SBI·YONO APP: PERCEPTION OF USERS IN ERNAKULAM

Project Report

Submitted by

ANJANA V A (Reg no. AB21COM029)

ASHMI REMYA T X (Reg no. AB21COM030)

DIVYA PAUL (Reg no. AB21COM031)

Under the guidance of

Ms. Ann Thomas Kiriyanthan

In partial fulfilment of requirement for the award of the degree of

Bachelor of Commerce

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the Project Report entitled "**SBI YONO APP: PERCEPTION OF USERS IN ERNAKULAM**" submitted by **Anjana V.A, Ashmi Remya T.X and Divya Paul** towards partial fulfilment of the requirement for the award of the degree of **Bachelor of Commerce** is a record of bona-fide carried out by them during the academic year 2023-2024.

Supervising guide: **Head of the Department:**

Ms. Ann Thomas Kiriyanthan,   **Ms. Elizabeth Rini K F,**

Assistant Professor   Assistant Professor

Dept. of Commerce   Dept. of Commerce

Place: Ernakulam

Date: 25|04|2024

DECLARATION

We, Anjana V.A, Ashmi Remya T.X and Divya Paul, do hereby declare that this dissertation entitled, **'A STUDY ON SBI YONO APP: PERCEPTION OF USERS IN ERNAKULAM'** has been prepared by us under the guidance of **Ms. Ann Thomas Kiriyanthan,** Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

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

Place: Ernakulam

Date: 25|04|2024

ANJANA V.A

ASHMI REMYA T.X

DIVYA PAUL

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The Internet has enabled banking at the click of a mouse. Electronic features of banking have brought significant changes and drastic developments in our current era. An observation of the current situation, even a child knows about the Internet and various activities of banking. Every single transaction can be conducted through a bank website on the Internet. This can be called virtual banking net banking e-banking or Internet banking. Digital Banking Platforms enables bank to begin transformational process of becoming a digital bank. Digital Banking Platforms also helps the bank to achieve business optimization. Customers can easily make transaction, check their balance and also make transfer without going to their bank branches. Mobile banking can be defined as "The provision of banking services to customers on their mobile devices". Mobile banking allows to perform many of the identical activities like online banking using a tablet or smartphone instead of a Desktop computer. Mobile banking contributes wide variety of banking services related to the banking regulations like deposit and withdrawal of fund, statement request, mobile recharging, balance enquiry, commercial payment, cheque book and card request, purpose of savings, money transfer and used for purchasing purpose.

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

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

Mobile banking allows the customers to access their banking facility at anytime and anywhere. Customers are able to check their bank statement, get their account details, transferring of money from one account to other account, and easy payment of bills

at anytime and anywhere in the world. With the increasing usage of cell phone, especially in India, Mobile banking became very popular because it only requires a digital phone.

Customer satisfaction and thereby earning profit are the sole and main objectives of banks and other financial institutions and also due to competition and other factors various banking institutions started developing apps for customer convenience. For this SBI launched the YONO app (You only need one). **YONO** is an integrated digital banking platform offered by the State Bank of India (SBI) to enable users to access a variety of financial and other services such as taxi bookings, online shopping, or medical bill payments. YONO is offered as a smartphone app for both Android and iOS.

1.2 SIGNIFICANCE OF THE STUDY

Today internet banking enables the customer to perform basic banking transactions by sitting at the office or home through the Internet. This project mainly focuses on customer satisfaction with the Yono app services of SBI. In this project, we also attempt to analyse the various banking services offered by SBI's YONO app and examine the level of customer satisfaction and risk factors associated with these mobile app-based banking activities and transactions.

Banks view app-based banking transaction activities as a powerful value-added tool to attract and retain new customers helping to eliminate costly paper handling and teller interactions in an increasingly competitive banking environment.

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

affecting the satisfaction of Mobile Banking services amongst the customers. This also helps the company to understand where they want to give more attention and what all are the ways to increase their services wherever required and also how to invite new customers and to hold existing customers.

1.3 STATEMENT OF THE PROBLEM

There are numerous advantages to online banking. The two most crucial ones are ease of use and quickness. Online bankers can do a lot of things from the comfort of their homes, including seeing their statements, making transactions, paying bills, and much more. Online banking services have advantages, but consumers and marketers should be aware of some problems and difficulties as well. The obstacles are enormous for banks that provide online banking as well as for their clients, who rely on the banks to run efficiently. It is important to know these challenges so that remedies can be adopted to tackle them.

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

1.4 OBJECTIVES OF THE STUDY

The study was aimed at meeting the following objectives:

- To analyse the factors influencing the satisfaction level of customers using SBI Yono app.

- To evaluate the awareness level of the customers regarding various services offered by SBI Yono app.

- To examine the purposes of using SBI Yono app.

- To know the difficulties faced by customers while using the app.
- To understand the perception of customers about the security and ease of use of SBI Yono app.

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1.5 METHODOLOGY OF THE STUDY

The study is descriptive in nature with data drawn from both primary and secondary sources. The primary data was collected by administering a structured questionnaire to the users of SBI Yono app with the response of 100 individuals. The survey contains questions related to the customer perception on SBI Yono app. The secondary data was collected from published journals, articles, research papers and websites.

Descriptive research aims to accurately and systematically describing a population, situation or phenomenon. A descriptive research design can use a wide variety of research methods to investigate one or more variables. Descriptive research is usually defined as a type of quantitative research, though qualitative research can also be used for descriptive purposes. The methods involved in this type of research are surveys, observations, and case studies. The survey method is followed in this study.

The sampling technique which we have used is convenient sampling. A sample size of 100 users of SBI Yono app are considered under this study. The population under this study was very limited as it is only analysing the users of the app in Ernakulam region.

The tools used for presentation of data are pie charts, tables, bar graphs and percentage analysis which were used for the part of data analysis.

1.6 SCOPE OF THE STUDY

The study collects data from customers of SBI who use SBI Yono app and involves individuals from several classes/age groups/occupations to analyse their preference for using the SBI Yono App and to find out the satisfaction level and problems associated

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

1.7 LIMITATIONS OF THE STUDY

The study has certain limitations as follows:

• The study was confined to Ernakulam city, so findings are applicable only to Ernakulam city.

• Sample size is restricted to only 100 for this research.

• Majority of the respondents were students.

• For data analysis, only percentage analysis method was used. More statistical analytical tools and methods can be used by future researchers to arrive at conclusions.

• Some of the respondents were not ready to reply as they are not currently using the app due to its technical and poor performance.

• The time factor was major constraints in conducting the study.

• The bias and prejudices of respondents may also have an adverse impact on reliability of the result.

1.8 KEY WORDS

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

E-banking: It is also known as electronic banking or online banking, refers to the provision of banking services and transactions through electronic channels such as the internet, mobile devices, or automated teller machines (ATMs). E-banking enables customers to perform various banking activities remotely without visiting a physical bank branch. Some common e-banking services include:

Account management: Users can view account balances, transaction history, and statements online.

Fund transfers: E-banking allows customers to transfer money between their accounts, to other accounts within the same bank, or to accounts in other banks.

Yono App: YONO (You Only Need One) is a mobile banking app offered by the State Bank of India (SBI). It provides users with a comprehensive range of banking and financial services, including account management, fund transfers, bill payments, mobile recharge, shopping, and more, all within a single app. YONO aims to offer a seamless and convenient banking experience to SBI customers, allowing them to access various banking services anytime, anywhere, using their mobile devices.

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

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

1.9 CHAPTERISATION

CHAPTER 1: Introduction

The first chapter deals with the introduction and research design which includes research problems, significance of the study, scope of the study, methodology, objectives,

sampling plan, hypotheses, keywords, data collection and analysis, chapterisation and limitations of the study.

CHAPTER 2: Review of Literature

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

CHAPTER 3: Theoretical Framework

The third chapter is a discussion on theoretical background of the study.

CHAPTER 4: Data Analysis and Interpretation

This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretation.

CHAPTER 5: Findings, Suggestions and Conclusion

This is a conclusion chapter which contains summary of study, findings of the study and recommendations.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

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

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

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

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

4. **Singal and Padhmanabhan (2008)** stated that the main reasons that are answerable for electronic banking depends upon the respondent's perception on different internet applications and also internet banking is becoming more popular because of the

accessibility and flexibility. It also offers the outline of the reasons which are taken to measure the electronic banking perception.

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

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

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

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

9. **Dixit and Datta (2010)** describes the perceived service quality dimensions of self-service technology and the influence of perceived service quality dimensions concerning

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

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

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

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

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

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

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

16. **Pathak and Mishra (2019)** have submitted a study on "Consumer Behaviour and Attitude towards Mobile Banking: An Empirical Analysis". The attitude and consumer awareness towards the use of mobile banking services was evaluated in the study. The facilities like ease to use, usefulness and convenience made people to adopt mobile banking services are shown through this research study. Mindset of the customers are changing day by day because of the changes in technology adopted by the banks.

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

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

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

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

2.2 SUMMARY

Most of the authors conducted the study to understand the perception, satisfaction and preferences for using Digital Banking products and services. They concluded that many of the customers prefer digital banking because of the error- free system, rapidity, security, accessibility, credibility, cognition etc. Goyal and Goyal(2012) stated that customers do not prefer to use digital banking because they believe that they will be cheated while using the service and there is high risk while making a money transfer. In this study, six factors such as perceived usefulness, social influence, variety of services, perceived ease of use, perceived credibility and mobility were studied to understand the factors influencing customer satisfaction.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 INTRODUCTION

The origin of the State Bank of India goes back to the first decade of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta on 2 June 1806. Three years later the bank received its charter and was re-designed as the Bank of Bengal (2 January 1809). A unique institution, it was the first joint-stock bank of British India sponsored by the Government of Bengal. The Bank of Bombay (15 April 1840) and the Bank of Madras (1 July 1843) followed the Bank of Bengal. These three banks remained at the apex of modern banking in India till their amalgamation as the Imperial Bank of India on 27 January 1921. The bank descends from the Bank of Calcutta, founded in 1806, via the Imperial Bank of India, making it the oldest commercial bank in the Indian subcontinent. The Bank of Madras merged into the other two "presidency banks" in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it the State Bank of India.

Primarily Anglo-Indian creations, the three presidency banks came into existence either as a result of the compulsions of imperial finance or by the felt needs of local European commerce and were not imposed from outside in an arbitrary manner to modernize India's economy. Their evolution was, however, shaped by ideas culled from similar developments in Europe and England, and was influenced by changes occurring in the structure of both the local trading environment and those in the relations of the Indian economy to the economy of Europe and the global economic framework.

The roots of the State Bank of India lie in the first decade of the 19th century when the Bank of Calcutta later renamed the Bank of Bengal, was established on 2 June 1806. The Bank of Bengal was one of three Presidency banks, the other two being the Bank of Bombay (incorporated on 15 April 1840) and the Bank of Madras (incorporated on 1 July 1843). All three Presidency banks were incorporated as joint stock companies and were the result of royal charters. These three banks received the exclusive right to issue paper currency till 1861 when, with the Paper Currency Act, the right was taken over by the Government of India. The Presidency banks amalgamated on 27January 1921, and the re-organised banking entity took

as its name Imperial Bank of India. The Imperial Bank of India remained a joint stock company but without Government participation.

Merger is no longer considered as a strange word by the people or companies in the world at large. Nowadays it has become a common term in any industry. A merger usually means two or more firms combining themselves to form an even more powerful and larger firm. Thus, the organization thus formed may be regarded as the product created with all the features of those small inputs. In simple terms, merger means a process whereby two or more companies belonging to similar industry join together and restart working with one of the merged companies' name as a complete legal entity.

SBI or State Bank of India is considered as India's largest bank with its headquarters in Mumbai and is now widespread with a large number of branches across the country. SBI is the largest public sector bank providing banking and financial services to its customers. SBI had a network of its subsidiary banks formed earlier in various province of the country. All of these subsidiaries were merged with SBI gradually. But the biggest merger in the history of Indian banking sector took place recently when SBI merged itself with its five associate banks which include State Bank of Bikaner& Jaipur, State bank of Mysore, State Bank of Hyderabad, State Bank of Travancore and State Bank of Patiala and with the Bharatiya Mahila Bank, which had been considered as the bank exclusively for women. The merger has been discussed and criticized for so long from the point of view of customers, employees, etc. and nowadays, where competition exist even in the banking industry, SBI is regarded as one of the responsible and trustworthy bankers by the general public of India, and the Indian banking industry has improved a lot from task-oriented approach to customer centric strategy. Even the banking companies have now started insisting on customer satisfaction along with functional excellence they bring out for the development of the country.

3.2 SBI YONO APP

In this modern world all smart phones will be loaded with apps enabling users to connect with friends, shop, dine, transact, and do much more. But the increasing number of apps could be trying at times and this is where SBI's new offering — YONO — comes in handy. None expected such a game-changing initiative from a banking behemoth considering the over-

crowded technology startup space. It also appears that SBI is moving beyond its core banking space dabbling with lifestyle choices of consumers.

But if you look closely, all apps involve banking transactions and that's the market SBI intends to colonize. YONO will not only enabling banking transactions like account opening, making deposits or borrowing a loan, but do much more. This goes beyond what any app does. There are a few things that can be done on this app, which cannot be done on any existing apps. It allows you to open a full-fledged savings account online simply by authenticating the account using Aadhaar and a one-time password. But you need to visit the branch just once, for biometric authentication after which it gets converted into a regular account. The simplicity of the app is it can be operated on a mobile or a computer. We looked at consumer usage pattern and intended to make it easier for customers to transact. We looked at how to reduce the number of clicks to transactions and make it more intuitive. This is the country's first such app that aggregates several apps on to a single platform. That's why it's called **You Only Need One (YONO)**. Basically, the idea is that, if you know one app, through this, you can do everything. To begin with, we have apps covering 14 categories including shopping, dining, entertainment etc. We have roped in all major players like Amazon, Ola, Uber, and Airbnb. Besides, it also combines all SBI group offerings, where we have enabled SBI cards, SBI Cap Securities, and SBI Life. If we have an SBI account, we enter our credentials and our card gets linked and you can monitor from the app itself all transactions. We can even link our demat account and track our share transactions. As we go further, we will on board more merchants.

The use of technology to radically improve the performance or reach of enterprises has been a hot topic for every CIO. Today, enterprises across industries are using digital advances such as analytics, mobility, social media, IoT, robotics, block chain, machine learning, advanced communications and collaboration, and are trying to bring remarkable improvement in customer experience, time to market, internal processes, and other value propositions. BFSI is one such industry vertical that continues to drive innovation with the help of technology.

In this era of self_x0002_service, organizations in this sector are trying to automate every process where technology can improve efficiency with minimal human intervention. As SBI wants to be one of the top ten digital banks in the world by 2020, every initiative taken by the

bank has its roots in a digital strategy.Cash withdrawals using ATM or ATM-cum-Debit cards have skimming and cloning risks associated with the process, where thieves place a small device, known as a skimmer, on an ATM card swiping mechanism, which steals the information stored on a card's magnetic strip as the card is swiped at the machine during a legitimate ATM transaction.

Along with the skimmer, the thieves also place either a camera inside the ATM or hack the bank camera to capture the ATM PIN of the card user. With the solen card data, the thieves create cloned cards and using the PIN, they either purchase things or withdraw cash. To eliminate the risks of skimming and cloning, the country's largest scheduled commercial bank, State Bank of India (SBI) has introduced YONO Cash to facilitate cordless cash withdrawal through the YONO App, which can be accessed through Android and iOS-powered mobile phones, and on the web through a browser, allowing for a seamless Omni-channel customer experience.

Customers can initiate the cash withdrawal process by installing the YONO App and setting a six-digit YONO Cash PIN for the transaction and another six-digit reference number for a transaction, which customers will get after initiating the cash withdrawal process on their registered mobile number via SMS, that has to be used within 30 minutes along with the PIN at the nearest YONO Cash point to get the cash. YONO is a mobile app to fulfil all your banking, insurance, investment and daily shopping requirements. SBI YONO provides the largest range of products and services on the move. This app is designed for unified and seamless experience.

3.3 KEY FEATURES AND BENEFITS OF SBI YONO

- Instant Account Opening
- Complete paperless transactions
- Unified App for Lifestyle Expense and Banking
- Fund transfer via UPI
- Smart spending – spend analysis

- Pre-Approved personal loan on the move

- An instant account opening from anywhere

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

- all financial products from a single app

- Transfer funds in just four clicks.

- Get overdraft facility against fixed deposit

- Benefit from intelligent spend analyser

It is Convenient: It enables customers to withdraw cash from ATMs, POS or CSPs even if they forget their wallets at home and only carrying their phone. The YONO Cash transactions are counted over and above the ATM withdrawal.

It is environment friendly: Total elimination of plastic cards.

It is Secure: Eliminates most of the risks associated with physical cards like no risk of shoulder surfing, no card trapping, no card skimming risk, no lost card/pin. The PIN is generated dynamically for every transaction.

YONO Cash is a feature of the 'YONO SBI app where we can withdraw money from the SBI ATM without using the ATM/Debit Card. YONO Cash is a feature attached to the YONO SBI application which can be found under the head of YONO Pay. It is very simple and safe to use. Anyone who uses smartphones can use this feature. YONO Cash is a facility provided only by SBI, so to withdraw the money, we will need to visit an SBI ATM and not any other ATM. The SBI ATMs with the YONO Cash facility are known as the "YONO cash point". To avail of YONO Cash we must have SBI's Internet Banking Facility (INB) and SBI Yono app.

Phases of YONO Cash:

Phase 1- Registration

The first step is to register for SBI's Internet Banking (INB) facility by visiting any SBI Branch or we can register for the INB facility by registering through "onlineshi.com" or directly through the YONO SBI app.

While registering through the YONO SBI app or onlinesbi.com we need to provide our banking details like account number, CIF number, ATM/Debit card details, registered mobile numbers, etc. For the verification and registration process.

After providing all the required information, we need to create a "Username, Login Password and Profile Password for accessing the Internet Banking facility.

Phase 2- Accessing YONO SBI app

After the registration process is completed, we need to download or install the YONO SBI app from the Google Play Store" (Android Users) or 'Apple App Store (iOS Users)

Open the YONO SBI app and use the 'Username and Login Password" to log in to the app, we will need to create a six-digit M-PIN (Mobile Banking-Personal Identification Number) for logging in (We can use either M-PIN or Username and Login Password to login).

After logging in we will have to tap on the "YONO PAY option present in the home screen and then tap on the "YONO CASH" option.

YONO CASH will provide us with 3 options-

- ATM
- Merchant POS
- Customer Service Point

Tap on the ATM' option.

Then we will enter the amount we want to withdraw(NOTE: The amount we will enter should be a multiple of 500, for example – 500,1000, 1500, 2000, etc.)

Then we have to create a six-digit transaction PIN. The PIN can be any six-digit number and is valid only up to the time of the transaction. Once the transaction is completed the PIN will no longer be valid.

After creating the PIN, tap on 'Next' and then "tick the checkbox to agree on the terms and conditions and then again tap on "Next".

After confirmation an OTP (One Time Password) will be sent to our registered mobile number.

Phase 3-Withdrawing Cash from a YONO Cash Point

After completing phase 2 we need to visit any YONO Cash Point to complete the transaction within 4 hours from the completion of the 2 Phase. All the credentials like the OTP and PIN (the transaction PIN we created at step 10) will be valid for 4 hours. Once we complete the 2nd phase we need to follow the underwritten steps to withdraw the money from any YONO Cash Point:

Visit any YONO Cash Point (YONO Cash Point is a SBI ATM with YONO Cash facility).

Tap on 'YONO CASH' on the ATM Screen

Enter the OTP (Time Password) sent to the registered mobile number and press the' CONFIRM' option.

Enter the amount to be withdrawn (the amount entered must be the same as the amount entered in step 9) and then press 'CONFIRM'.

Finally, enter the PIN (the PIN created in step 10) and press 'CONFIRM". Done, we will have the money in our hand after completing the 3 phases without using the ATM/Debit Card using YONO Cash.

3.4 ADVANTAGES OF SBI YONO APP

- **Accounting opening:** With SBI Yono, customers can open a new SBI Account instantly from their smartphone without visiting the bank branch.

- **Digital banking:** SBI Yono App offers digital banking services such as fund transfer, bill payment, mobile/DTH.

- **Investment:** The app also allows users to invest in mutual fund, insurance and others financial products.

- **Loans:** Users can apply for personal loan, home loan, car loan and other types of loans directly from the app.

- **Credit card:** SBI Yono app provides an option to apply for SBI credits cards and track their credit card usage.

- **Booking:** The app enables users to book flights, hotels and other travel related services

- **Shopping:** The app enables users to shop any brand's products at discounted rate.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS AND INTERPRETATION BASED ON PRIMARY DATA

INTRODUCTION

This chapter deals with the analysis and interpretation of the data collected from the respondents. The survey was conducted among the users of the SBI Yono app in Ernakulam region. Data is expressed in the form of percentages. Tables, pie charts, and bar graphs are used to present the data.

Table 4.1
Gender of Yono App Users

GENDER	RESPONDENTS	PERCENTAGE
Female	69	69
Male	29	29
Others	2	2
Total	**100**	**100**

Source: Primary Data

Figure 4.1

Gender of Yono App Users
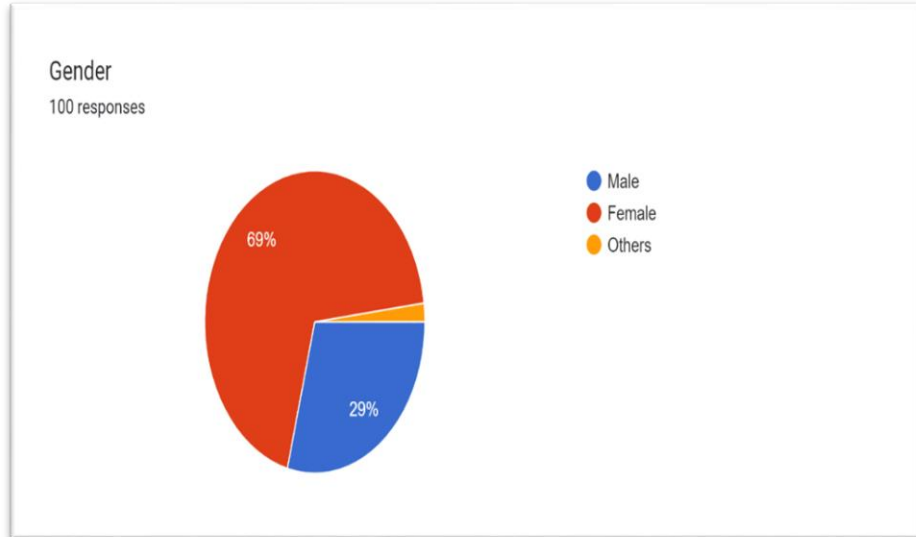
INTERPRETATION:

According to the interpretation in the table which relates to the respondents of SBI Yono app users, 69% of respondents are female, 29% of them are male and 2% of them constitute others respondents.

Table 4.2

Age of Yono App Users

AGE	RESPONDENTS	PERCENTAGE
18-24	63	63
25-34	7	7
35-44	10	10
45-54	13	13
Above54	7	7
Total	**100**	**100**

Source: Primary Data

Figure 4.2

Age of Yono App Users
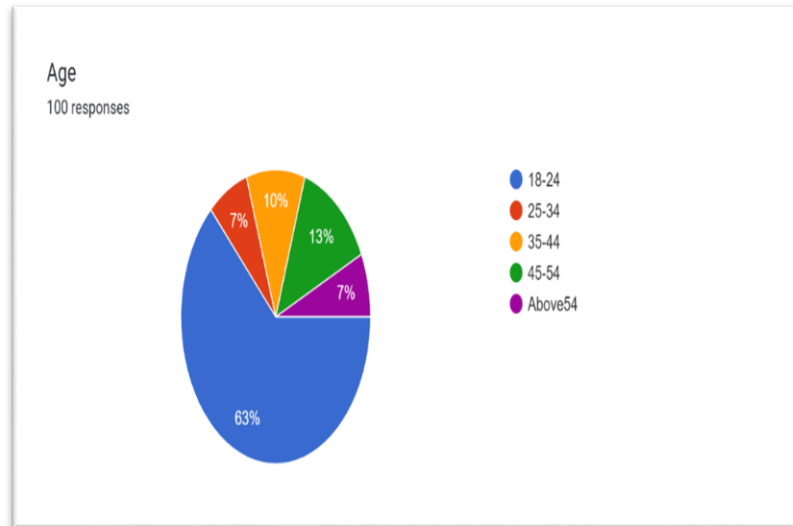
INTERPRETATION:

The table shows data regarding age of respondents of YONO app users. As per this, 63% of respondents are between 18-24, 13% respondents are between 45-54 ,10 % respondents are between 35-44,7% respondents are between 25-34 and 7% respondents are above 54.

Table 4.3

Educational Qualification of Yono App Users

EDUCATIONAL QUALIFICATION	RESPONDENTS	PERCENTAGE
10/12 equivalent	20	20
Degree/ Diploma	63	63
Doctorate Degree	1	1
Master's Degree	14	14
Others	2	2
Total	**100**	**100**

Source: Primary Data

Figure 4.3

Educational qualification of Yono App Users

Educational Qualification
100 responses

- 10/12 equivalent
- Degree/ Diploma
- Master's Degree
- Doctorate Degree
- Others

63%, 14%, 20%
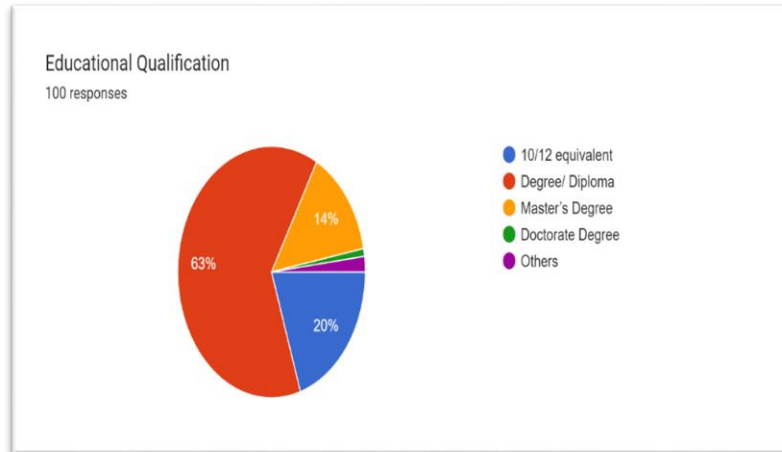
INTERPRETATION:

The table represents the educational qualification of respondents of SBI Yono app users. 63% of respondents are Degree/ Diploma, 20% of respondents are of 10/12 equivalent, 14% of respondents are pursuing Master's Degree, 2% of them are Others and 1% of them are having Doctorate Degree.

Table 4.4

Occupation of Yono App Users

OCCUPATION	RESPONDENTS	PERCENTAGE
Business/ Profession	10	10
Government sector employee	10	10
Private sector employee	16	16
Student	56	56
Other	8	8
Total	**100**	**100**

Source: Primary data

Figure 4.4

Occupation of Yono App Users

Occupation
100 responses

- Government sector employee
- Private sector employee
- Business/ Profession
- Student
- Other

56%

8%

10%

16%

10%
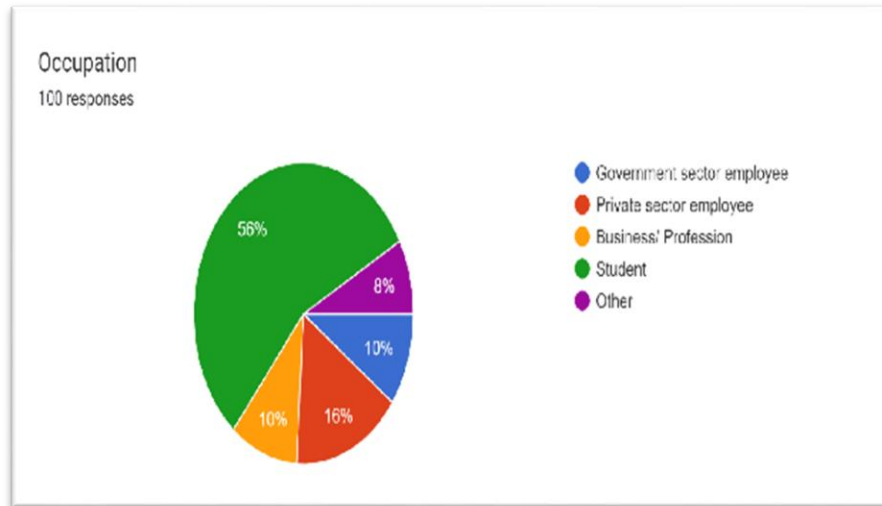
INTERPRETATION:

The table shows the data regarding the respondents of SBI YONO app. 56% of them are students, 16% of them are Private sector employee,10% of them are having Business/ Profession,10% of them are Government sector employee and 8% of them are Others.

Table 4.5

Frequency of Usage by Yono App Users

USAGE	RESPONDENTS	PERCENTAGE
Daily	10	10
Monthly	17	17
Weekly	19	19
Rarely	54	54
Total	**100**	**100**

Source: Primary data

Figure 4.5

Frequency of usage by Yono App Users

How frequently have you been using the SBI YONO app?
100 responses

- Daily
- Weekly
- Monthly
- Rarely

54%
10%
17%
19%
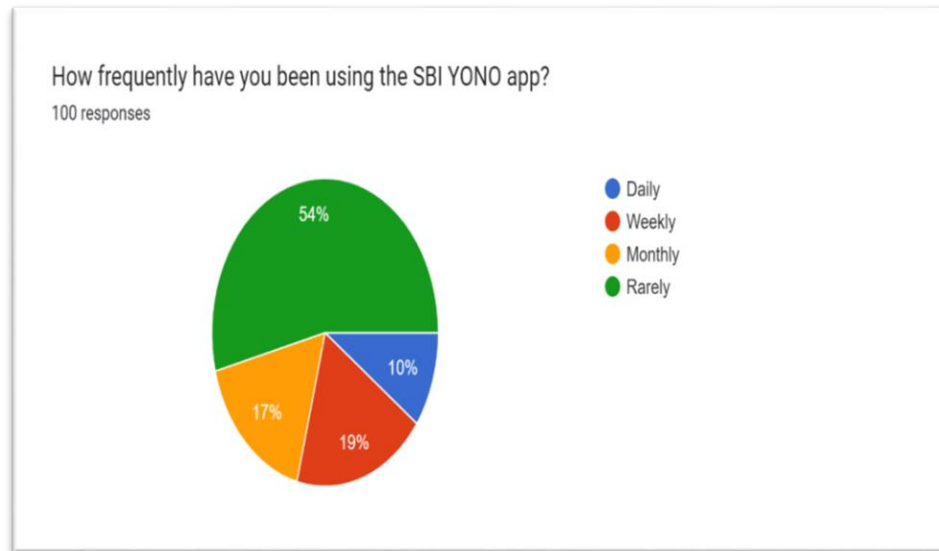
INTERPRETATION:

The table constitute the information regarding frequency of respondents using SBI Yono app. Among them, 54% are using app rarely, 19% using weekly, 17% of them are using the app monthly and 10% of them are using daily.

Table 4.6

Purpose of SBI Yono App

PURPOSE	RESPONDENTS	PERCENTAGE
Fund transfer	65	29
Loan application	16	7
Statement of balance inquiry	54	24
Utility payments	27	12
Recharge and other bill payments	39	16
Service requests and enquire	25	11
Other	4	1
Total	**230**	**100**

Source: Primary data

Figure 4.6

Purpose of SBI Yono app
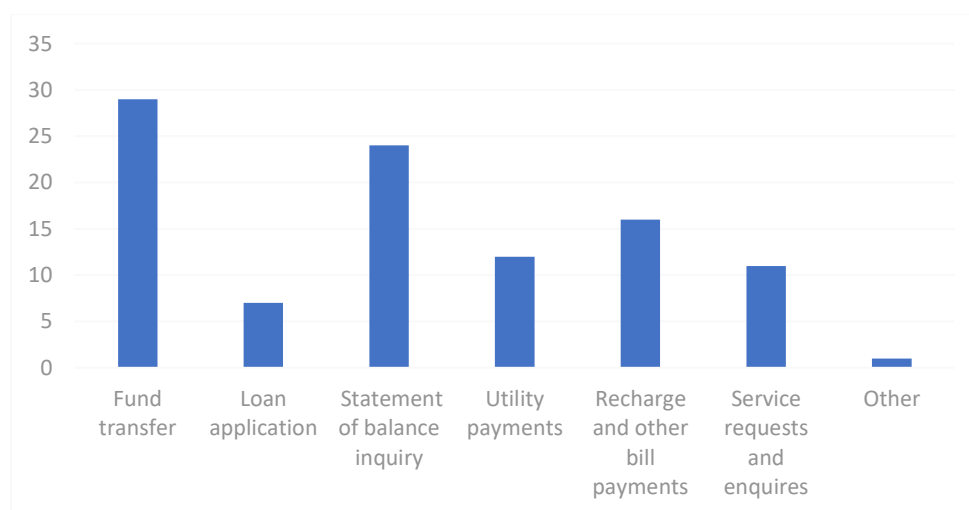
INTERPRETATION:

The table interprets the purpose of using Yono app by the respondents. 29% use for fund transfer, 24% use for statement of balance inquiry, 16% of the respondents use the app for recharge and other bill payments, 12% use for utility payment,11% use for service requests and enquire, 7% use for Loan application and 1% use for other purposes.

Table 4.7

Features of SBI Yono App

FEATURE	RESPONDENTS	PERCENTAGE
Banking	68	36
Bill payment	46	25
Investment	11	6
Shopping	29	16
Account Management	24	13
Others	8	4
Total	**186**	**100**

Source: Primary data

Figure 4.7

Features of SBI Yono app
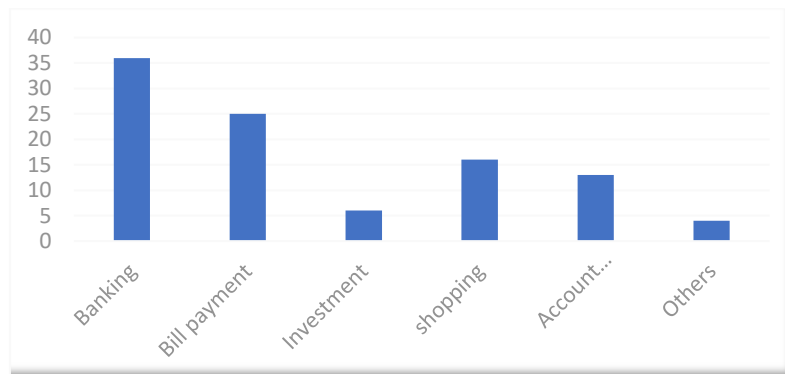
INTERPRETATION:

Table discuss the perception of features often used by respondents of SBI Yono, 36% of them used app for banking, 25% used for bill payment,16% use Yono app for shopping, 13% use app for account management, 6% of them use the app for investment and 4% of them use the app for other purposes.

Table 4.8

Perception of User Responsiveness

PERCEPTION	RESPONDENTS	PERCENTAGE
Excellent	11	11
Fair	27	27
Good	59	59
Poor	3	3
Total	**100**	**100**

Source: Primary data

Figure 4.8

Perception of user responsiveness

How would you rate the overall user responsiveness of the SBI Yono app

100 responses

- poor
- Fair
- Good
- Excellent
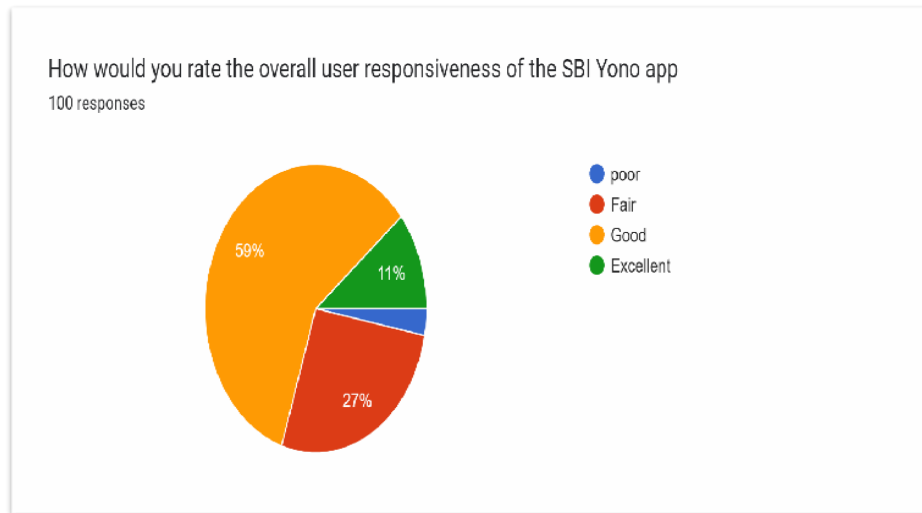
INTERPRETATION:

The table depicts the perception of user responsiveness of SBI Yono app. 59% of them rate the app good, 27% rate the app was fair, 11% rate the app excellent and 3% rate the app poor.

Table 4.9

Satisfaction level with customer support

SATISFACTION LEVEL	RESPONDENTS	PERCENTAGE
Very satisfied	8	8
Satisfied	33	33
Neutral	54	54
Dissatisfied	1	1
Very dissatisfied	4	4
Total	**100**	**100**

Source: Primary data

Figure 4.9

Satisfaction level with customer support

Are you satisfied with customer support with respect any issues while using SBI yono app?
100 responses

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied
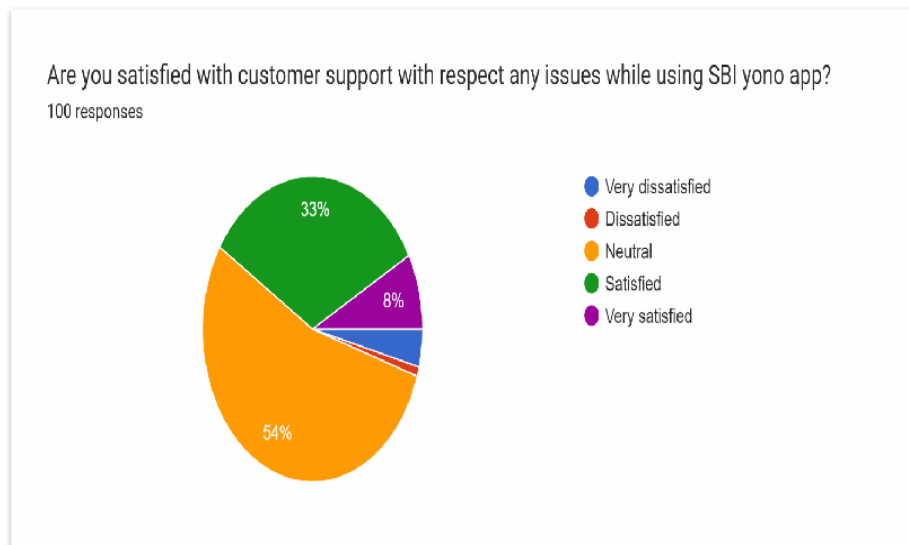
INTERPRETATION:

The table depicts the satisfaction level in respect to customer support of Yono app respondents. 54% are neutral satisfaction with the customer support provided, 33% are Satisfied, 8% of them are very satisfied, 4% are very dissatisfied and 1% are dissatisfied while using the app.

Table 4.10

Satisfaction level with app navigation

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly Agree	10	10
Agree	43	43
Neutral	42	42
Disagree	3	3
Strongly disagree	2	2
Total	**100**	**100**

Source: Primary data

Figure 4.10

Satisfaction level with app navigation
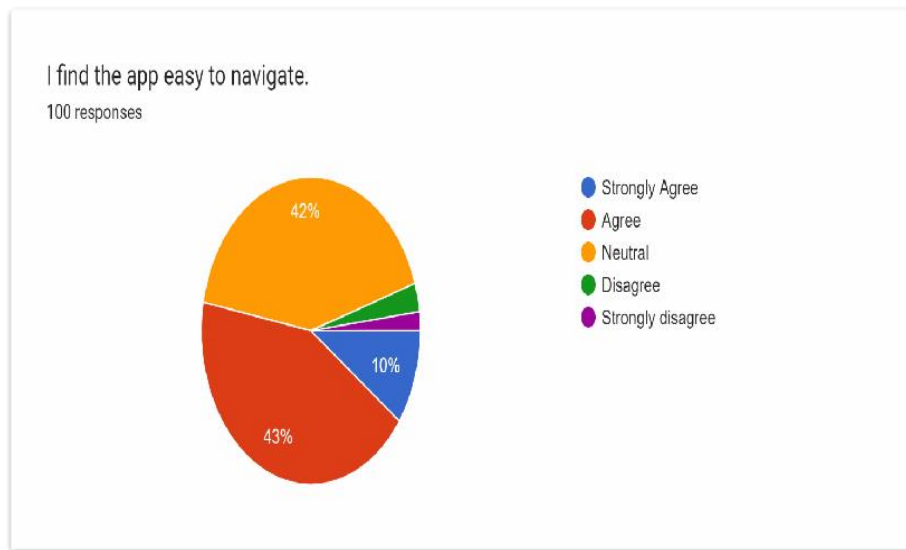
I find the app easy to navigate.
100 responses

Strongly Agree
Agree
Neutral
Disagree
Strongly disagree

42%
10%
43%

INTERPRETATION:

According to the interpretation in the table which relates to the satisfaction level of respondents to navigate Yono app, 43% agree that the app was easy to navigate, 42% are neutral with the app, 10% strongly agree to the statement, 3% disagree and 2% strongly disagree with the statement.

Table 4.11

Source of knowledge about Yono app

SOURCE	RESPONDENTS	PERCENTAGE
Directly from bank	62	42
Friends/ family	39	27
Internet	29	20
Mass media (TV, radio, newspapers pap)	15	10
Others	1	1
Total	**146**	**100**

Source: Primary data

Figure 4.11

Source of knowledge about Yono app
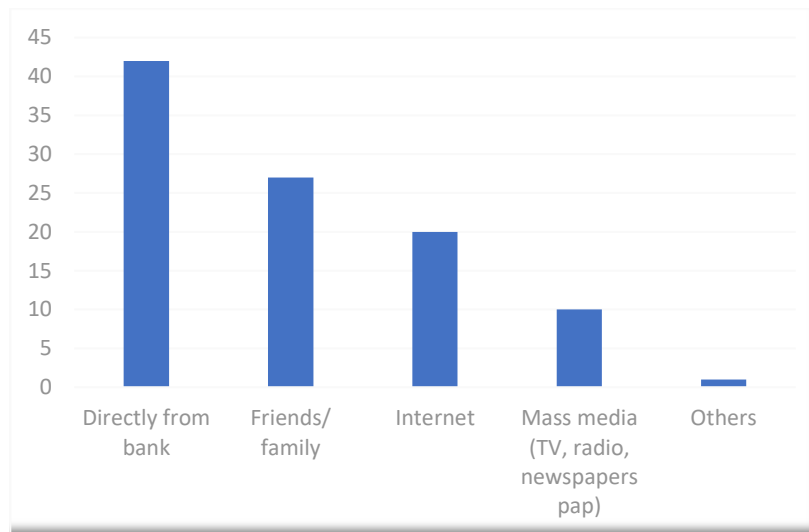
INTERPRETATION:

The table constitutes the information from various sources from where the customers gain knowledge about Yono app. 42% got information directly from the bank, 27% from friends/family, 20% got awareness from internet,10% from mass media (TV, radio, newspapers pap) and 1% from other sources.

Table 4.12

Satisfaction level on time saving by   Yono app

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly agree	19	19
Agree	47	47
Neutral	28	28
Disagree	2	2
Strongly disagree	4	4
Total	**100**	**100**

Source: Primary data

33

Figure 4.12

Satisfaction level on time saving by Yono app

Using SBI Yono saves time.
100 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

28%
47%
19%
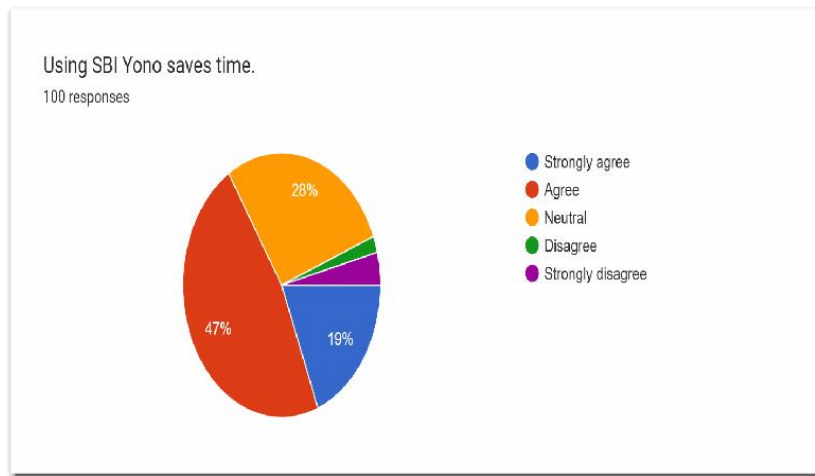
INTERPRETATION:

In the table which analyses the satisfaction regarding time saving by SBI Yono app, 47% agree with the statement, 28% are neutral while using the app, 19% strongly agree, 4% strongly disagree and 2% disagree.

Table 4.13

Level of awareness on Yono app services

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly agree	12	12
Agree	32	32
Neutral	44	44
Disagree	10	10
Strongly disagree	2	2
Total	**100**	**100**

Source: Primary data

Figure 4.13

Level of awareness on Yono app services

I am completely aware about the various services provided by SBI yono app.

100 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

44%
10%
12%
32%
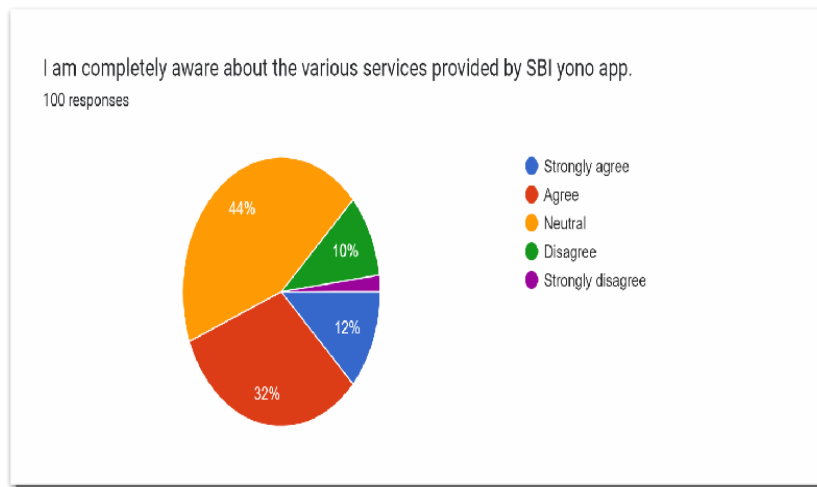
INTERPRETATION:

The table discusses the awareness of respondents about services provided by SBI Yono app. 44% are neutral with the statement, 32% agree, 12% strongly agree, 10% disagree and 2% strongly disagree.

Table 4.14

Satisfaction level for accessing the features of Yono app

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly Agree	14	14
Agree	39	39
Neutral	39	39
Disagree	7	7
Strongly Disagree	1	1
Total	**100**	**100**

Source: Primary data

Figure 4.14

Satisfaction level for accessing the features of Yono app

It is easy to access the features of the app.

100 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
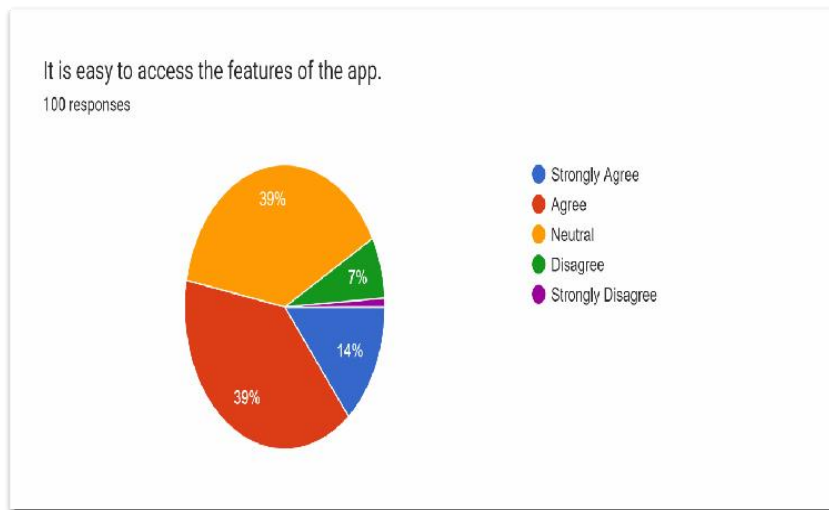
INTERPRETATION:

The table depicts the level of Satisfaction on easy accessibility of the features of the app, 39% agree with it, 39% are neutral, 14% strongly agree with the statement, 7% disagree with easy accessibility of its features and 1% strongly disagree about it.

Table 4.15

Satisfaction level on registration process
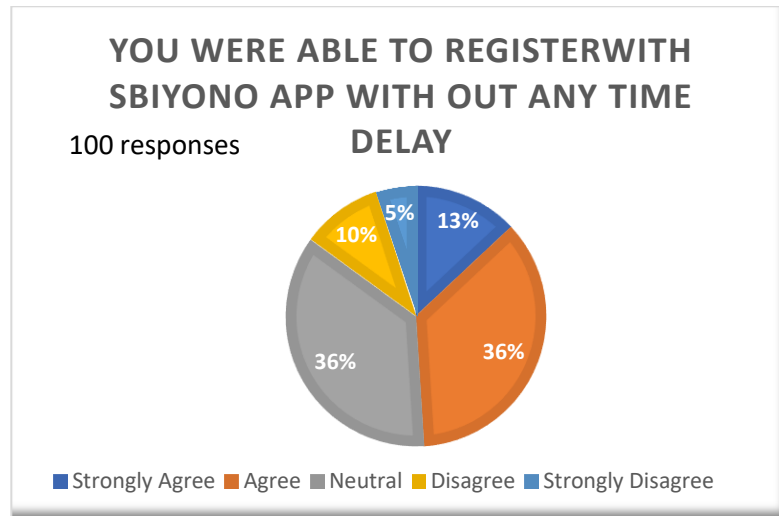
LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly Agree	13	13
Agree	36	36
Neutral	36	36
Disagree	10	10
Strongly Disagree	5	5
Total	100	100

Source: Primary data

Figure 4.15

Satisfaction level on registration process

YOU WERE ABLE TO REGISTERWITH SBIYONO APP WITH OUT ANY TIME DELAY

100 responses

Strongly Agree 13% ■ Agree 36% ■ Neutral 36% ■ Disagree 10% ■ Strongly Disagree 5%

INTERPRETATION:

According to the findings in the table, which relates to the satisfaction level of respondents who register through SBI Yono app without any time delay, 36% of respondents agree that they are satisfied, 36% are neutral, 12% strongly agree ,10% disagree and 5% strongly disagree.

Table 4.16

Satisfaction on security features of Yono app

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly Agree	21	21
Agree	40	40
Neutral	34	34
Disagree	4	4
Strongly Disagree	1	1
Total	**100**	**100**

Source: Primary data

Figure 4.16

Satisfaction on security features of Yono app

Security features of 'YONO SBI' app are adequate

100 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

21%, 40%, 34%, 4%, 1%
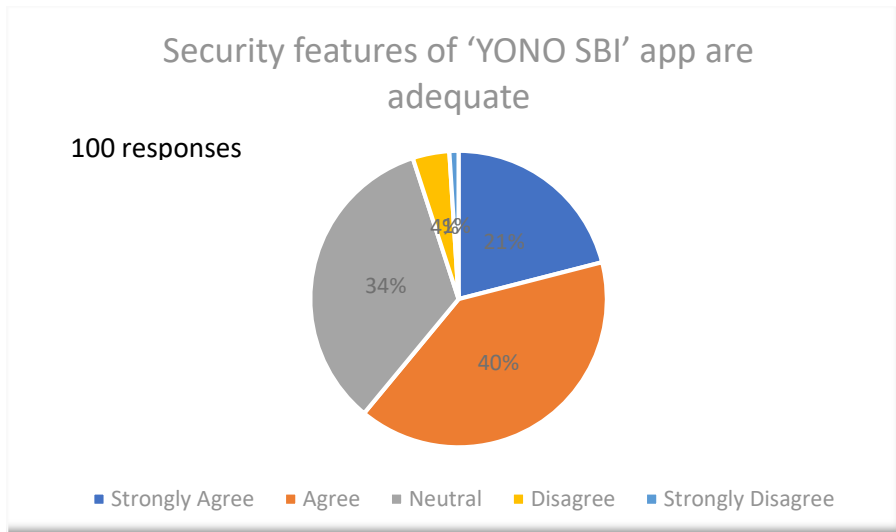
INTERPRETATION:

As per the analysis in the table, we can interpret that 40% agree with the satisfactory security features of Yono app. 34% are neutral about the statement, 21% strongly agree with it, 4% disagree and 1% strongly disagree.

Table 4.17

Level of awareness about Yono services

FEATURES	RESPONDENTS	PERCENTAGE
Yono cash	61	26
Request, block/stop Debit/ATM card	38	16
Create FD & Recurring Deposits	32	14
Invest in Mutual Funds	25	11
Purchase Insurance policies	18	7
Discount/offer coupons	26	11
UPI system	36	15
Total	**236**	**100**

Source: Primary data

Figure 4.17

Level of awareness about Yono services
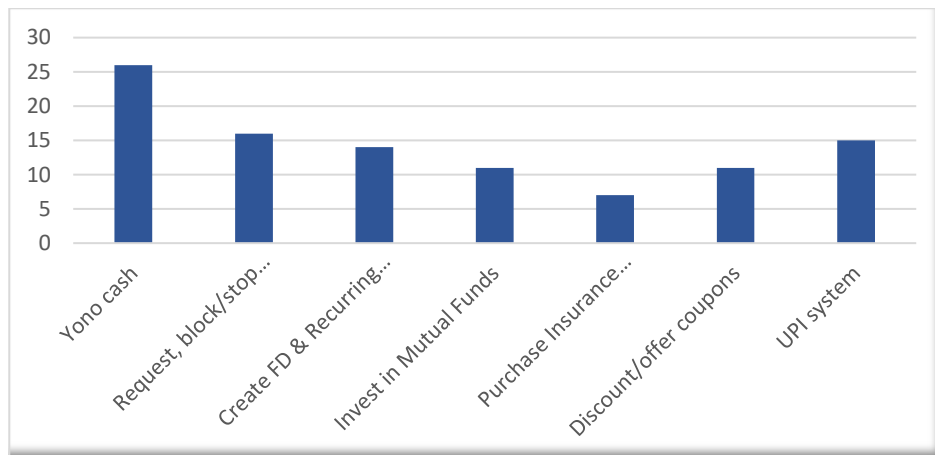
INTERPRETATION:

The table interprets the level of awareness among respondents using the SBI Yono app. 26% are aware about the Yono cash facility, 16% are aware about Request, block/stop Debit/ATM card, 15% are aware about UPI system of Yono, 14% are aware of creating FD & Recurring Deposits using SBI YONO, 11% aware about Investment in Mutual fund facility, 11% are aware about Discount/Offer coupons and 7% are aware about purchase of Insurance policies.

Table 4.18

Level of futuristic scope of Yono app

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly Agree	16	16
Agree	43	43
Neutral	36	36
Disagree	1	1
Strongly Disagree	4	4
Total	**100**	**100**

Source: Primary data

Figure 4.18

Level of futuristic scope of Yono app

SBI yono has futuristic scope and updates its features on timely basis
100 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

36%
16%
43%
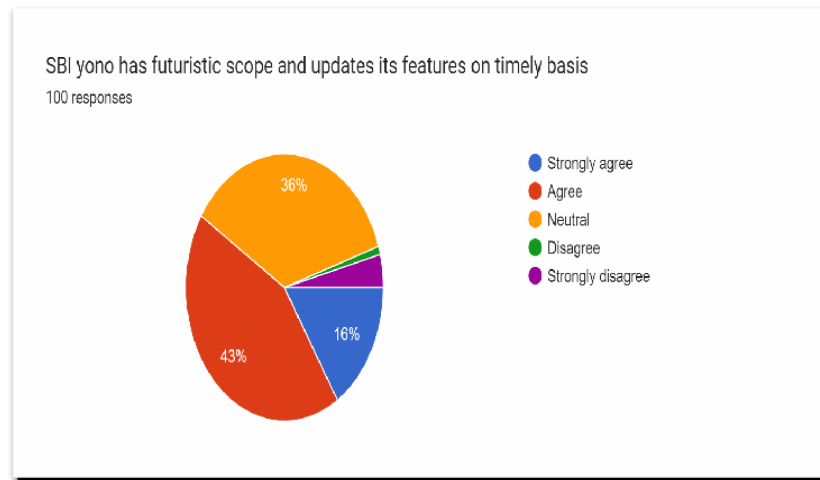
INTERPRETATION:

As observed in the table, which discuss the futuristic scope of SBI Yono app, 43% agree with the statement, 36% are neutral, 16% strongly agreed, 4% strongly disagree and 1% disagree.

Table 4.19

Problems faced while using Yono app

PROBLEMS	RESPONDENTS	PERCENTAGE
Technical issues while making payment	66	37
Poor performance of UPI for payment	25	14
Complex registration process	24	14
Not able to send money	12	7
Unable to login SBI's Yono app	29	16
Doesn't support my Operating system	10	6
Outages/Intermittent due to technology upgradation	9	5
Others	2	1
Total	**177**	**100**

Source: Primary data

Figure 4.19

Problems faced while using Yono app
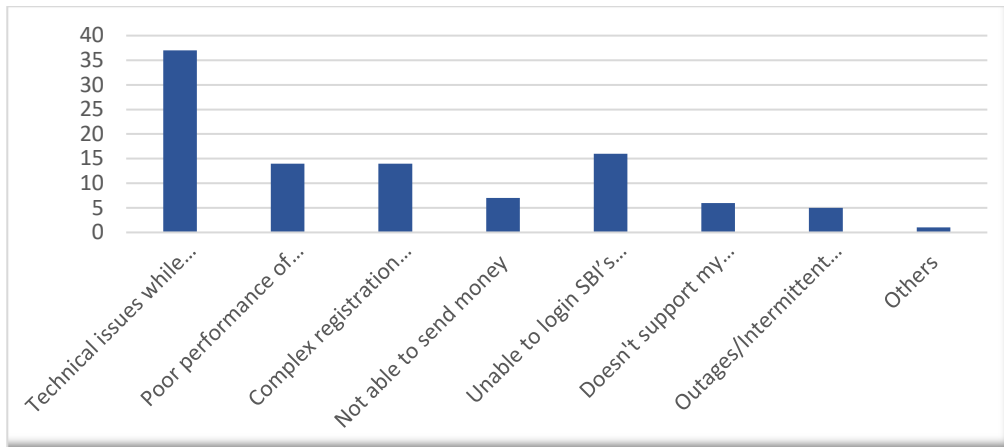
INTERPRETATION:

The table shows the problems faced by the respondents while using SBI Yono app. The given table states that 37% of the respondents faced technical issues while making payment, 16% were unable to login SBI's Yono app, 14% experienced poor performance of UPI for payment, 14% of the respondents faced complex registration process, 7% were not able to send money, for 6% of the users Yono app doesn't support their Operating system, 5% faces intermittent due to technology upgradation and 1% faces other problems.

Table 4.20

Satisfaction level on app recommendation

LEVEL OF SATISFACTION	RESPONDENTS	PERCENTAGE
Strongly Agree	15	15
Agree	45	45
Neutral	32	32
Disagree	4	4
Strongly Disagree	4	4
Total	**100**	**100**

Source: Primary data

Figure 4.20

Satisfaction level on app recommendation

I will recommend the SBI YONO app to others?
100 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
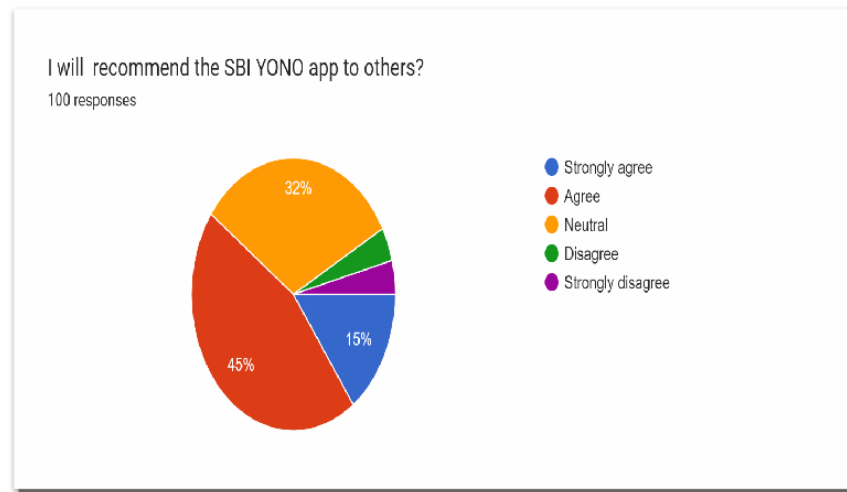
INTERPRETATION:

The table above shows the respondents who will recommend the app to others. 45% agreed, 32% are neutral with this statement, 15% strongly agreed, 4% disagree and 4% strongly disagree.

CHAPTER 5

SUMMARY, FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 SUMMARY

The study investigates the customer satisfaction and app preference of customers of SBI Yono app, particularly among youngsters and adults, conducted in Ernakulam district among 100 respondents.

The research underscores customer awareness and their satisfaction level towards SBI Yono app. As online banking has been developing nowadays, the relevance and usage of SBI Yono app has also widespread among the customers. The key insights reveal that consumers often rely on reviews, comments, and ratings before downloading an online app. As per the study conducted majority of the SBI users prefer SBI Yono app for convenience and transactions. Notably, positive and negative sentiments of SBI Yono app among customers can be seen in various online platforms including social media.

The study concludes the response of Yono app respondents having variety of opinions and views about the app. convenience and easily accessibility of the app are not satisfied always as majority faces technical and other issues. App performance plays a vital role in bringing more users and the risk attached with mobile app transactions are high. By redesigning the app and proper guidance proving for usage will enable more people to conveniently use app on daily basis. Any new or updated feature should be properly communicated among Yono users. Overall, the research sheds light on crucial aspects surrounding the topic, contributing deeper understanding on SBI Yono app.

5.2 FINDINGS

- 69% of the respondents are female, 29% of them are male and 2% constitute other respondents

- 63% of respondents are between the age category of 18-24, 13% respondents are between 45-54, 10% respondents are between 35-44, 7% respondents are between 25-34, and 7% are above 54.

- 63% of respondents are Degree/Diploma, 20% of respondents are of 10/12 equivalent, 14%of respondents are pursuing Master's Degree, 2% of them are others and 1% of them are having Doctorate Degree.

- 56% of the respondents are students, 16% are private sector employee, 10%are having business/profession, 10% are government sector employee and 8% are others.

- 54% of the respondents are using the app rarely, 19% using weekly, 17%are using the app monthly and 10% are using daily.

- As per the survey, 29% of the respondents use the SBI Yono App for fund transfer, 24% for statement of balance inquiry, 16% use for recharge and other bill payments, 12% use for utility payment, 11% use for service requests and enquire, 7% use for loan application and 1% use for other purposes.

- 36% of the respondents uses the app for banking, 25% for bill payment, 16% for shopping, 13% for account management, 6% for investment and 4% for other purposes.

- 59% of the respondents rate the app good, 27% rate the app was fair, 11% rate the app excellent and 3% rate the app poor.

- 54% of the respondents are having neutral with the customer support provided, 33% are satisfied, 8% of them are very satisfied, 4% are very dissatisfied and 1% are dissatisfied while using the app.

- 43% of the respondents agree that the app was easy to navigate, 42% are neutral with the app, 10% strongly agree to the statement, 3% disagree and 2% strongly disagree with the statement.

- 42% of the respondents got information about the app directly from the bank, 27% from friends/family, 20% got awareness from internet, 10% from mass media and 1% from other sources.

- Satisfaction on time saving by Yono app: 47% agree with the statement, 28% are neutral while using the app, 19% strongly agree, 4% strongly disagree and 2% disagree.

- Level of awareness about the services provided by the Yono app: 44% are neutral with the statement, 32% agree with the statement, 12% strongly agree, 10% disagree and 2% strongly disagree.

- Satisfaction on accessing features of SBI Yono app: 39% agree with it, 39% are neutral, 14% strongly agree with the statement, 7% disagree with easy accessibility of its features and 1% strongly disagree about it.

- Satisfaction level on registration done through SBI Yono app: 36% of respondents agree that they are satisfied, 36% are neutral, 12% strongly agree, 10% disagree and 5% strongly disagree.

- Satisfaction on security features of Yono app: 40% agree with the satisfactory security features of Yono app, 34% are neutral about the statement, 21% strongly agree with it, 4% disagree and 1% strongly disagree.

- Level of awareness about Yono services: 26% are aware about the Yono cash facility, 16% are aware of the request, block/stop, debit/ATM card, 15% are aware about the UPI system of Yono, 14% are aware of creating FD and recurring deposits using SBI Yono, 11% are aware about Investment in Mutual Fund facility, 11% are aware about the discount/offer coupons and 7% aware about the purchase and Insurance policies.

- Level of futuristic scope of Yono app: 43% agree with this statement, 36% are neutral, 16% strongly agreed, 4% strongly disagree and 1% disagree.

- Problems faced while using Yono app: 37% faced technical issues while making payment, 16% were unable to login to SBI Yono app, 14% experienced poor performance of UPI for payment, 14% have faced issues with the complex registration process, 7% were unable to send money, 6% of the users' Yono app doesn't support their operating system, 5% faces intermittent due to technology upgradation and 1% faces other problems.

- Satisfaction level to recommend app to others: 45% of the respondents agreed, 32% are neutral with this statement, 15% strongly agreed, 4% disagree and 4% strongly disagree.

5.3 RECOMMENDATIONS

- Even Though SBI YONO APP is user-friendly, nowadays people prefer google pay or Paytm, so the bank should implement awareness programmes to retain the customers.

- SBI YONO APP takes more time to load, so banks have to find ways to improve their services.

- The bank has to take steps to avoid technical issues.

- The bank can introduce simpler steps to make transactions.

- The bank has to inform the customers frequently about online security techniques.

- The banks should hold demonstrations and provide training to customers to explain about this usage, effectiveness etc.

5.4 CONCLUSION

At present, the banking sector provides different services through online platforms. The customers are looking for quality services which provide satisfaction. The study was carried out to know about the customer perception and preference towards the services provided by SBI Yono app and its features. Perceived usefulness, security, quality, mobility, perceived credibility, convenience and privacy are some of the factors that are most important regarding this perspective. On the basis of these factors, a questionnaire was designed and primary data was collected. In this regard, 100 responses were collected.

The study was conducted to analyse the preference for Mobile Banking Services with special reference to SBI Yono App. The study helped to identify the awareness, preference, and usage pattern of customers using the SBI YONO App. The research enabled to identify that the bank is successful in creating awareness about the mobile banking app among the customers. To conclude, majority of respondents access SBI Yono App less than five times. Majority of the customers prefer using it for fund transfer and other bill payments and are very much satisfied with its usage.

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APPENDIX

APPENDIX - QUESTIONNAIRE

The following questionnaire was generated to the users of the SBI Yono app to study about the customer perception towards the Yono app.

1. Gender
- Male
- Female
- Others

2. Age
- 18- 24
- 25- 34
- 35- 44
- 45- 54
- Above 54

3. Educational Qualification
- 10/12 equivalent
- Degree/ Diploma
- Master's Degree
- Doctorate Degree
- Others

4. Occupation
- Government sector employee
- Private sector employee
- Business/ Profession
- Student
- Other

5. How frequently have you been using the SBI Yono app?

- Daily
- Weekly
- Monthly
- Rarely

6. How long you have been using the SBI YONO app

- Nearly one month
- 1-6 months
- 6-12 months
- More than a year

7. Purposes of using the SBI YONO app.

- Fund transfer
- Loan application
- Statement of balance inquiry
- Utility payments
- Recharge and other bill payments
- Service requests and enquires
- Others, pls specify_____

8. Which feature you most often use in the SBI Yono app

- Bill payment
- shopping
- Account management
- investment
- others

9. How would you rate the overall user responsiveness of the SBI Yono app

- poor
- Fair
- Good
- Excellent

10. Are you satisfied with customer support with respect any issues while using SBI Yono app?

- very dissatisfied
- Dissatisfied
- neutral
- satisfied
- Very satisfied

11. I find the app easy to navigate.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. How did you come to know about the SBI Yono app?\

- Directly from bank
- Friends/ family
- Internet
- Mass media (TV, radio, newspapers pap)
- Others, pls specify--------------

13. Using SBI Yono saves time.

- Strongly agree
- Agree
- Neutral

- Disagree

- Strongly disagree

14. I am completely aware about the various services provided by SBI yono app.

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly Disagree

15. It is easy to access the features of the app.

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly Disagree

16. You were able to register in SBI YONO app without any time delay

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly Disagree

17. Security features of 'YONO SBI' app are adequate

- Strongly agree

- Agree

- Neutral

- Disagree

- Strongly disagree

18. Are you aware about the following
- Yono cash
- Request, block/stop Debit/ATM card and Cheque Book through 'YONO SBI' app
- Create FD & Recurring Deposits
- Invest in Mutual Funds
- Purchase Insurance policies using the 'YONO SBI' app
- Discount/offer coupons from SBI YONO app
- UPI system of SBI Yono

19. It is easy to transfer money from one bank account to another through the 'YONO SBI' app.
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. SBI Yono has futuristic scope and updates its features on timely basis
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

21. What are the problems you faced while using SBI Yono App
- technical issues while making payment
- Poor performance of UPI for payment
- Complex registration process
- Not able to send money using Yono despite after several attempts.
- Unable to login SBI's Yono app
- Doesn't support my Operating system(O/S)

- Outages/Intermittent fluctuations faced due to technology upgradation
- Others: specify_____

22. I will recommend the SBI YONO app to others.
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

23. Do you have any suggestions which you think will make the YONO interface much easier and user friendly?