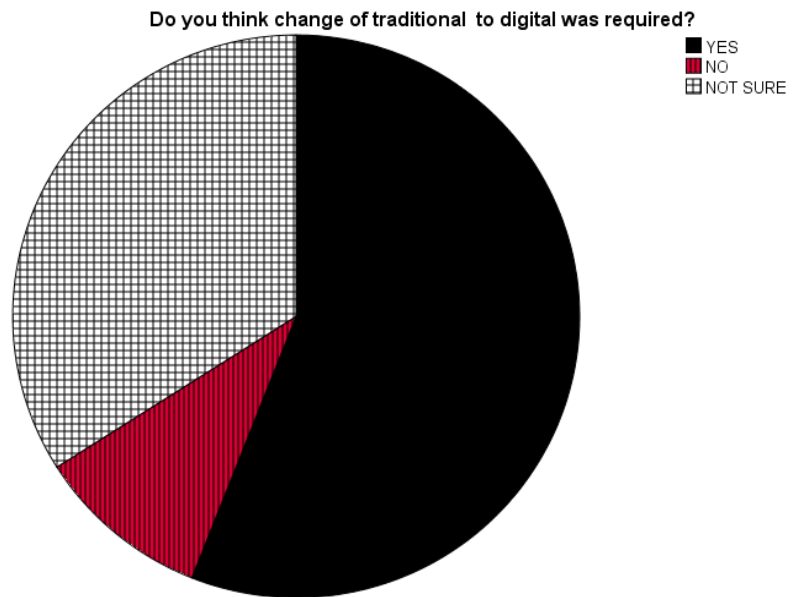
From the above figure and table 4.18, it can be inferred that 45 percent of the respondents mentioned that the bank provided advice on different online banking services it offers, 19 percent of the respondents mentioned that they have not been provided any advices on different online banking services it offers and 36 percent mentioned that they might have given advice on different online banking services. Out of 100 respondents, majority of 45 % of the respondents mentioned that the bank provided advice on different online banking services it offers.

Table 4.19 Customer responds on change from traditional to digital

Classification on the basis of rectify measures to be adopted by bank					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	56.0	56.0	56.0
	No	10	10.0	10.0	66.0
	Not sure	34	34.0	34.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.19 Classification on the basis of rectify measures to be adopted by bank



Interpretation

From the above figure and table 4.19, it can be inferred that 56 percent of the respondents mentioned that a change of traditional to digital was required, 10 percent mentioned that change was not required and 34 percent were not sure about the requirement to change from traditional to digital.

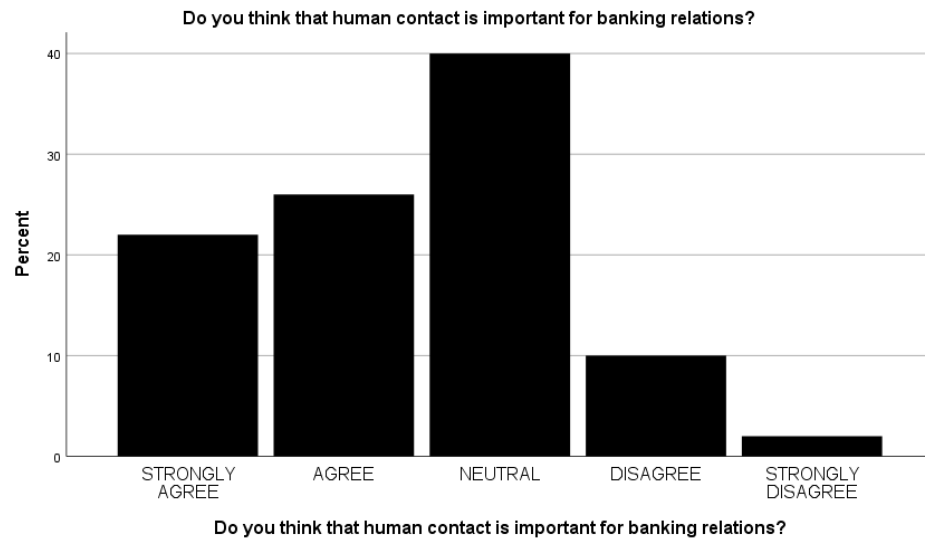
Out of 100 respondents, majority of 56 % of the respondents mentioned that a change of traditional to digital was required.

Table 4.20 Classification on the basis of human contract v/s digital banking

Classification on the basis of human contract v/s digital banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	22	22.0	22.0	22.0
	Agree	26	26.0	26.0	48.0
	Neutral	40	40.0	40.0	88.0
	Disagree	10	10.0	10.0	98.0
	Strongly disagree	2	2.0	2.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.20 Classification on the basis of human contract v/s digital banking



Interpretation

From the above figure and table 4.20, it can be understood that 22 percent of the respondents strongly agree that human contact as an important element for banking relations, 26 percent agree that human contact would be required for important banking relations, 40 percent have a neutral opinion, 10 percent disagree and 2 percent strongly disagree.

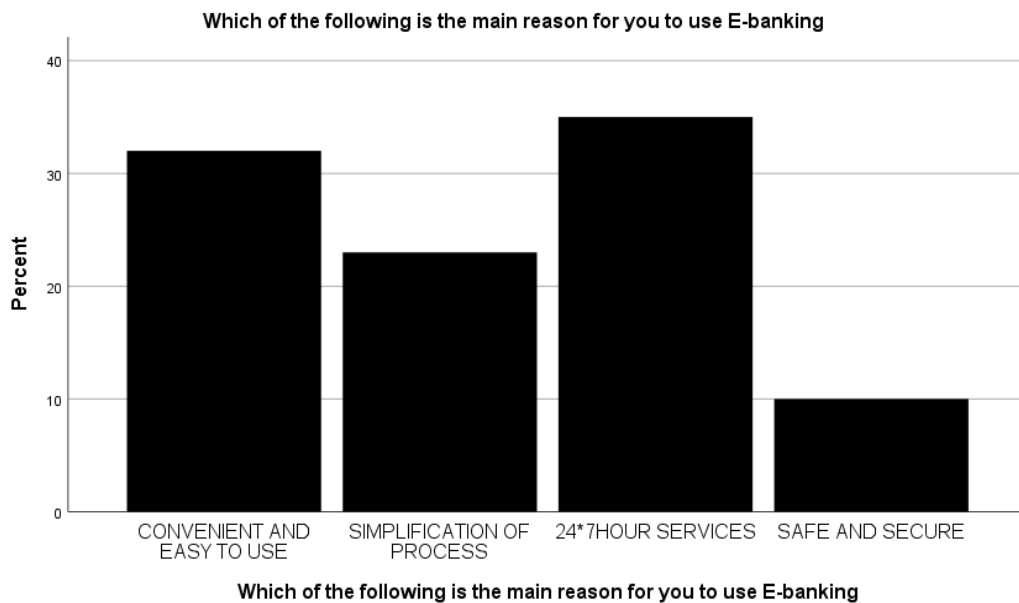
Out of 100 respondents, majority of 40 % have a neutral opinion.

Table 4.21 Reason for using E-banking

Reason for you to use E-banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenient and easy to use	32	32.0	32.0	32.0
	Simplification of Process	23	23.0	23.0	55.0
	24 * 7 hour services	35	35.0	35.0	90.0
	Safe and secure	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.21 Reason for you to use E-banking



Interpretation

From the above figure and table 4.21, it can be understood that 32 percent of the respondents use E-banking since it was convenient and easy to use, 23 percent of the respondents' mentioned simplification of process as the reason, 35 percent use E banking since it has 24*7-hour services and 10 percent use E-banking since it was safe and secure.

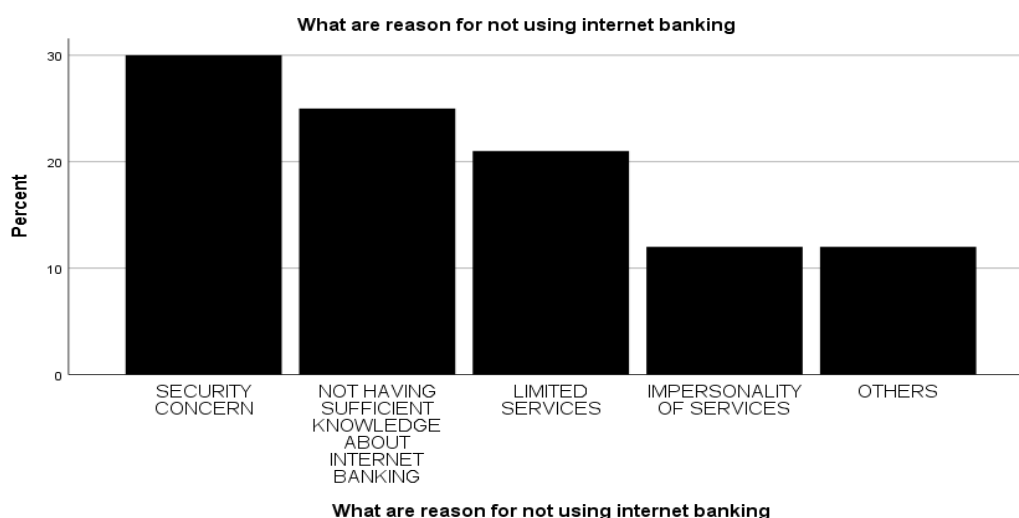
Out of 100 respondents, majority of 35% use E banking since it has 24*7-hour services.

Table 4.22 Reason for not using internet banking

Reason for not using internet banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Security concern	30	30.0	30.0	30.0
	Not having sufficient knowledge about internet banking	25	25.0	25.0	55.0
	Limited Services	21	21.0	21.0	76.0
	Impersonality of services	12	12.0	12.0	88.0
	Others	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.22 Reason for not using internet banking



Interpretation

From the above figure and table 4.22, it can be inferred that 30 percent of the respondents do not use internet banking due to security concern, 25 percent do not have sufficient knowledge about internet banking, 21 percent have limited services, 12 percent do not use internet banking due to impersonality of services and 12 percent do not use internet banking due to other reason.

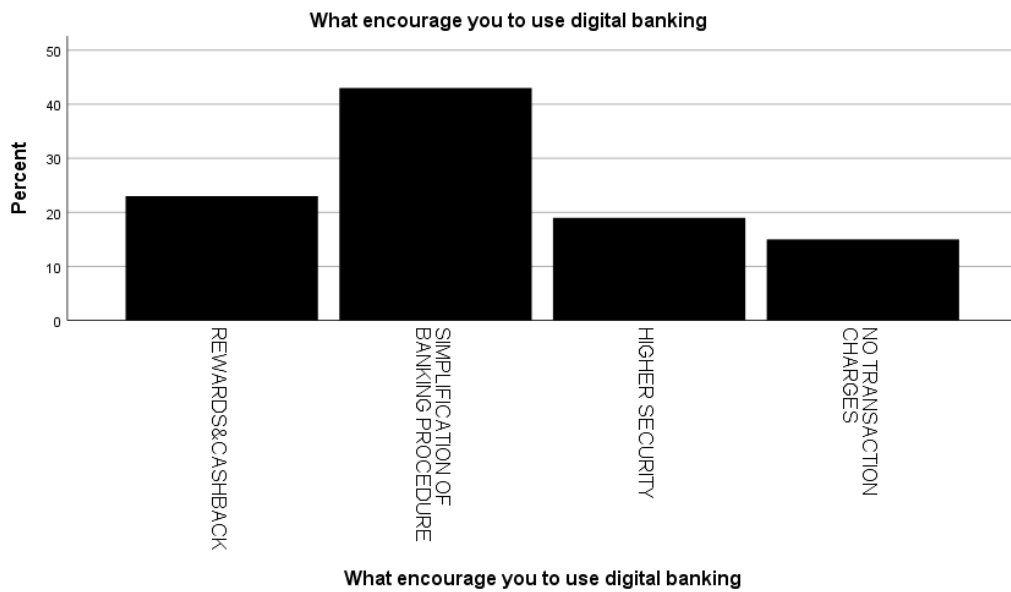
Out of 100 respondents, majority of 30% of the respondents do not use internet banking due to security concern.

Table 4.23 Encourages factors for using digital banking

Encourage factors for using digital banking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rewards and Cashback	23	23.0	23.0	23.0
	Simplification of the banking procedure	43	43.0	43.0	66.0
	Higher security	19	19.0	19.0	85.0
	No transaction charges	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Source: primary data

Fig 4.23 Encourage factors for using digital banking



Interpretation

From the above figure and table 4.23, it can be inferred that 23 percent respondents’ motivation for using digital banking was rewards and cash back, 43 percent respondent’s motivation was simplification of the banking procedure, 19 percent of the respondents’ motivation was higher security and 15 percent respondents was using digital banking since there was no transaction charges.

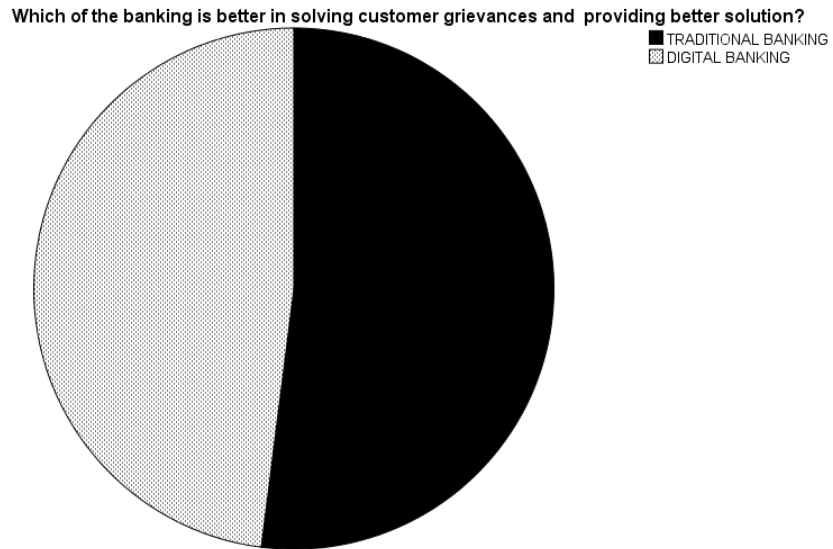
Out of 100 respondents, majority of 43% respondent’s motivation was simplification of the banking procedure.

Table 4.24 Traditional v/s digital banking in solving customer grievances

Traditional v/s digital banking in solving customer grievances					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional Banking	52	52.0	52.0	52.0
	Digital Banking	48	48.0	48.0	100.0
Total		100	100.0	100.0	

Source: primary data

Fig 4.24 Traditional v/s digital banking in solving customer grievances



Interpretation

From the above figure and table 4.24, it can be inferred that 52 percent of the respondents feel that traditional banking better in solving customer grievances and providing better solution and 48 percent of the respondents feel that digital banking better in solving customer grievances and providing better solution.

Out of 100 respondents, majority of 52 % of the respondents feel that traditional banking better in solving customer grievances and providing better solution.

Hypothesis 1

H₀: Upgraded and online services of SBI have no effect on satisfaction with digitalization of banks.

H₁: Upgraded and online services of SBI have a significant effect on satisfaction with digitalization of banks.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456 ^a	.208	.200	.718

a. Predictors: (Constant), upgraded_serv

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.236	1	13.236	25.698	.000 ^b
	Residual	50.474	98	.515		
	Total	63.710	99			

a. Dependent Variable: sat_dig

b. Predictors: (Constant), upgraded_serv

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.324	.193		6.871	.000
	upgraded_serv	.375	.074	.456	5.069	.000

a. Dependent Variable: sat_dig

Interpretation

A simple linear regression was calculated to analyse whether upgraded and online services of SBI have a significant effect on satisfaction with digitalization of banks. A significant regression equation was found ($F(1,98) = 25.698$, $p < .001$), with an R^2 of 0.208. The predictor was found to be significant ($B = 0.456$, $p < .001$). The model explained approximately 20.8 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 2

H_0 : Awareness on e- banking services have no effect on satisfaction with digitalization of banks.

H₁: Awareness on e-banking services have a significant effect on satisfaction with digitalization of banks.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.276 ^a	.076	.067	.775

a. Predictors: (Constant), core_ebank_serv

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.851	1	4.851	8.077	.005 ^b
	Residual	58.859	98	.601		
	Total	63.710	99			

a. Dependent Variable: sat_dig
b. Predictors: (Constant), core_ebank_serv

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.569	.245		6.398	.000
	core_ebank_serv	.371	.131	.276	2.842	.005

a. Dependent Variable: sat_dig

Interpretation

A simple linear regression was calculated to analyse whether awareness on e-banking services have a significant effect on satisfaction with digitalization of banks. A significant regression equation was found ($F(1,98) = 8.077, p = .005$), with an R^2 of 0.076. The predictor was found to be significant ($B = 0.276, p = .005$). The model explained approximately 7.6 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 3

H₀: There is no correlation between whether any advice has been provided by the banks about online service site and whether the change from traditional to digital was required.

H₁: There is a correlation between whether any advice has been provided by the banks about online service site and whether the change from traditional to digital was required.

Correlations			
		Does your bank advise you of the online banking services it offers	Do you think change of traditional to digital was required
Does your bank advise you of the online banking services it offers	Pearson Correlation	1	.363**
	Sig. (2-tailed)		.000
	N	100	100
Do you think change of traditional to digital was required	Pearson Correlation	.363**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Interpretation

A Pearson Product Moment Correlation Coefficient was computed to assess the relationship between whether any advice has been provided by the banks about online service site and whether the change from traditional to digital was required. There was a positive correlation between the variables $r=0.363$ $N=100$ $p<.001$ and the correlation was significant.

Interpretation

Around 90% of respondents are effectively and efficiently using e-banking services. Most of the respondents belongs to student and middle-aged category respondents when compared to aged group. It is found that some customers have not adopted e-banking services as they do not trust internet when it comes to

managing money. And it is complicated process as well they prefer to maintain human relations. Majority of customers were aware of e-banking services offered by bank at time of opening an account.

CHAPTER 5

FINDINGS, SUGGESSTIONS AND

CONSLUSION

5.1 SUMMARY

In order to identify which aspect of the quality of the E-Banking service may have the greatest impact on customer satisfaction, this study looked at the relationship between those dimensions and customer satisfaction. A survey instrument was used to collect data, and it was given out to bank customers in the Lebanese banking industry. All of this digital change simplified customers' lives, which raised their level of happiness. The degree to which consumers' expectations are met by the service provider can be used to define the phenomena of customer satisfaction (banks, in our case). The degree to which the consumer is satisfied with the goods and services he is utilising could serve as a simple definition. Therefore, there is a significant impact of electronic banking on consumer satisfaction.

This project focuses on the impact of digital services among the general public. The study is conducted among 100 respondents belonging to different part of Kottayam district. The study identifies impact digital services of SBI among people.

In the related literature, the term "e-banking," which refers to all banking transactions completed by online applications, has gained popularity. In this competitive world, the banking industry is advancing through implementing new technology and setting new benchmarks. This essay includes research on the State Bank of India's current trends and advancements in electronic banking. The goal of the study is to find out what characteristics customers use to judge how satisfied they are with online banking. Additionally, it sheds light on the many types of e-banking services, some newly emerging problems and difficulties, the advantages offered to them, and the variables affecting consumers' decisions to use State Bank of India e-banking services.

5.2 FINDINGS

The study was done on a sample 100 respondents in Kottayam city. The main objective of the research was to study the impact of digital service of SBI among public. The data was collected from the people of both urban and rural areas to know their perception towards influence on digital services of SBI.

- Around 90% of respondents are effectively and efficiently using e-banking services. Most of the respondents belongs to student and middle-aged category respondents when compared to aged group.
- It is found that some customers have not adopted e-banking services as they do not trust internet when it comes to managing money. And it is complicated process as well they prefer to maintain human relations.
- Majority of customers were aware of e-banking services offered by bank at time of opening an account.
- It is identified that customers choose a particular bank as their e-banking mainly because of their traditional connection with that bank and also because of its brand name and excellent services being offered.
- It is found that rewards and cashback as well simplified transaction process tend to influence customer's intention for using e-banking for a longer period.
- Most of customers think that human contact is necessary for banking relation. As online banking doesn't involve any physical presence customers think that it is necessary to have some sort of physical presence in banking activities.
- Positive attitude was shown by customer towards bank charges collected by the bank. It implies that customers are highly satisfied with bank charges being collected. It indicates that banks are collecting fair charges.
- Most of the customers are not aware about the threats in e-banking but they are satisfied with the security measures taken by banks against such threats.
- Customer agreed the fact that SBI offers upgraded and competitive services compared to other banks. They responded that updated services are frequently offered by their bank.
- It is also found despite the technological change's customer prefer traditional banking as best in solving customer grievances and in providing better solutions.
- 40% of respondents are Male.
- Virtual banking transaction is considered better by the majority of respondents.
- 46% of the respondents prefer virtual banking transaction.
- 54% of respondents use e-banking.
- 73% of respondents use mobile banking.

- The customer was satisfied with accuracy of digital services offered by the SBI bank.
- 61% of the respondents face problems while using SBI digital services.
- Out of the respondents who faced problems,42% said that their complaints have been immediately redressed, where as 47% respondents that their redressed complaints took more than one day.
- 56% of respondents thinks change of traditional to digital was required.
- 22% of respondents strongly agree human contact is important for banking relations and 40% of respondents moderately agreed.
- 52% of the respondents feel that traditional banking better in solving customer grievances and providing better solution.
- 30% of the respondents mentioned to improve customer care as a solution to the problem.
- 25% of respondents do not have sufficient knowledge about internet banking.
- 27% of respondents have been the customer for than 6 years.
- 45% of the respondents mentioned that the bank provided any advices on different online banking services.
- 32% of the respondents use E-banking since it was convenient and easy to use.

5.3 SUGGESTIONS

- Banks should take necessary step to educate their customer on various E-banking services as well as on various existing threats and frauds. This enable them to enhance their customer base.
- The e-banking system should be enhanced to make online payment system more safe and easier to the customers. This improves the security level of internet banking transactions.
- Customers are afraid of adopting e-banking services as they are perceived of getting wrong information thus these wrong interpretations should be removed from minds of customers by the bank.
- Regular feedback should be availed from customers on the working of bank.
- Bank should expand their e-banking product and services to all customers irrespective of their literacy level.

- Bank should segment their client base and should create personalised customer experience.
- Banks should regularly collect feedbacks from its customers and should immediately solve customer grievances.
- Use the most recent and up-to-date technological standards to deliver a better customer experience.
- Ensure more digital security and safety.
- Bank should take proactive measures for the prompt redressal of complaints of the customer.
- Adopt new technology to attract the more customers.

5.4 CONCLUSION

The technological advancement has been changing the attire of banking. The click and mortar banking are slowly giving place to click the mouse banking. Thus, this transformation has created expectation in the minds of customers regarding various upgraded and competitive banking products. The introduction of new instruments such as ATM, EFT (electronic fund transfer), NEST have all helped in developing an efficient and effective and speedy payment and settlement system. This technological change also enabled bank in enduring benefits. The study enables to measure how well integrating digitalisation with Indian banking system improved the customer base of bank. Through this study it is also identified that banks are nowadays improving and ensuring methods of secured e-banking transaction thereby retaining its customers and assuring them safer and effective transaction worldwide.

A sample of 100 was collected were, convenience sampling was used to analyse the data as tools. Internet banking has facilitated customer in many aspects like time saving, less efforts, ease in doing transaction. The difference in service quality arise mainly because of skilled human resource and culture of bank. SBI is also coming with new innovative ideas to satisfy customers. SBI electronic banking services is most convenient and it is trust worthy. The respondents are all neutral about the services rendered by SBI in the E-banking services. It should

also develop the quality of service. The awareness about the online banking in SBI will promote it to the next level.

In the present scenario, banking companies are playing a vital role in providing digital services to customers. Many MNC's and private sector banks have entered in the digital services to market for earning higher profits and to provide good services to customers in all areas. This study reveals that the quality of services and timely services offered by SBI bank makes them more popular in the digital market. The study also states that the customer of SBI bank makes them more popular in the digital market. The study also states that the customers of SBI bank are satisfied with the digital services offered by them. All these services are offered to customers on 24*7 hrs availability.

As vendor into the future, the digital services will undoubtedly continue to change the banking industry.

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APPENDIX

QUESTIONNAIRE

1. NAME:
2. AGE GROUP:
 - BELOW 25
 - 25 TO 35
 - 35 TO 45
 - 45 ABOVE
3. GENDER:
 - MALE
 - FEMALE
 - OTHERS
4. EMPLOYMENT STATUS:
 - STUDENT
 - SELF EMPLOYED
 - BUSINESS/PROFESSION
 - OTHERS
5. ANNUAL INCOME:
 - BELOW 100000
 - 100000-250000
 - 250000-500000
 - ABOVE 500000
6. HOW LONG HAVE YOU BEEN A CUSTOMER OF SBI BANK?
 - LESS THAN 1 YEAR
 - 1 YEAR TO 3 YEARS
 - 3 YEAR TO 6 YEAR
 - MORE THAN 6 YEARS
7. WHICH TYPE OF TRANSACTION DO YOU THINK IS PREFERABLE?
 - NORMAL BANKING TRANSACTION
 - VIRTUAL BANKING TRANSACTION
8. DO YOU USE E- BANKING?
 - YES
 - NO
 - SOMETIMES
9. WHY HAVE YOU NEVER USED DIGITAL BANKING SERVICES?
 - DON'T HAVE INTERNET AT HOME
 - DON'T TRUST INTERNET SERVICES WHEN IT COMES TO MANAGING MONEY
 - I PREFER TO HAVE PERSONAL HUMAN RELATION
 - FIND THE PROCESS TOO DIFFICULT

OTHERS

10. WHILE OPENING AN ACCOUNT, WERE YOU AWARE OF E-BANKING SERVICES OFFERED BY THE BANK?

FULLY AWARE

PARTIALLY AWARE

UNAWARE

11. HOW OFTEN DO YOU USE E-BANKING SERVICES?

DAILY

OCCASIONALLY

WEEKLY

MONTHLY

12. WHAT IS THE MOST IMPORTANT REASON FOR CHOOSING THIS PARTICULAR BANK THAN YOUR INTERNET BANK?

I HAVE A TRADITIONAL BANK A/C WITH THE SAME BANK

THE BRAND NAME OF THE BANK

THE EXCELLENT SERVICES OFFER BY THE BANK

OTHERES

13. WHAT KIND OF DIGITAL BANKING DO YOU USE?

TELE-BANKING

MOBILE-BANKING

ELECTRONIC-BANKING

OTHERS

14. WHAT SERVICES DO YOU USE DIGITAL BANKING ON?

PAY BILLS

TRANSFER FUND

CHECK BALANCE

PRINT STATEMENTS

ALL OF ABOVE

OTHERS

15. IS THE SERVICE CHARGE FOR DIGITALIZED BANKING FAIR?

YES

NO

MAY BE

16. DO YOU FACE ANY PROBLEMS WHILE USING SBI BANK DIGITAL SERVICES?

YES

NO

17. IF YES, SPECIFY THE NATURE OF THE PROBLEM THAT YOU ENCOUNTERED.

SECURITY PROBLEMS

LACK OF PROMPT SERVICES

- TRANSACTION FAILURES
- LACK OF PROVIDING CLEARANCE TO CUSTOMER QUERIES
- DELAY IN REFUND OF TRANSACTION
- OTHERS, PLEASE SPECIFY.....

18. SPECIFY THE TIME TAKEN TO RECTIFY THE PROBLEM THAT ENCOUNTERED

- IMMEDIATELY
- MORE THAN ONE DAY
- MORE THAN TWO DAY

19. STATE THE RECITICATION MEASURES ADOPTED TO FIND SOLUTION TO THE PROBLEM

- IMPROVE CUSTOMER CARE
- IMPROVE THE QUALITY OF SERVICES
- ADOPT MORE SECURITY MEASURES
- MORE USER FRIENDLY
- PROVIDE TIMELY SERVICES

20. WHAT ARE THE SECURITY MEASURES PROVIDED BY SBI?

- SECURE SOCKET LAYER
- BIOMETRIC AUTHENTICITION
- COOKIES
- AUTOMATIC LOGOUT
- NONE OF THE ABOVE
- OTHERS.....

21. DOES YOUR BANK ADVISE YOU OF THE ONLINE BANKING SERVICES IT OFFERES?

- YES
- NO
- MAY BE

22. DO YOU THINK CHANGE OF TRADITIONAL BANKING TO DIGITAL BANKING WAS REQUIRED?

- YES
- NO
- NOT SURE

23. DO YOU THINK THAT HUMAN CONTACT IS IMPORTANT FOR BANKING RELATIONS?

- STRONGLY AGREE AGREE
- NEUTRAL DISAGREE
- STRONGLY DISAGREE

24. WHICH ONE OF THE FOLLOWING IS THE MAIN REASON FOR YOU TO USE E-BANKING?

- CONVENIENT AND EASY TO USE
- SIMPLIFICATION OF PROCESS
- 24*7HOUR SERVICES
- SAFE AND SECURE
- OTHERS

25. WHAT ARE THE REASON FOR NOT USING INTERNETBANKING?

- SECURITY CONCERN
- NOT HAVING SUFFICIENT KNOWLEDGE ABOUT INTERNET BANKING
- LIMITED SERVICES
- IMPERSONALITY OF SERVICES
- OTHERS.....

26. WHAT ENCOURAGE YOU TO USE DIGITAL BANKING?

- REWARDS&CASHBACK
- SIMPLIFICATION OF BANKING PROCEDURE
- HIGHER SECURITY
- NO TRANSACTION CHARGES
- OTHERS.....

27. DOES SBI OFFERS UPGRADED AND COMPETITIVE ONLINE SERVICES WHEN COMPARED TO OTHER SIMILAR BANKS?

- STRONGLY AGREE AGREE
- NEUTRAL DISAAGREE
- STRONGLY DISAGREE

28. WHICH OF THE FOLLOWING BANKING IS BETTER IN SOLVING CUSTOMER GREIVANCES AND PROVIDING BETTER SOLUTION?

TRADITIONAL BANKING

DIGITALBANKING

29. ARE YOU SATISFIED WITH DIGITALISATION OF BANK?

HIGHLY SATISFIED

SATISFIED

NEUTRAL

DISSATISFIED

HIGHLY DISSATISFIED

30. GIVE YOUR VALUABLE SUGGESTIONS TO IMPROVE SBI BANK DIGITAL SERVICES.

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