ARTIFICIAL INTELLIGENCE AND THE FUTURE OF BANKING IN INDIA: INSIGHTS FROM HDFC BANK

Dissertation

Submitted by

SAYANA JOSEPH (SM23COM014)

Under the guidance of

Ms. MAYA P

In partial fulfillment of the requirement for the Degree of

MASTER'S OF COMMERCE

ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade

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CERTIFICATE

This is to certify that the project titled **" ARTIFICIAL INTELLIGENCE AND THE FUTURE OF BANKING IN INDIA: INSIGHTS FROM HDFC BANK "** submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Master's in Commerce is a record of the original work done by **Ms. Sayana Joseph,** under my supervision and guidance during the academic year 2024-25.

Project Guide

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Assistant Professor
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Viva Voce Examination held on….

External Examiner(s)

DECLARATION

I, Ms. Sayana Joseph final year M.Com student, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "**ARTIFICIAL INTELLIGENCE AND THE FUTURE OF BANKING IN INDIA: INSIGHTS FROM HDFC BANK**" submitted to Mahatma Gandhi University is a Bonafide record of the work done under the supervision and guidance of Ms. Maya P, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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DATE: 25-04-2025

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SAYANA JOSEPH

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER – 1

INTRODUCTION

GENERAL INTRODUCTION

As customer preferences evolve, industries introduced new strategies to meet changing demands and the banking sector is experiencing a transformative revolution, with Artificial Intelligence (AI) playing a main role in this development.

Machine Intelligence (AI) is the process of forming machines that take off human intelligence in terms of thought and knowledge. AI's main goal is to create machines that are capable of tasks that normally require human intelligence, such as speech recognition, visual comprehension, resolution, and language translation. AI technologies include a different variety of new approaches, such as bot, automation, natural language processing, and machine learning.

Natural language processing (NLP) and artificial intelligence system are being used automatic and constantly respond to customer query, track saving, behaviours and giving on the behalf of consumers. With the ability to analyse large quantity of data, automate complex processes, and provide implementable conclusions, AI has become an essential tool for financial institutions. It enhances security measures, detect scam in teal time, and revolutionizes customer interactions through chatbots and personalized services, fundamentally reshaping the banking landscape.

As bank aim for increased effectual, increase customer experience and sophisticated risk management, the integration of AI technologies becomes a vital necessity. This integration promises a future where financial sector are not only technologically advanced but also more accessible, secure and customized to meet individual needs.

The banking industry has undergone a major transformation as a result of advancement in digital technology. After adopting technological innovations, the segment has largely eliminated long queues and extreme paperwork. With the rise of technology enabled banking services, customers now expect a certain level of modification. Thus, there will be a need to alter traditional banking services and product in the upcoming years to align them with the specific requirement of each consumer.

To accomplish this, the industry must be reconciled to the needs of its customers. By analysing their spending habits and investment portfolios, banks can develop most important, personalized communication and market their products and services across various platforms. This is where AI comes into play, offering significant value by creating a single source of truth from the continuously expanding data available both within and outside the organization.

STATEMENT OF THE PROBLEM

As consumers expect seamless and enjoyable interactions with their financial institution, the integration of AI in banking has become more and more crucial in the current era. Real-time analysis of vast amounts of data by AI-driven systems enables them to promptly detect deception, offer proactive customer service, and offer tailored financial advice. Customers save time because to this automation, which also lowers errors and costs for banks. As a result, it is critical to dissect customer perceptions and knowledge about AI. ultimately raising customer awareness is essential to maximizing AI's capacity in banking and making sure that all of its benefits are felt by both clients and financial institutions.

SIGNIFICANCE OF THE STUDY

For the Indian banking industry, the advent of artificial intelligence (AI) has signalled the start of a revolutionary era that would radically alter long-standing customs and redefine the sector's structure. With the advent of artificial intelligence (AI), the Indian banking business has entered a new era that is radically altering long-standing procedures and redefining the framework of the sector. Strategic decision-making, risk management, operational efficiency, and customer service are just a few of the areas where this technology breakthrough has shown up. AI represents a profound change that reconfigures the dynamics of financial services, making it more relevant than just a basic technology integration in the Indian banking sector.

The improvement of customer service and engagement is one of AI's most noticeable effects on the Indian banking industry. Chatbots and virtual assistants powered by AI have developed into useful tools that can instantly and individually respond to consumer questions. Additionally, AI systems evaluate large datasets in real-time using complex fraud detection algorithms to spot irregularities and possibly fraudulent activity. Additional security layers are added via the use of behavioural analytics and biometric verification, which secured the financial ecosystem and protects client investments.

Personalized banking experiences that impact strategic choices and the creation of new products are another benefit of analytics-based findings. As the legislative environment is always transforming, AI's responsibility also includes maintaining legislative adherence. AI eventually means a paradigm shift toward an agile, customer-focused banking ecosystem, which is crucial for negotiating the intricacies of a changing financial sector. It is not only a technical improvement.

OBJECTIVES

1. To identify the various AI application and technologies used in the Indian banking sector.
2. To study the relationship between gender and familiarity with AI -enabled tools used in HDFC banks.
3. To analyse the relation between awareness level and intention to use of AI-enabled services provided by HDFC bank.
4. To analyse the association between intention to use and the level of satisfaction of the customers of HDFC bank.

SCOPE OF THE STUDY

The banking sector has seen tremendous change as a result of artificial intelligence (AI). In order to improve their growth possibilities and better serve the needs of contemporary clients, financial institutions are progressively implementing cutting-edge technologies. This paper looks at the wide range of uses of AI in the banking sector, highlighting how it affects a number of areas like as operational efficiency, cybersecurity, fraud detection, customer behaviour analysis, loan risk assessment, and regulatory compliance.

AI allows banks to supply customized banking experiences through mobile applications and voice-activated services, automate a variety of processes, and enhance customer service with chatbots. The study also looks into the relationship between customer happiness, awareness, and perceptions of the AI technology used by HDFC Bank. Gaining understanding of consumers behaviour, preferences, and perceptions of AI-driven services is the goal, as is assessing how user-friendly these technologies are.

RESEARCH METHODOLOGY

Research Type

Both descriptive and analytical research methodologies are used in this study.

Data Collection

Both primary and secondary data sources are used in this study. A well-structured questionnaire was used to gather primary data, and websites, various relevant periodicals were the sources of secondary data.

Sample Design

For this investigation, a convenience sampling technique was applied.

Sample Size

One hundred and fifty HDFC Bank clients make up the study's sample.

Tools of Analysis

In this study we used tables, pie charts, and bar graphs as tool of analysis to examine the primary data that was gathered.

LIMITATIONS OF THE STUDY

In order to gather primary data, this study is restricted to HDFC Bank and only looks at its clients. The dependability of respondents' information determines how accurate the results are. Furthermore, human bias may affect the study's findings because it relies on customer comments.

CHAPTER SCHEME

1. INTRODUCTION
2. LITERATURE REVIEW
3. THEORETICAL FRAMEWORK
4. DATA ANALYSIS AND INTERPRETATION
5. FINDINGS, SUGGESTIONS AND CONCLUSION
6. BIBLIOGRAPHY
7. APPENDIX

CHAPTER -2

REVIEW OF LITERATURE

Hasan et al. (2023)

Recent advancements in information technology, mostly in artificial intelligence (AI) and the Internet of Things (IoT), take meaningfully influenced consumer banking. Today, many individuals use conversational assistants (CAs) and other AI-driven tools to check account balances, simplify payments, and manage their financial affairs with banks and other institutions. This study explores consumer perceptions and usage patterns of conversational assistants within financial services. Resulting from partial least square structural equation modelling (PLS-SEM) indicate that perceived ease of use (PEOU), apparent enjoyment (PE), and perceived trust (PT) significantly influence users' intentions to adopt conversational assistants, while perceived usefulness (PU) does not. These insights help stakeholders enhance customer experience and leverage conversational assistants in the financial sector.

Singh et al. (2023)

This paper investigates the combination of artificial intelligence (AI) in green banking practices within India's banking sector, predominantly examining banks' roles in advancing UN Sustainable Development Goals (SDGs) and promoting environmental sustainability. The research compares AI applications in State Bank of India (SBI) and HDFC Bank, analysing their contributions to sustainable practices. This original study links AI, green banking initiatives, and sustainability, assessing their current and future suggestions. It concludes that AI is gaining power in green banking and serves as a vital tool for sustainable development, benefiting banks, businesses, and the environment.

Cristi et al. (2023)

This research aims to assess the impact of AI on the experiences of both bankers and customers, precisely regarding transaction facilitation. Various theories were formulated and tested to provide actionable recommendations for improving

customer transactions and easing the workload of bank staff. The study employed both primary and secondary data sources, collecting 200 responses -170 from customers and 30 from bankers. The findings reveal that most young customers are aware of AI usage in banks; yet, while the technology is user-friendly, additional education is needed for effective utilization. Bankers noted that, despite the high costs of realizing AI, it reduces job stress and minimizes errors.

Pförtsch et al. (2023)

This empirical investigation emphases on the effects of chatbots and virtual assistants on customer experience within the online banking sector in Albania and Cyprus. It highlights the significance of empathy in AI and how it enhances consumer interactions. The study found positive correlations amongst empathy and service quality factors, suggesting that empathetic AI significantly improves customer experience. The results provide vital insights for banks in Albania and Cyprus, highlighting the importance of empathy in designing and delivering online banking services that make parallel with customer expectations.

Maharani et al. (2023)

This research assesses customer satisfaction in e-banking, grounded in e-service quality dimensions, to classify gaps between perceived and predictable service quality. It conducts an importance performance analysis to rank service quality attributes impacting Generation Z's satisfaction with digital banking. The results specify that users anticipate high satisfaction with digital banking services, scoring an average of 4.21 (84% satisfaction), while their awareness of online banking services yields a score of 3.96 out of 5.00, equating to 79% satisfaction. These understandings aim to help the internet banking sector make up-to-date decisions to foster long-term customer relationships and enhance market competitiveness.

Nairet al. (2023)

The effect of AI on fraud detection mechanisms in Indian banks is examined in this paper. The authors emphasis on HDFC Bank and SBI's use of AI technologies in enhancing security rules. Findings from a survey of 150 security personnel indicate a significant reduction in fraud incidents, demonstrating the efficiency of AI-driven approaches. Sample Size/Design-Quantitative survey of 150 security personnel.

Dayyabu et al. (2023)

Credit card fraud signifies a significant challenge in the finance sector, confusing the detection of fraudulent activities. This study discovers the application of artificial intelligence techniques in fraud detection. The results specify that methods like machine learning, data mining, and fuzzy logic positively impact credit card fraud detection, although unclear logic is less favoured due to its lower accuracy. The research accomplishes that AI enhances the accuracy and proficiency of detecting fraudulent transactions and recommends that fraud examiners, auditors, accountants, and bankers adopt these methods.

Patel and Kumar (2022)

This research explores the influence of artificial intelligence (AI) on customer service in Indian banks, including State Bank of India and HDFC Bank. The study practices a mixed-methods approach, engaging surveys and interviews to assess customer perceptions of AI-based services. Findings reveal that customers value AI for its efficiency but express concerns about data privacy. The results are important for bank management in applying AI solutions that align with customer expectations. Sample Size/Design - Mixed methods study with 250 survey participants and 20 in-depth interviews.

Bhattacharya et al. (2022)

This paper explains the complex and active role of AI in enhancing customer experience. Through tailored interactions and advanced analytics, AI technologies provide a wide range of tools for businesses to boost customer satisfaction, foster loyalty, and maintain competitiveness in an enhanced digital landscape. Nevertheless, organizations must address challenges related to moral considerations, data privacy, and responsible AI implementation as they navigate the developing customer experience landscape. Various policies for integrating AI into banking operations are proposed, emphasizing essential components like big data, cloud infrastructure, and Python libraries. Collaborating with FinTech companies is also recommended to enable cost-effective and efficient digital banking solutions.

Mehta et al. (2022)

The potential of AI for driving financial inclusion in India is explored in this paper. The authors discuss various banks' initiatives, as well as HDFC Bank's efforts to utilize AI to offer banking services to underserved populations. Results from focus group thoughts with 50 rural customers indicate a positive reception towards AI-driven banking solutions, highlighting their potential to bridge the financial gap in rural areas. Sample Size/Design: Qualitative focus groups with 50 rural customers.

Bhatia and Sen (2022)

This research delves into the barriers to AI adoption in Indian banking. Through interviews with 20 bank executives from various establishments, including HDFC Bank, the study identifies challenges such as regulatory compliance, data quality, and the need for skilled employees. Recommendations for overcoming these barriers are provided based on the results. Sample Size/Design: Qualitative study with interviews of 20 bank executives.

Milojević et al. (2021)

This study posits that AI and machine learning (ML) are revolutionizing risk management in banking, hypothetically aiding in the justification of global financial challenges, such as those posed by COVID-19. The paper advocates for the effective implementation of AI and ML in risk management, addressing hindrances like model risk, data availability, transparency, ethical issues, and the necessity for skilled personnel. It highlights the importance of robust risk management strategies, operational plans, and clear project definitions. The research proposes a phased implementation approach, ensuing in improved risk management, cost efficiencies, quicker processes, and enhanced client services. The findings have implications for financial institutions and can positively influence future academic inquiries.

Kaur et al. (2021)

The moral implications of AI in banking are critically analysed in this paper, mostly focusing on issues such as data privacy and algorithmic bias. Using case studies from banks like HDFC and Punjab National Bank, along with surveys of 150 customers, the study finds important concerns about data security that banks need to address to maintain customer trust and compliance with regulatory standards. Sample Size/Design: Mixed methods with 150 customer surveys and qualitative analysis of 5 case studies.

Verma et al. (2021)

The role of AI in enhancing operational efficiency in Indian banks is critically examined in this study, focusing on HDFC Bank and Axis Bank. The research analyses performance metrics before and after the application of AI technologies. The study reveals a marked improvement in transaction processing speed and customer satisfaction ratings. These findings underscore the need for banks to invest in AI to remain viable. Sample Size/Design: Quantitative analysis using secondary data from operational metrics of 10 banks over two years.

Choudhary et al. (2021)

This study inspects the integration of AI in credit assessment processes among Indian banks, focusing on the application of machine learning models. By analysing loan approval data pre- and post-AI implementation, the authors find that AI knowingly enhances the accuracy of credit scoring and reduces default rates. The research positions that banks adopting AI in their credit assessment frameworks not only improve their risk management but also expand access to credit for underserved populations.

Rao and Singh (2020)

This study investigates the implementation of AI in risk management practices in the banking sector. It highlights how banks like HDFC and ICICI Bank have integrated AI into their risk assessment frameworks. Through qualitative interviews with bank executives and mathematical surveys of employees, the study finds that AI tools knowingly enhance predictive accuracy and decision-making processes in risk management. Sample Size/Design: Qualitative interviews with 15 bank executives and quantitative survey of 100 employees.

Gonzalez and Sharma (2020)

This study investigates the efficiency of AI chatbots in enhancing customer service within Indian banks. Through a quantifiable survey of 300 bank customers, the research evaluates satisfaction levels before and after the execution of AI-powered chatbots. The findings reveal that chatbots significantly reduce response times, leading to improved customer engagement and satisfaction. Moreover, the study highlights the potential of AI chatbots to handle routine inquiries, thereby freeing up human resources for more complex tasks.

Thoufeek et al. (2020)

This research investigates the factors persuading the adoption of artificial intelligence (AI) in the banking sector, analysing both the drivers and problems to effective AI integration through semi-structured interviews with AI experts. The findings indicate that the banking industry continues to prompt scepticism towards AI adoption. Key drivers for executing AI include the ongoing digitization of banking processes and structural transformations within existing institutions. Conversely, contributors identified implementation complexity and quality assurance as main challenges to AI adoption, highlighting the importance of system stability and reliability in banking operations. The study also highlights that legacy IT infrastructures position significant hurdles to AI application.

Navleen, Supriya et al. (2020)

The study titled "Banking 4.0: The Influence of Artificial Intelligence on the Banking Industry" explores how AI has transformed the banking sector and its impact on workforce dynamics. The emergence of AI technologies has fascinated a larger customer base, facilitating bank expansion. The results propose that middle-aged individuals are more likely to embrace AI in banking, with many believing that AI can significantly enhance bank security. Additionally, a majority of respondents select using smart wallets over cash. The research also introduces innovations such as drive-through banking, which allows customers to conduct transactions without leaving their vehicles.

G. Sankaranarayanan (2020)

The literature review surrounding blockchain technology highlights its significance and the extensive discussions surrounding it, outlining its origins to Bitcoin and cryptocurrency. As a decentralized and shared ledger, blockchain allows direct transactions among users without a central authority, positioning it to potentially

transform financial services and banking systems. While the combination of blockchain into various aspects of life is seen as inevitable, the literature suggests that the transition will take time. In spite of its transformative potential, individuals must acquire new knowledge and skills to effectively navigate this technological shift. The findings highlight that while the accumulation of blockchain in banking will be gradual, it promises quicker, safer, transparent, and more profitable transactions. The literature calls for extensive knowledge dissemination and proactive encouragement for blockchain technology approval to prepare for this transformative change.

Sang & Tien (2020)

In a qualitative study, the influence of AI on commercial banking operations in Vietnam is examined. The research reveals that banks are increasingly adopting and integrating AI technologies into their operations. Various AI applications, including anti-money laundering, chatbots, and risk management tools, are becoming more dominant. The study identifies three primary purposes for AI use in Vietnamese banks: minimalizing human errors, automating submissions, and providing customized services. The main benefits of AI integration in commercial banking include improvements in customer experience, cost efficiency, performance, risk management, and regulatory compliance. Overall, the positive impacts of AI knowingly compensate any negative effects, including advancements in behavioural monitoring, customer rankings, credit assessments, and risk governance.

Ryzhkova et al. (2020)

This research discovers the influence of artificial intelligence (AI) on banking development, particularly its role in delivering digital assistance and financial advice. The study discloses a generally positive attitude towards AI among Russian businesses and consumers, with Sberbank specialists utilizing AI solutions for routine tasks. However, concerns continue regarding technical failures, unauthorized

data sharing, privacy issues, and unforeseen significances. The authors suggest that governmental and financial intermediaries could facilitate the development of modern technology-based banking environments.

Khyati et al. (2019)

The study titled “The Rise of Artificial Intelligence in the Banking Sector” investigates AI's application in Indian banking, its possessions on business outcomes, and its broader industry implications. The research indicates that AI has changed banking through technologies such as blockchain, personalization, digitalization, digital wallets, voice assistance, and enhanced customer support. Interviews with 50 banking professionals provided perceptions into AI's influence within Indian banks. The study concludes that while AI may not totally replace human workers, it will enhance their abilities by allowing them to focus on more meaningful tasks, easing them from repetitive duties, increasing productivity, and performing complex calculations beyond individual capacity. The researchers emphasize the requirement for precautionary measures during AI implementation due to possible data security risks that could lead to significant financial losses for banks.

Jha and Iyer (2019)

This research examines the role of AI in detecting fraud in banking operations. The study analyses many AI techniques, such as machine learning and predictive analytics, used by banks to classify and prevent fraudulent activities. The results propose that AI significantly enhances the success of fraud detection systems. Sample Size/Design: Quantitative analysis using fraud incident data from many banks over one year.

Sharma and Gupta (2019)

This study investigates the ethical considerations adjacent AI adoption in the banking sector, particularly focusing on data privacy and algorithmic bias. Through interviews with banking professionals and surveys with customers, the research highpoints the need for regulatory frameworks to ensure answerable AI implementation. Sample Size/Design: Mixed-methods approach with 100 customer surveys and qualitative interviews with 15 banking professionals.

CHAPTER- 3

THEORETICAL FRAMEWORK

3.1 ARTIFICIAL INTELLIGENCE

A main field of computer science is artificial intelligence, that emphases on developing intelligent computers that can perform out activities like speech recognition, decision making, language conversion, visual perception, and problem-solving that regularly call for human intelligence. AI systems are capable of operating with diverse degrees of self-sufficiency, learning from data, and adapting to new information.

The Indian government has made a sequence of process to encourage the growth of AI after having insight into its capacity for reconstruction. Critical funds were allocated in the 2023–24 Annual Financial Statement to boost AI studies, talent development, and organization advancement. The aim of this vital initiatives like the National Artificial Intelligence Mission and the National Program on AI is to place India as a flagbearer in machine learning world widely.

With the intention of reassuring innovation and address persistent social concerns like education, health-care, agriculture, these initiatives place an important role on industry-academia organization. The Indian government wants to use AI's potential to promote economic improvement and the lives of its resident while also introducing a well structure for AI research.

3.2 ARTIFICIAL INTELLIGENCE IN BANKING

India, the heavily populated country in the world, depends particularly on a strong financial system to drive economic growth in all areas. Indian banks are increasingly implementing cutting-edge technologies since their financial sector is well-capitalized and regulated. At the front of this transformation is artificial intelligence, which will recognise odd trends in human behaviour, reduce operating expenses, and increase output.

Numerous front-end and back-end procedures within banks are now much more efficient thanks to the integration of AI. Through user-friendly websites and mobile applications, AI-driven chatbots, and customized suggestions, AI improves client

service on the forepart. Artificial intelligence technologies are additionally employed to detect untrue activity.

Finally, banks use automation technologies, procedures, and AI-powered tools to evaluate big information for things like risk management and credit valuation. A more safe and effective banking environment is eventually the result of these AI applications' assistance in reducing a variability of risks, such as credit, market, and operational hazards.

3.3 APPLICATION AREAS OF AI IN BANKING

AI Technology	Applications
Machine learning	Anti-money laundering, anomaly detection, credit scoring, loan decisions, fraud detection
Robotic Process Automation	Data enrichment, data analysis, increased speed, completion of repetitive tasks
Natural Language Processing	Sentiment analysis, chatbots, information summarization, text-to-machine conversion
Speech Recognition	Identification and authentication of unique voices
Image Recognition	Bill payments, document verification
Automation and Digitization	Back-office operations
Virtual Assistant	Customer service, personalized product offerings

3.3.1 CUSTOMER SERVICE ENHANCEMENT

Customer satisfaction and segmentation are important for drawing in and keeping customers in today's unsparing and dynamic industry. AI has the potential to outstanding banking industry in India by authorizing financial institutions to provide reliable, easy-to-use, and customised services that offers the needs of each individual.

- **Biometric**

  Multifactor Authentication technology customs facial, fingerprint, iris, and sound recognition to increase client identification security. This knowhow eliminates the need for PINs and passwords, speeds up ATM access, and improves the customer experience.

- **Voice Assists**

  Voice assistants help users with everyday tasks including checking account balances, finding account information, and making payments. Many banks have combined voice capability into their mobile banking applications, providing a simple banking experience.

- **Automated Advisors**

  Robo-advisors look at their customers data and financial history to assess their financial situation. They provide investment references that are tailored to the client's objectives based on systematic research and insights.

- **Online Helpers**

  Online helpers with the help of AI-powered virtual assistants, banks may ensure obedience to industry standards, quickly adapt to changing regulatory requirements, save time and money, and lower the risk of compliance violations. Quick advancements have enabled them to analyse huge amounts of data for improved risk management and decision-making.

Customer Service Enhancement Strategies in Indian Banks: The AI Advantage

1) HDFC BANK

HDFC Bank is one of The India's major private banks and was one of the first to be approved by The Reserve Bank of India to set up a private sector bank in 1994. The Bank's distribution system included 9143 branches and 21049 ATMs spread throughout 4101 cities and towns as of December 31st 2024, compared to 8091 branches and 20688 ATMs spread via 3872 metropolis and village as of December 31, 2023. 51% of our branches are in semiurban and rural areas.

The Bank's international operations comprise four branches in Hong Kong, Bahrain, Dubai and an IFSC Banking Unit (IBU) in Gujarat International Finance Tech City. It has five representative offices in Kenya, Abu Dhabi, Dubai, London and Singapore. The Singapore and London offices were representative offices of erstwhile HDFC Limited and became representative offices of the Bank post the merger. These are for providing loans-related services for availing housing loans in India and for the purchase of properties in India.

Digital Innovations by HDFC Bank

- Interactive Humanoid 'IRA': HDFC Bank pioneered the introduction of the Intelligent Robotic Assistant (IRA), a humanoid robot that greets customers, showcases available services, and even guides them to different counters within the bank.
- Virtual Assistant EVA: In March 2017, HDFC Bank teamed up with Sense forth to launch EVA, India's first AI-powered banking chatbot on their website "www.hdfcbank.com". EVA, which symbolizes Electronic Virtual Assistant, employs advanced natural language processing and AI technology to deliver a conversational experience to users across various digital platforms, including

websites, mobile sites, and a dedicated banking portal. EVA enables customers to quickly access information about the bank's products, fees, application processes, branch IFSC codes, and more. It can gather data from thousands of sources and provide accurate responses in under 0.4 seconds.

- HDFC Bank OnChat: To engage with Digital natives HDFC Bank introduced social media banking, letting both customers and non-customers to conduct e-commerce transactions via Facebook Messenger. In December 2016, HDFC Bank engage with Niki.ai to introduce a chatbot on Facebook that acts as a virtual concierge service. Users can access 'HDFC Bank OnChat' through both desktop and mobile platforms. According to HDFC Bank's Annual Report 2017, the chatbot accurately interprets and responds to user inquiries with over 89.6% accuracy. This initiative helped HDFC Bank attract new customers, with 25% of them being non-HDFC clients. Since the chatbot's inception, the bank experienced a 160% month-over-month increase in transaction volume.

Recent Updates

- Enhanced AI Capabilities:

HDFC Bank continues to invest in AI technologies to make improvement in accuracy and speed of customer interactions, with ongoing updates to EVA and OnChat to include more advanced features such as sentiment analysis and personalized recommendations.

- Integration of AI in Mobile Banking:

The bank is incorporating AI tools inside its mobile banking app to provide personalized insights and financial advice based on user behaviour and desire.

- Real-Time Fraud Detection:

AI algorithms are being used to monitor transactions in real-time, enhancing security and reducing scam by flagging unusual activities immediately.

- AI-Driven Analytics:

HDFC Bank is leveraging AI to break down customer data for deeper insights, allowing for targeted marketing strategies and improved customer engagement.

2) SBI

In 2017, the State Bank of India, the largest public-sector bank in India, introduced its AI-driven financial chatbot, the SBI Intelligent Assistant (SIA). This advanced chatbot can handle up to 864 million queries daily, providing information on loans, recurring and term deposits, as well as frequently asked questions regarding ATM locations and IFSC codes. SIA is capable of managing approximately 10,000 inquiries per second, a performance benchmark that surpasses the capabilities of Google, which processes about 25% of that volume. Developed by Payjo, a Silicon Valley startup with a centre in Bengaluru, this multilingual chatbot supports interactions in 14 languages through both audio and text formats. Since its implementation, SBI has seen a significant reduction in operational costs over time.

According to the SBI Annual Report 2022-23, the bank's YONO Business platform allows an all-encompassing solution for corporate banking. By leveraging advanced technologies such as artificial intelligence, machine learning, and business analytics, SBI aims to enhance customer satisfaction across its product offerings.

- Digital Platforms: As reported by NDTV Profit, SBI's new digital initiatives, including SBI InTouch, utilize bots and artificial intelligence, such as IBM Watson, to perform a variety of functions focused on enhancing the customer experience.
- Non-Branch Transactions: The bank has noted that over 80% of its transactions occur without any direct human interaction, relying entirely on automated systems.
- SBI Cards and ILA: In 2018, SBI Cards, one of the leading credit card companies in India, partnered with Senseforth.ai to develop ILA, an AI-

powered assistant that not only responds to customer inquiries but also helps users identify the right products and make informed choices. ILA serves as the Interactive Live Assistant for SBI Cards, providing the latest information on products and services. Customers can interact with ILA to learn about card features, benefits, and more.

- WhatsApp Integration: SBI Cards now allows WhatsApp service that enables customers to check their account summaries, reward points, outstanding balances, and even make card payments, providing a convenient way to manage their finances through a popular messaging platform.

Recent Updates

- Enhanced AI Capabilities:

SBI continues to upgrade its AI technologies to improve the suitable and accuracy of customer interactions, further enhancing SIA's capabilities to provide personalized services.

- Advanced Data Analytics:

The bank is integrating AI-driven data analysis for better understand customer behaviour and desire, enabling more tailored banking solutions.

- AI in Customer Support:

SBI is expanding its use of AI in customer support to address various inquiries and advancement in response times, promising a stable customer experience.

- Sustainable Banking Solutions

SBI is exploring AI applications in sustainability efforts, using data analytics to promote eco-friendly banking practices and promote green finance startups.

3) ICICI BANK

ICICI Bank’s AI-powered chatbot, iPal, offers quick and efficient responses to customer inquiries on its website and mobile banking app, iMobile. iPal assists with a range of services, including general banking queries, transactions such as bill payments, mobile recharges, fund transfers, and personalized offers. Developed through a collaboration between the bank’s internal team, a fintech partner, and an international tech firm, iPal supports all local languages, voice assistance, and API integration with platforms like Google Assistant, Siri, and Facebook Messenger.

To date, iPal has engaged with over 3.1 million customers, handling more than 6 million queries with an accuracy rate of up to 90%. It efficiently addresses structured FAQ requests and leverages Machine Learning to continuously improve its responses with each interaction.

ICICI Bank also emphasizes risk management, using a robust strategy to identify, monitor, and address potential risks. It regularly assesses and enhances its risk identification methods, developing metrics, controls, and measures to mitigate significant risks. The bank is investing in AI/ML and advanced capability-building to improve credit underwriting and early warning systems.

Additionally, ICICI Bank has launched 'ICICIStack,' a comprehensive digital platform enabling millions of retail and business customers to access banking services remotely, minimizing the need for branch visits.

4) AXIS BANK

Axis Bank leverages AI and Natural Language Processing in its mobile app to support customers with a wide range of financial and non-financial transactions, answers frequently asked questions, and help them to connect with the bank for loans and other services. The bank's chatbot, Axis AHA is designed for providing smooth assistance through an extensive FAQ database. Using Machine Learning, NLP and AI, and offering support in both Hindi and English, "Axis AHA" delivers accessible, on-demand digital support to Axis Bank customers.

- AXAA: Axis Bank’s next generation interactive voice response system, "AXAA" is a multilingual voice bot that enables users to navigate the IVR system and respond to queries without human intervention, enhancing customer service efficiency.

- Thought Factory: Axis Bank’s innovation lab, known as "Thought Factory," drives the development of advanced AI-based solutions for the banking industry, fostering cutting-edge technology and innovation.

- Enhanced Loan Automation: In association with the U.S. based analytics company FICO, Axis Bank has implemented a cloud-based platform in India, streamlining customer onboarding and improving automation in loan processing as reported by The Economic Times in 2023.

3.3.2 FRAUD DETECTION AND PREVENTION

AI-driven systems can break down vast amounts of data with greater accuracy than traditional software, reducing errors in distinguishing between normal and fraudulent customer behaviour. These systems excel at detecting anomalies in real-time across banking transactions, payment methods, app usage, and other financial activities. Using advanced Machine Learning (ML) algorithms, AI models learn from past data and adapt continuously to new fraud patterns. Predictive models created with ML can minimize fraud risks with little human intervention.

As organized cybercrimes grow more intricate the need to upgrade from traditional fraud control to AI solutions becomes essential.

- Identity Theft: Cybercriminals often steal customer identities by hacking accounts and modifying user credentials. AI, through recognizing customer behaviour patterns, can detect unusual activities such as unexpected password changes or contact detail modifications. It alerts customers and execute measures like multi-factor authentication to mitigate identity theft.
- Phishing Emails: Phishing emails impersonate legal companies to capture sensitive financial information, such as bank passwords and credit card numbers. ML algorithms can identify unevenness in email subject lines and content, classifying suspicious emails as spam and reducing phishing risks.
- Credit Card Fraud: Scammer may obtain customers' credit card details, enabling them to conduct transactions without possessing the physical card. AI can analyse spending patterns, create predictive models, and notify users of any unusual spending behaviour.
- Document Forgery: The banking industry faces issues such as forged signatures, fake IDs, and fraudulent credit card or loan applications. ML algorithms distinguish between genuine and fake identities, verify signatures, and detect forgeries accurately. AI-driven KYC and multi-factor authentication further strengthen anti-fraud measures by preventing counterfeiting.

3.3.3 BLOCKCHAIN TECHNOLOGY AND BANKING

Blockchain technology in banking refers to the application of blockchain, a decentralized and distributed ledger system, to enhance various aspects of banking operations. The key features of blockchain, such as decentralization, transparency, security, and immutability, offer several benefits to the banking sector. The blockchain technology has its application in various business niches one of which is its application in Banking sector. Indian banks are leveraging the power of block chain technology. Indian Bank's Blockchain Infrastructure Company Private Limited is a coalition of 15 banks including HDFC Bank, ICICI Bank, SBI, Canara Bank, RBL Bank joined to benefit from the transformation. The system will be built on Infosys' Finacle Connect, a blockchain-based platform that allows for the digitization and automation of trade finance processes. This in turn shall eliminate paper works, speed up transaction processing, and provide a secure environment.

The key applications in of blockchain in banking sector are:

- Cross-border payments: By eliminating the need for numerous middlemen, blockchain enables quicker and more affordable cross-border payments. It reduces the time and expenses involved in international money transactions by offering a visible and secure ledger.

- Loan agreement smart contracts: Blockchain-based digital/smart contracts have the ability to automate and carry out loan agreements. When certain events are met, these contracts self-execute, eliminating the need for manual processing, avoiding errors, and improving the effectiveness of loan disbursements and repayments.

- Know Your Customer and Anti-Money Laundering: By developing a safe and shared database of client data across several banks, blockchain can improve KYC procedures. This facilitates the simplification of identity verification procedures while protecting data privacy and adhering to AML guidelines.

3.3.4 CREDIT RISK MANAGEMENT

Credit risk management is important for banks and financial organizations, especially as the economic site grows more complex. In order to assess borrowers' wealth based on variables including income, collateral, and credit history, Indian banks have relied on rule-based methods that employ historical data.

These approaches, however, are rigid in the face of changing financial conditions and they often overlook minute data patterns. With its advanced early warning systems, AI may change credit risk management. It does this by employing machine learning to analyse large amounts of data and identify patterns that rule-based systems miss.

Using a variety of data sources, including GST and EPF records, AI can offer contextual knowledge to risk assessments, giving a thorough picture of a person's or company's risk profile. This is one of the technology's main advantages. The Abu Dhabi Commercial Bank's Falcon platform employs machine learning to evaluate huge amounts of data and provide real-time risk assessments, increasing risk identification and management.

AI applications in credit risk management include:

1. Credit Scoring Models: AI can improve traditional credit scoring models by using varied data, such as transaction history and behavioural patterns, for a more complete assessment.
2. Predictive Analytics: AI-powered systematic analytics can help banks anticipate possible risks and avoidances, improving the accuracy of lending decisions by recognizing patterns in past data.
3. Mechanized Decision-Making: AI updates the lending process by assessing applications quickly, enabling faster, more accurate decisions with lessened human bias.

4. Behavioural Analysis: AI can spot differences or shifts in customer behaviour that may display increased risk, allowing banks to change credit terms proactively.
5. Fraud Recognition: AI plays a key role in avoiding fraud by analysing business data and identifying uneven patterns, protecting banks from confusing borrowers.
6. Natural Language Processing: NLP enables banks to extract understandings from unstructured data, such as news, review filings, and financial reports, enhancing the precision of risk calculations.

3.4 ADVANTAGES OF ARTIFICIAL INTELLIGENCE IN BANKING

1. **Enhanced Customer Experience**

   AI is converting customer service in banking by providing tailored recommendations based on customer behaviour and likings. Banks use AI to deliver tailored financial information, investment suggestions, and related product offers. Most large banks now include AI-powered computer-generated assistants in their online chat, voice response systems, and mobile apps. With AI learning from each communication, these virtual assistants improve over time, becoming more expert at understanding customer needs. Also, sentiment study enables these assistants to detect signs of customer prevention and quickly route them to a living agent when needed.

2. **Fraud Detection**

   With rising instances of banking scam, AI has become essential in detecting and avoiding scams. AI technologies can identify fraud indicators and support investigators by analysing large amounts of transaction data to flag doubtful activities. This real-time fraud detection improves financial security by recognizing unusual patterns and feeding this information back into customer profiles for a more secure banking environment.

3. **Lower Operational Costs**

   AI plays a key role in updating lending operations, resulting in considerable

cost savings. By arranging repetitive tasks like data entry, document handling, and replying routine customer enquiries, AI reduces the want for human labour in these areas. This automation not only increases efficiency and reduces errors but also allows employees to focus on more tactical tasks, finally cutting down operational costs related to enrolment and error corrections.

4. **Improved Risk Assessment**

   AI enables banks to perform more exact risk assessments by analysing extensive data sets, which can inform better lending decisions. Machine learning procedures provide a deeper considerate of credit risk by investigating various data points to more accurately predict loan default rates. Unlike traditional credit scoring, AI-based systems can include broader data and reduce misclassifications, allowing banks to evaluate a customer's risk profile with greater precision, even when documentation is incomplete.

5. **Cost Reduction**

   Generative AI, including Large Language Models can further update banking processes by automating complex tasks, boosting productivity, and reducing manual interference. This allows banks to improve financial operations and service value cost-effectively. By applying AI to increase automation and operational efficiency, banks save significantly on labour expenses and physical infrastructure.

3.5 DISADVANTAGES OF ARTIFICIAL INTELLIGENCE IN BANKING

1. **High Costs**

   Developing and maintaining AI systems in banking is a composite process that experiences high expenses. Advanced AI solutions involve sophisticated software that requires regular updates to keep up with developing requests. If a serious issue occurs, restoring systems and recovering lost code can be both expensive and time-consuming.

2. **Data Privacy and Safety Risks**

   Management of huge amounts of complex customer information makes data privacy and security essential in banking. Protecting this data from unofficial access and breaches requires large investment in security protocols and compliance measures, especially when using generative AI. This added security adds to the complication and costs involved.

3. **Challenges in Governing Compliance**

   The banking industry must follow to strict rules related to data protection, privacy, and fair practices. Applying AI while certifying compliance with laws such as GDPR, CCPA, and other financial standards is challenging and requires banks to navigate a complex controlling environment to ensure ethical and legal AI use.

4. **Lack of Transparency and Accountability**

   Numerous AI models, mainly deep learning systems, function as “black boxes,” where the decision-making process is tough to understand. This lack of transparency confuses efforts to explain decisions, which is vital in banking, where regulatory compliance and responsibilities are key requirements.

5. **Support on High-Quality Data**

   AI in banking depend on wide data for training and decision-making, but data quality can differ. Issues like unfinished or inconsistent data can harm AI accuracy and consistency, reducing the success of these systems if data quality is compromised.

3.6 FUTURE OF AI IN INDIAN BANKING

In artificial intelligence (AI), models are generally classified into traditional AI and generative AI, or GenAI. Traditional AI models are tailor-made for specific tasks, operating within defined rules to learn and forecasts. In contrast, generative AI shows broader capabilities, matching human-like cognitive functions to create varied content types, with text, images, audio, and synthetic data. This flexibility has drawn considerable interest due to GenAI's promising economic impact and adaptability across various fields.

HDFC Bank is preparing to launch a new website combined with advanced technology, Large Language Models (LLM), in collaboration with GenAI. This innovative website will use widespread data to provide customers with relevant, human-like insights. Currently in the testing phase, the website is expected to fully launch by the end of FY 2024. Moreover, HDFC Bank aims to control this technology to shorten tasks such as credit assessment model formation. Other banks, like Axis Bank, are also exploring similar technologies to improve customer service and reorganize operations.

AI's capacity to drive productivity and economic growth is significant, with early adopters already promoting from improved efficiency and decision-making across functions such as back-office operations, compliance, and customer service. But the transition increases questions about workforce impacts, including job displacement and resource rearrangement. While these challenges require careful management, AI's advantages in automating routine tasks and enhancing productivity highlight the importance of ongoing examination and policy development in both India and worldwide.

CHAPTER 4

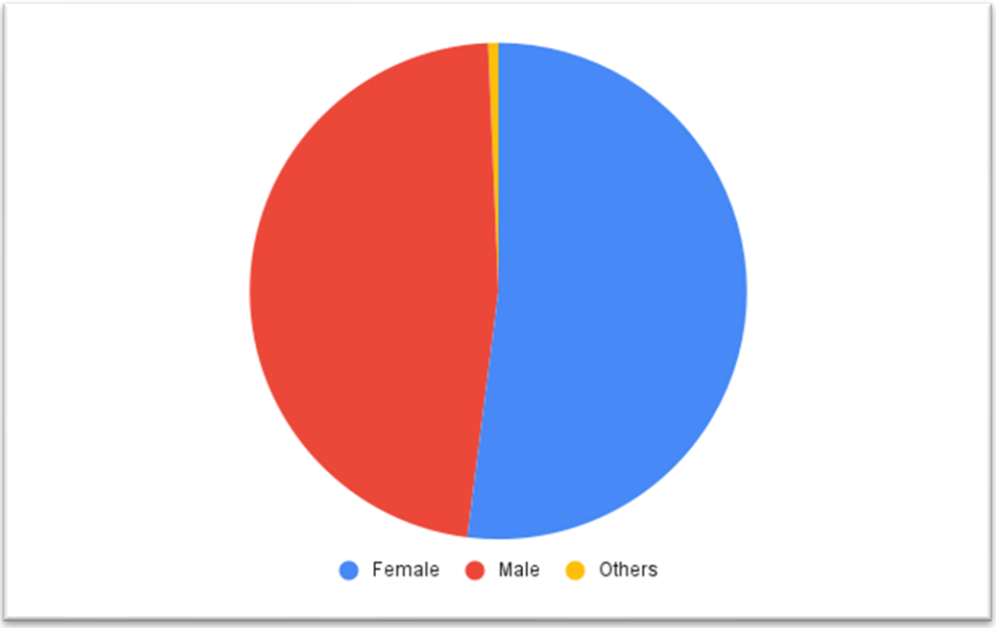
DATA ANALYSIS AND INTERPRETATION

4.1 GENDER WISE CLASSIFICATION OF RESPONDERS

Table 4.1 showing gender wise classification of respondents

Gender	No of Responders	Percentage
Male	**71**	**47.3%**
Female	**78**	**52%**
Others	**1**	**0.7%**
Total	**150**	**100%**

Figure 4.1 showing gender wise classification of respondents



INTERPRETATION

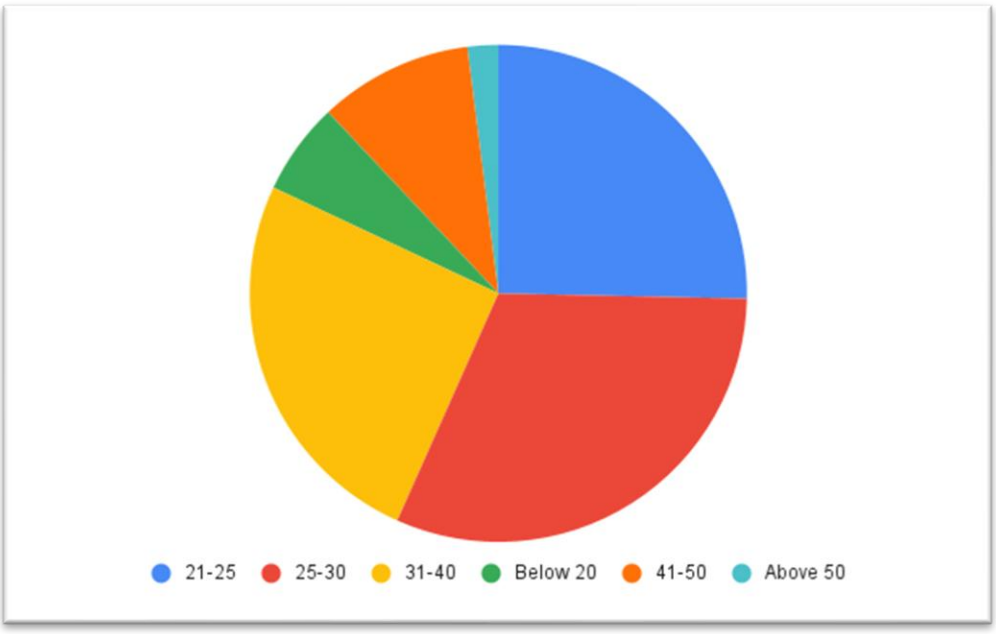
Out of the 150 respondents, majority of the respondents belong to female group which is 78, 71 are male respondents and 1 of the respondents belong to the other's group.

4.2 AGE WISE CLASSIFICATION OF RESPONDENTS

Table 4.2 showing Age wise classification of respondents

Age	No of Responders	Percentage
Below 20	**9**	**6%**
21-25	**38**	**25.3%**
25-30	**47**	**31.3%**
31-40	**38**	**25.3%**
41-50	**15**	**10%**
Above 50	**3**	**2%**
Total	**150**	**100%**

Figure 4.2 showing age wise classification of respondents



INTERPRETATION

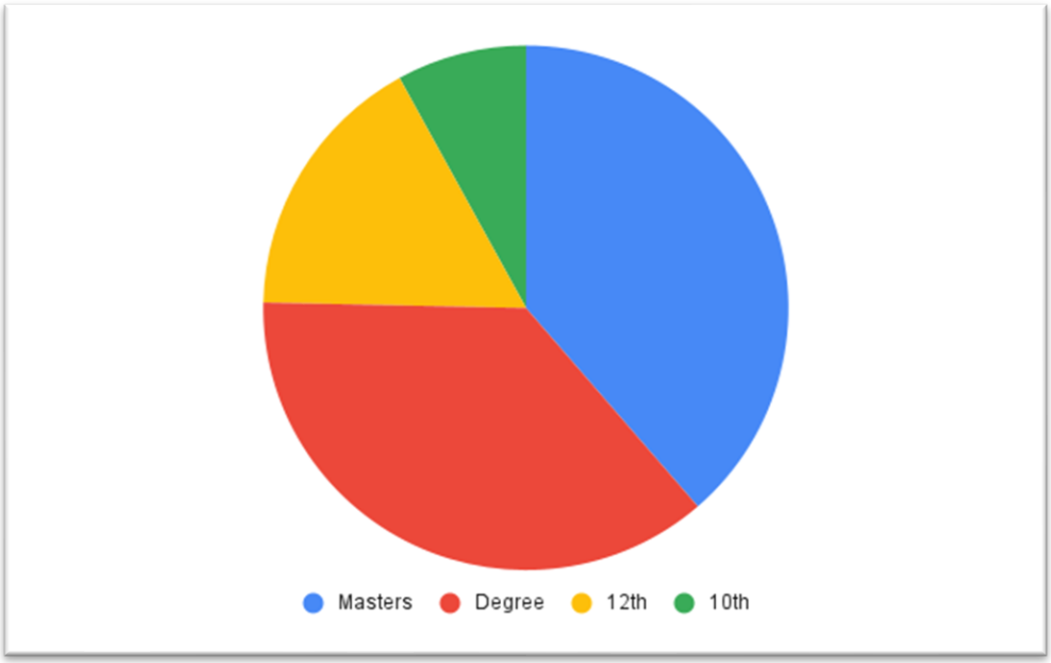
Out of th150 respondents, the largest group (47) falls within the 25-30 age range. Both the 21-25 and 31-40 age categories have 38 respondents each. Also, 15 individuals belong to the 41-50 age group, 9 are under 20 years old, and 3 are over 50 years old.

4.3 EDUCATION LEVEL WISE CLASSIFICATION OF RESPONDENTS

Table 4.3 showing education level wise classification of respondents

Education	No of Responders	Percentage
10th	12	8%
12th	25	16.7%
Degree	55	36.7%
Masters	58	38.7%
Total	150	100%

Figure 4.3 showing education wise classification of respondents



INTERPRETATION

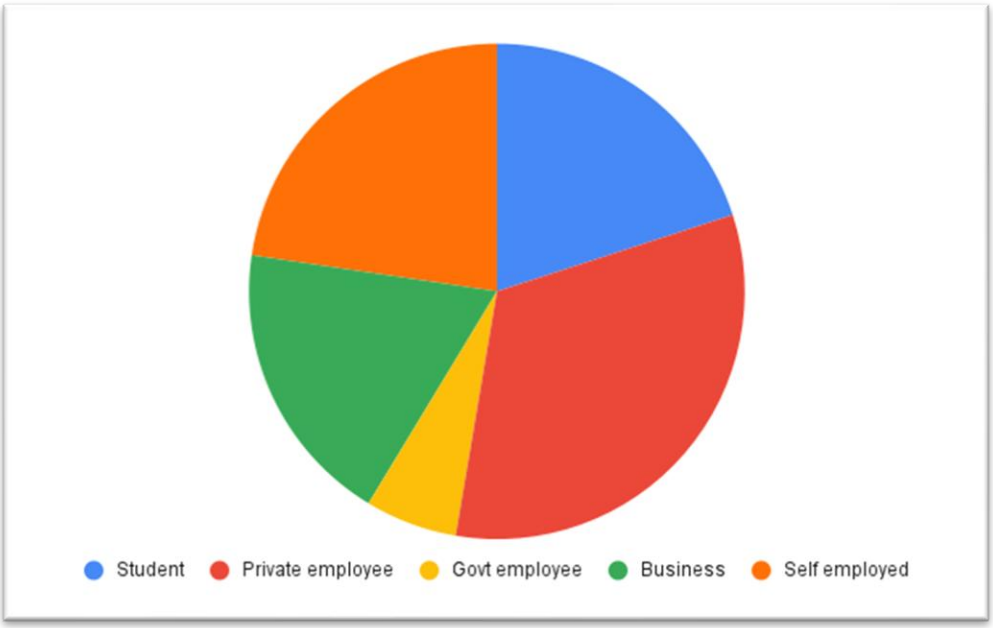
Out of 150 Responders, the highest proportion of respondents 58 have attained a master's degree, while 55 hold a degree. 25 of the respondents have completed their 12th grade, and 12 of respondents have studied up to the grade 10.

4.4 PROFESSION WISE CLASSIFICATION OF RESPONDENTS

Table 4.4 showing profession wise classification of respondents

Profession	No of Responders	Percentage
Government employee	9	6%
Private employee	49	32.7%
Business	28	18.7%
Self employed	34	22.7%
Student	30	20%
Total	150	100%

Figure 4.4 showing profession wise classification of respondents



INTERPERTATION

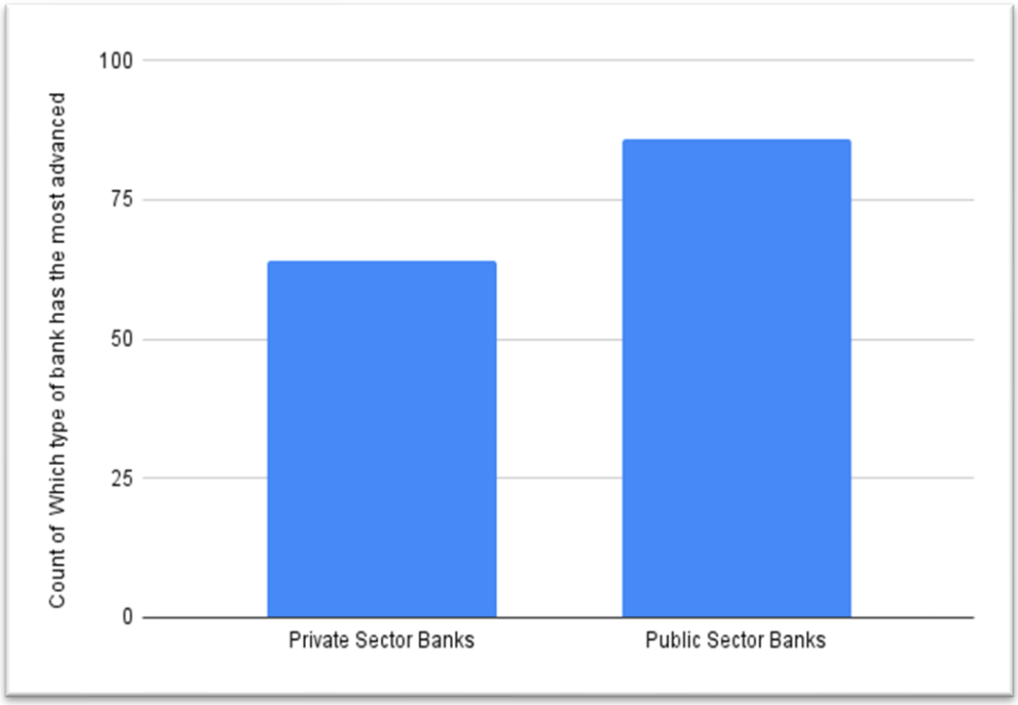
Out of the 150 responders, Private employees form the largest group, accounting for 49, followed by 34 of self-employed respondents and 28 of business owners. Students make up 30 of the respondents, while government employees represent the smallest group with 9.

4.5 CLASSIFICATION OF RESPONDENTS BASED ON THEIR OPINION ON WHICH TYPE OF BANK USES THE MOST ADVANCED TECHNOLOGY

Table 4.5 showing classification of respondents based on their opinion on which type of bank uses the most advanced technology

Basis	No of Responders	percentage
Private sector banks	**64**	**42.7%**
Public sector banks	**86**	**57.3%**
Total	**150**	**100**

Figure 4.5 showing classification of respondents based on their opinion on which type of bank uses the most advanced technology



INTERPERTATION

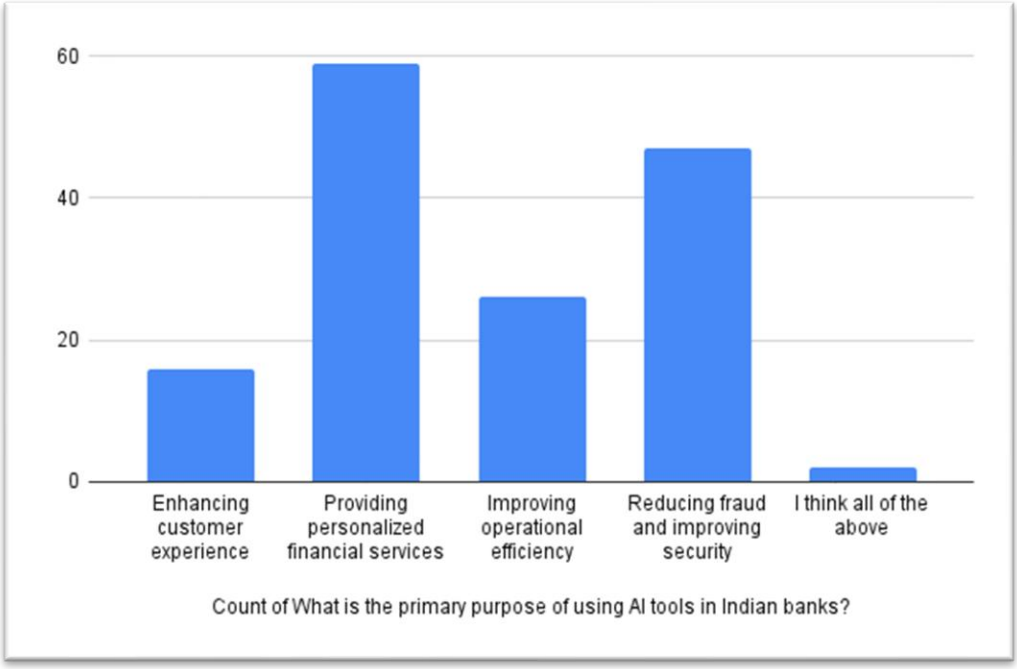
The data represents that a large number of respondents i.e. 86 believe public sector banks utilize the most advanced technology, while 64 respondents believes that private sector banks to be more technologically advanced.

4.6 CLASSIFICATION OF RESPONDENTS BASED ON THEIR OPINION ON THE PRIMARY PURPOSE OF USING AI TOOLS IN INDIAN BANKS.

Table 4.6 showing classification of respondents based on their opinion on the primary purpose of using ai tools in Indian banks.

Primary Purpose	No of Responders	Percentage
Enhancing customer experience	16	10.7%
Improving operational efficiency	26	17.4%
Reducing fraud and improving security	47	31.5%
Providing personalized financial services	59	39.6%
Others - I think all of the above	2	1.3%
Total	150	100%

Figure 4.6 showing classification of respondents based on their opinion on the primary purpose of using ai tools in Indian banks.



INTERPERTATION

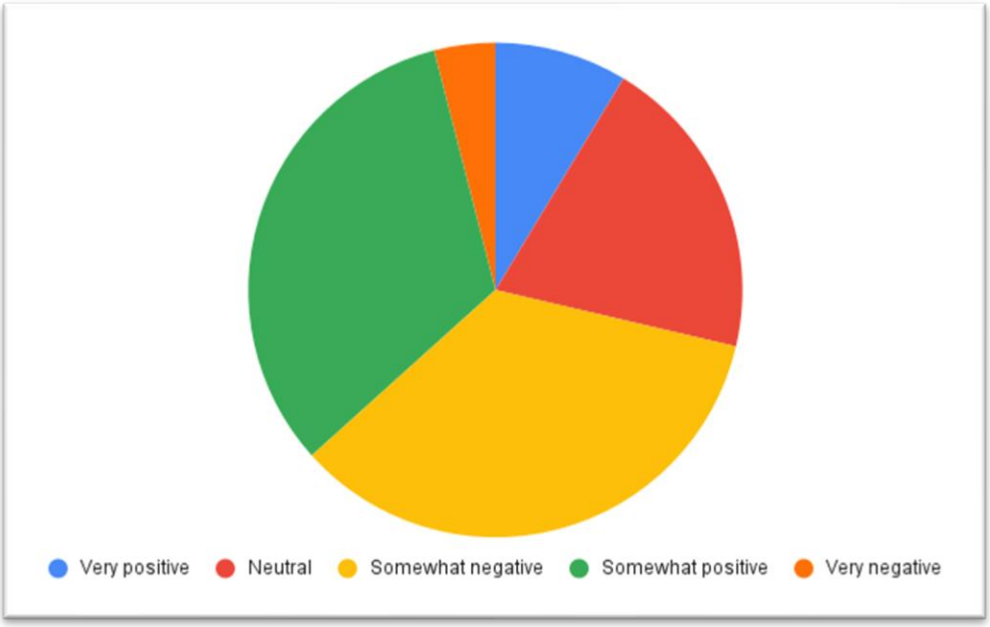
Out of 150 respondents, 59 believe AI is primarily used for personalized financial services, 47 for fraud reduction and security, 26 for operational efficiency, 16 for customer experience, and 2 consider all these purposes equally important.

4.7 CLASSIFICATION BASED ON RESPONDENTS' RATINGS OF THE OVERALL IMPACT OF AI IN TRANSFORMING THE INDIAN BANKING SECTOR.

Table 4.7 showing classification based on respondents' ratings of the overall impact of ai in transforming the Indian banking sector.

Basis	No of Responders	Percentage
Very negative	6	4%
Somewhat negative	52	34.7%
Neutral	30	20%
Somewhat positive	49	32.7%
Very positive	13	8.7%
Total	150	100

Figure 4.7 showing classification based on respondents' ratings of the overall impact of ai in transforming the Indian banking sector



INTERPRETATION

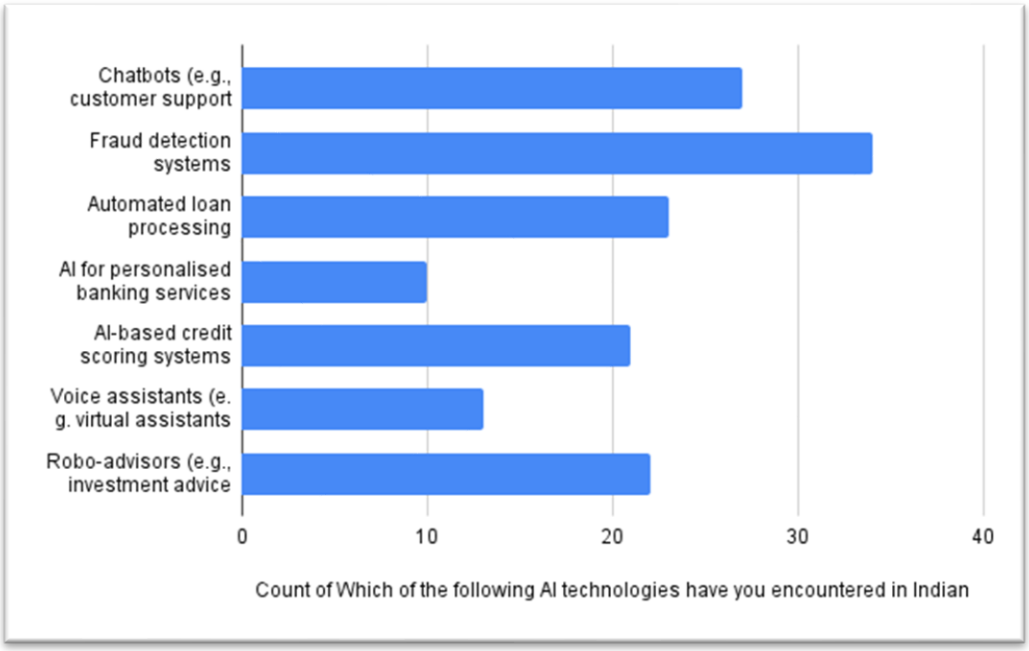
Among 150 respondents, 52 view AI's impact on the Indian banking sector as somewhat negative, while 6 see it as very negative. A neutral stand is held by 30 respondents. On the positive side, 49 consider the impact somewhat positive, and 13 rate it as very positive.

4.8 CLASSIFICATION BASED ON THE AI TECHNOLOGIES ENCOUNTERED BY THE RESPONDENTS IN INDIAN BANKS.

Table 4.8 showing classification based on the ai technologies encountered by the respondents in Indian banks.

Basis	No of Responders	Percentage
Chatbots (e.g., customer support bots)	27	18%
Robo-advisors (e.g., investment advice tools	22	14.7%
Fraud detection systems	34	22.7%
Automated loan processing	23	15.3%
AI-based credit scoring systems	21	14%
Voice assistants (e.g. virtual assistants for banking)	13	8.7%
AI for personalised banking services	10	6.7%
Total	150	100%

Figure 4.8 showing classification based on the ai technologies encountered by the respondents in Indian banks.



INTERPRETATION

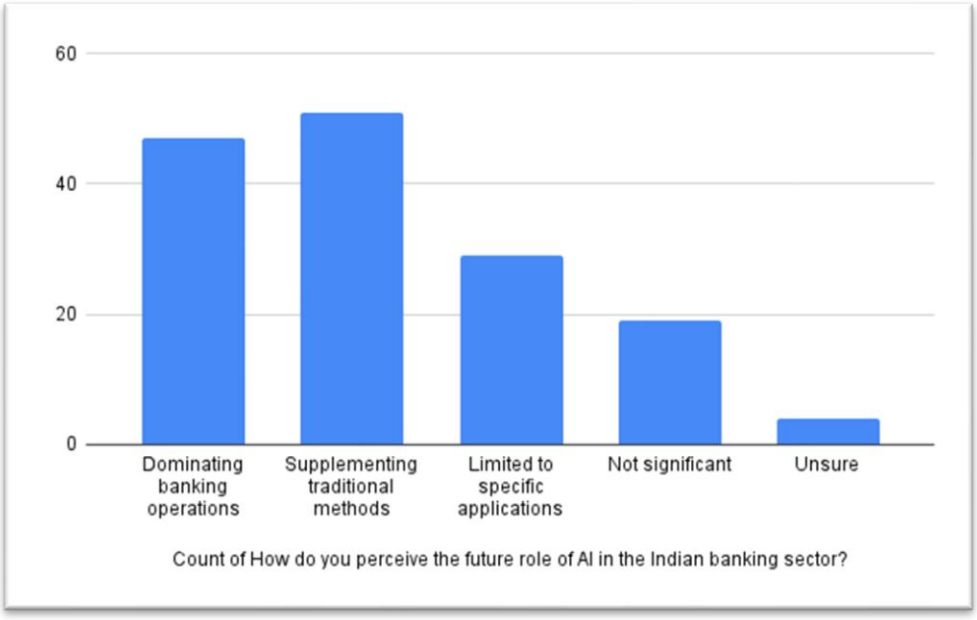
Among the respondents, 34 have encountered fraud detection systems, while 27 have interacted with chatbots. Automated loan processing was experienced by 23 of the respondents, and 22 have used robo-advisors. 21 have come across AI-based credit scoring systems,13 have used voice assistants, and 10 have experienced AI-driven personalized banking services.

4.9 CLASSIFICATION BASED ON RESPONDENTS' PERCEPTIONS OF AI'S FUTURE ROLE IN THE INDIAN BANKING SECTOR.

Table 4.9 showing classification based on respondents' perceptions of ai's future role in the Indian banking sector.

Basis	No of Responders	Percentage
Dominating banking operations	47	31.3%
Supplementing traditional methods	51	34%
Limited to specific applications	29	19.3%
Not significant	19	12.7%
Unsure	4	2.7%
Total	150	100%

Figure 4.9 showing classification based on respondents' perceptions of ai's future role in the Indian banking sector.



INTERPRETATION

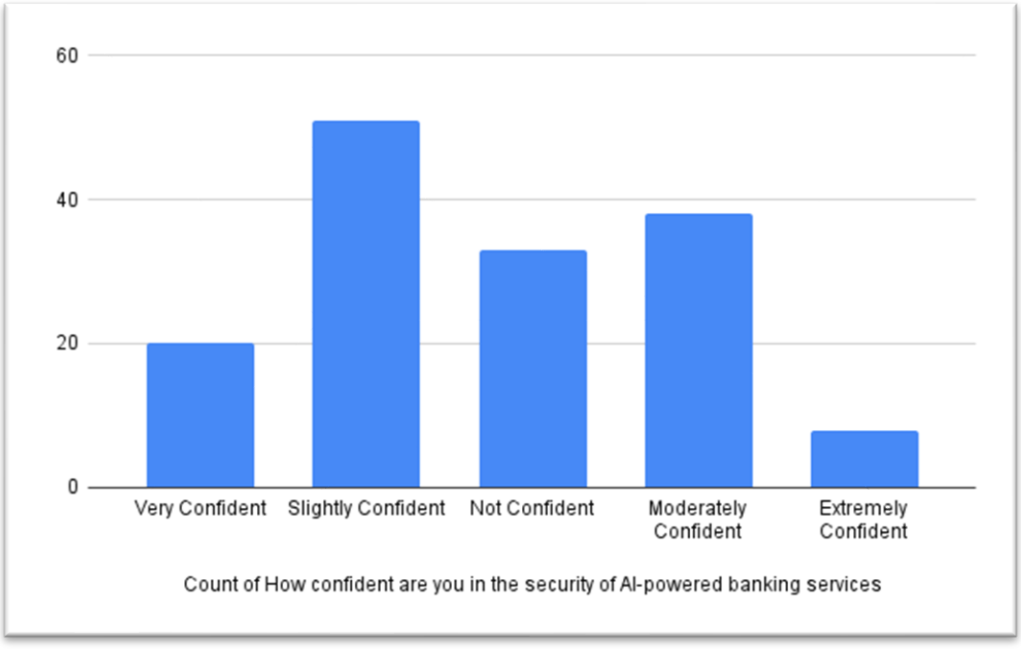
Out of 150 responders, a total of 51 respondents views AI as a complement to traditional banking, whereas 47 believe it will take a dominant role. While 29 think AI will be restricted to specific uses, 19 see its impact as not significant, and 4 remain unsure of the future.

4.10 CLASSIFICATION BASED ON RESPONDENTS' CONFIDENCE IN THE SECURITY OF AI-POWERED BANKING SERVICES.

Table 4.10 showing classification based on respondents' confidence in the security of ai-powered banking services.

Basis	No of Responders	Percentage
Not confident	33	22%
Slightly confident	51	34%
Moderately confident	38	25.3%
Very confident	20	13.3%
Extremely confident	8	5.3%
Total	150	100%

Figure 4.10 showing classification based on respondents' confidence in the security of ai-powered banking services.



INTERPRETATION

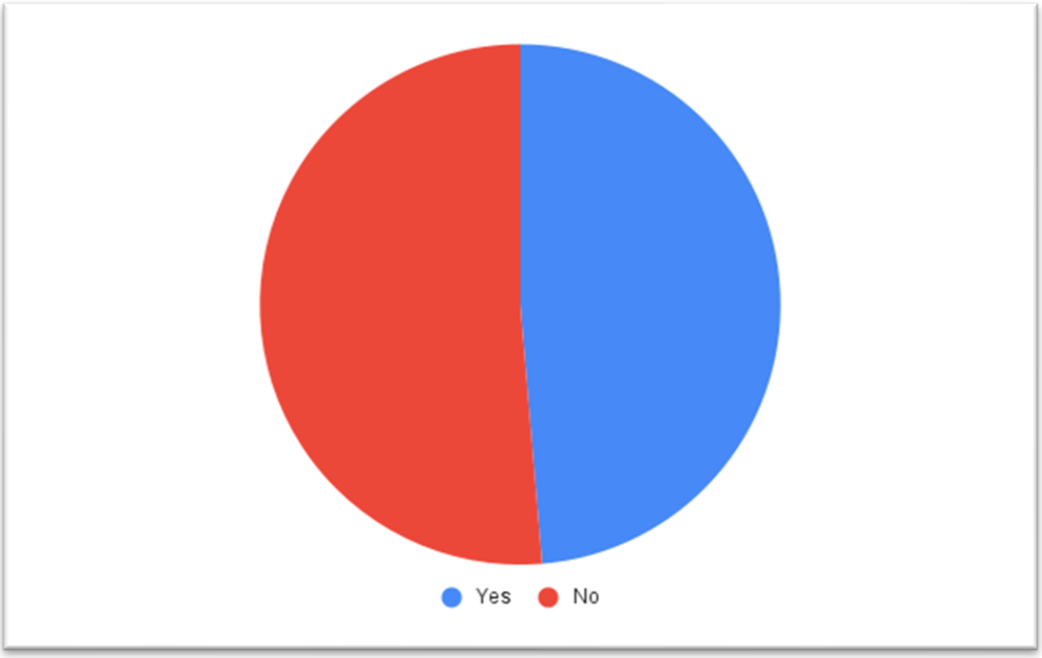
Out of the 150 respondents, a total of 51 respondents has slight confidence in ai-powered banking security, while 38 are moderately confident. While 33 express no confidence, 20 feel very confident, and 8 are highly confident.

4.11 CLASSIFICATION BASED ON RESPONDENTS' AWARENESS OF AI-ENABLED TOOLS IN HDFC BANK

Table 4.11 showing classification based on respondents' awareness of ai-enabled tools in HDFC bank

Basis	No of Responders	Percentage
Yes	**73**	**48.7%**
No	**77**	**51.3%**
Total	**150**	**100%**

Figure 4.11 showing classification based on respondents' awareness of ai-enabled tools in HDFC bank



INTERPRETATION

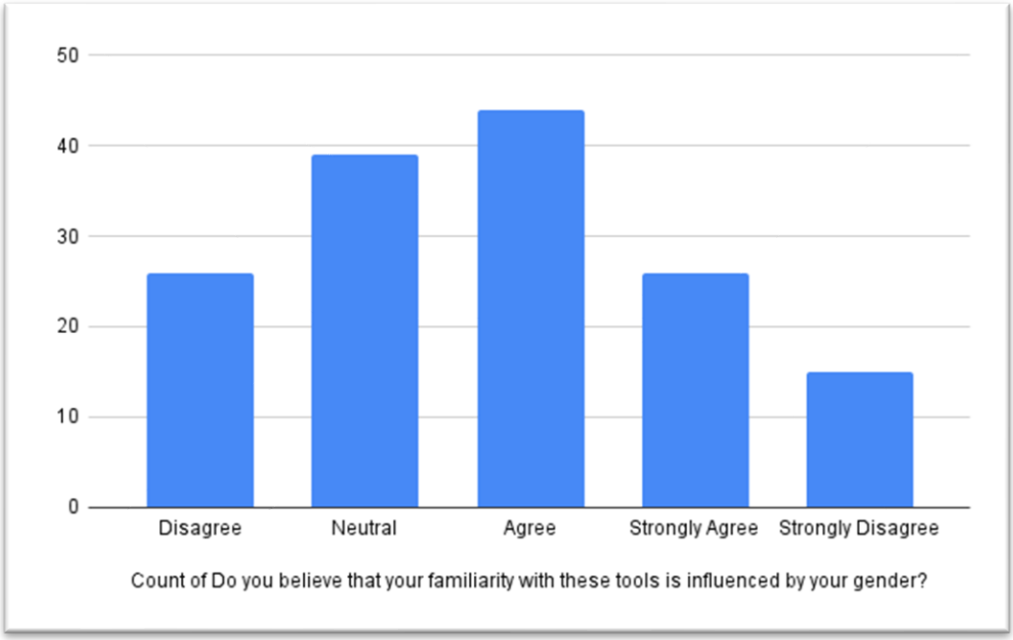
Out of the 150 respondents, 73 respondents are aware of the ai-enabled tools in HDFC banks and 77 respondents are not aware of them.

4.12 CLASSIFICATION OF RESPONDENTS BASED ON THEIR PERCEPTION OF GENDER INFLUENCE ON AI TOOL FAMILIARITY

Table 4.12 showing classification of respondents based on their perception of gender influence on ai tool familiarity.

Basis	No of Responders	Percentage
Strongly disagree	**15**	**10.1%**
Disagree	**26**	**17.4%**
Neutral	**39**	**26.2%**
Agree	**43**	**28.9%**
Strongly agree	**26**	**17.4%**
Total	**150**	**100%**

Figure 4.12 showing classification of respondents based on their perception of gender influence on ai tool familiarity.



INTERPRETATION

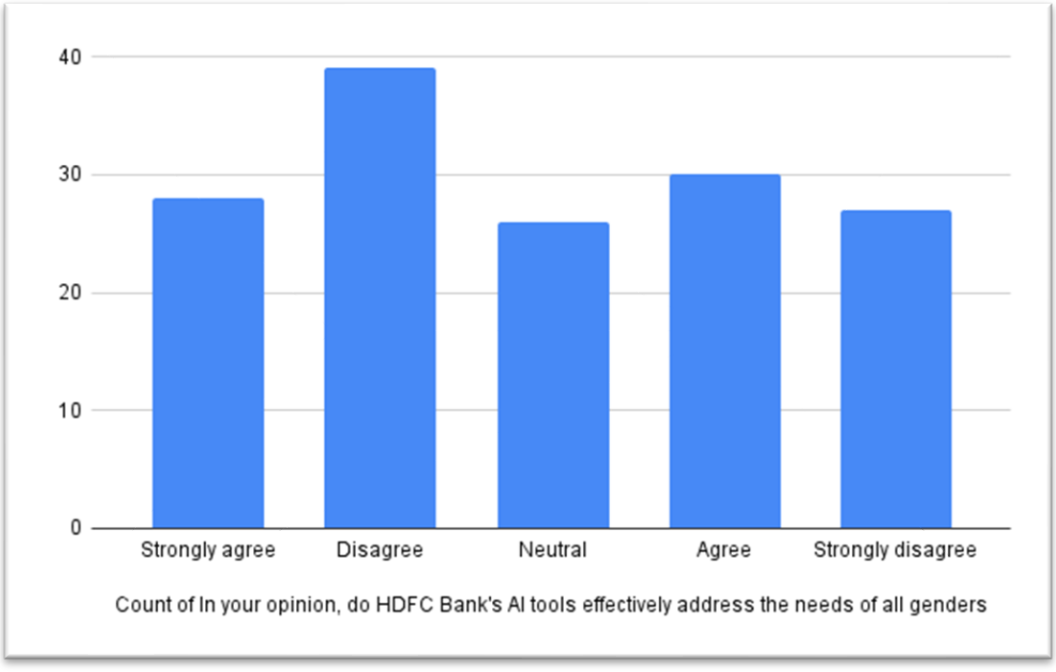
Out of the 150 respondents, a total of 43 respondents believe gender impacts their familiarity with AI tools, with 26 strongly agreeing. While 39 hold a neutral opinion, 26 disagree and 15 strongly disagree.

4.13 CLASSIFICATION BASED ON RESPONDENTS' OPINIONS ON WHETHER HDFC BANK'S AI TOOLS ADDRESS ALL GENDERS EQUALLY.

Table 4.13 showing classification based on respondents' opinions on whether HDFC bank's ai tools address all genders equally.

Basis	No of Responders	Percentage
Strongly disagree	27	18%
Disagree	39	26%
Neutral	26	17.3%
Agree	30	20%
Strongly agree	28	18.7%
Total	150	100%

Figure 4.13 showing classification based on respondents' opinions on whether HDFC bank's ai tools address all genders equally.



INTERPRETATION

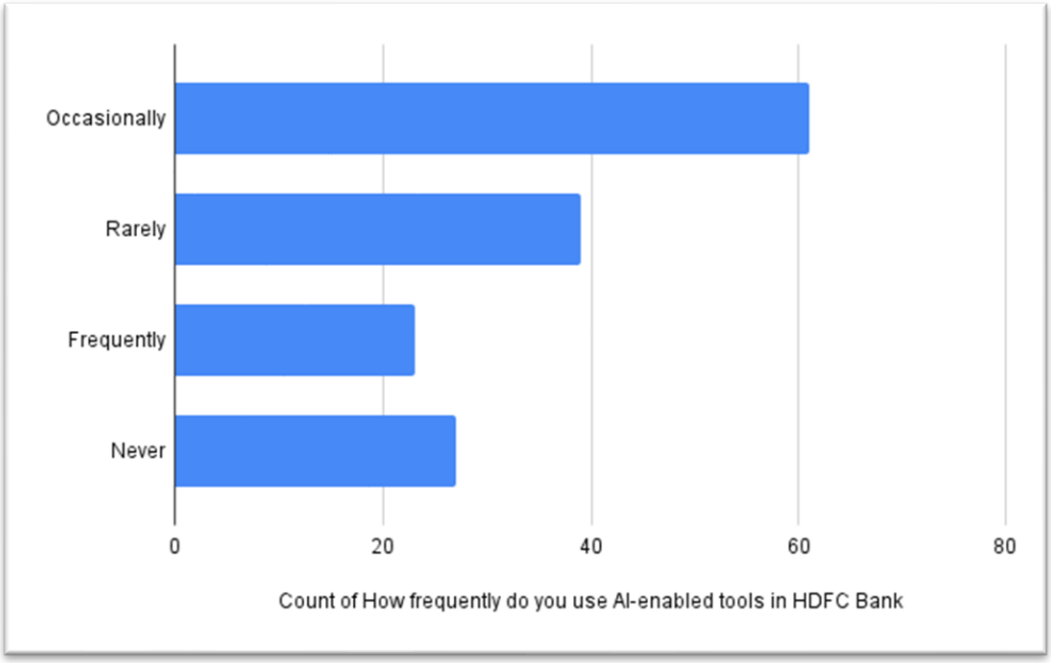
A total of 39 respondents believes HDFC Bank's AI tools do not address all genders equally, with 27 strongly disagreeing. On the other hand, 30 agree, 28 strongly agree, and 26 hold a neutral opinion.

4.14 CLASSIFICATION BASED ON RESPONDENTS' FREQUENCY OF USING AI-ENABLED TOOLS IN HDFC BANK.

Table 4.14 showing classification based on respondents' frequency of using ai-enabled tools in HDFC bank.

Basis	No of Responders	Percentage
Frequently	**23**	**15.3%**
Occasionally	**61**	**40.7%**
Rarely	**39**	**26%**
Never	**27**	**18%**
Total	**150**	**100%**

Figure 4.14 showing classification based on respondents' frequency of using ai-enabled tools in HDFC bank.



INTERPRETATION

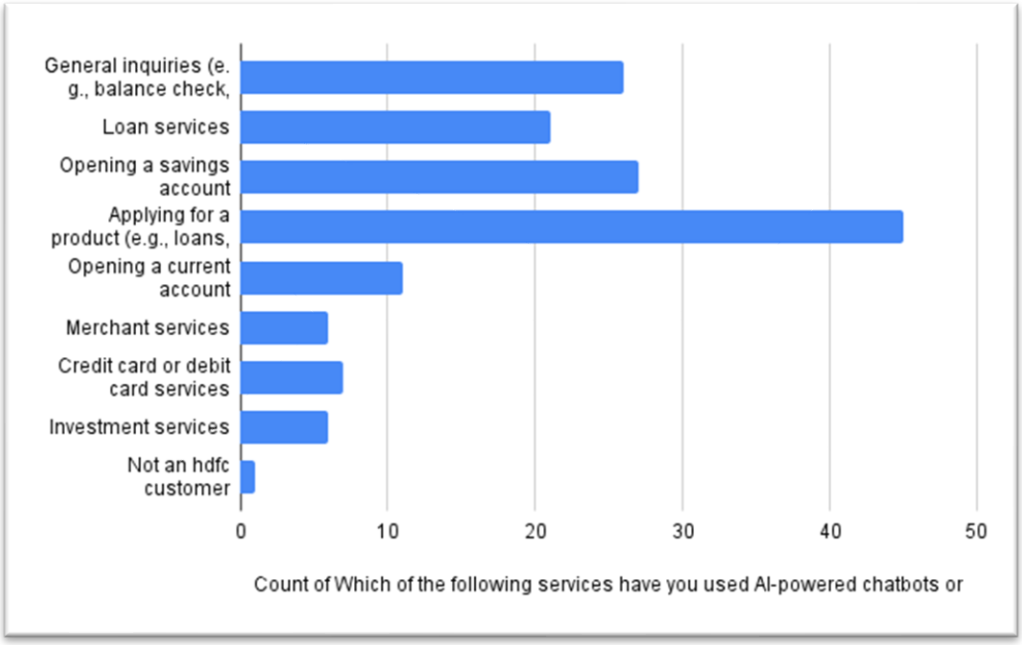
A total of 61 respondents uses AI-enabled tools occasionally, 23 use them frequently, 39 use them rarely, and 27 have never used them.

4.15 CLASSIFICATION BASED ON AI-POWERED CHATBOT OR VIRTUAL ASSISTANT USAGE FOR SERVICES IN HDFC BANK.

Table 4.15 showing classification based on ai-powered chatbot or virtual assistant usage for services in HDFC bank.

Basis	No of Responders	Percentage
Opening a current account	11	7.3%
Opening a savings account	27	18%
Applying for a product (e.g., loans, credit cards)	45	30%
Loan services	21	14%
Merchant services	6	4%
Credit card or debit card services	7	4.7%
Investment services	6	4%
General inquiries (e.g., balance check)	26	17.3%
Not an HDFC customer	11	7.3%
Total	150	100%

Figure 4.15 showing classification based on ai-powered chatbot or virtual assistant usage for services in HDFC bank.



INTERPRETATION

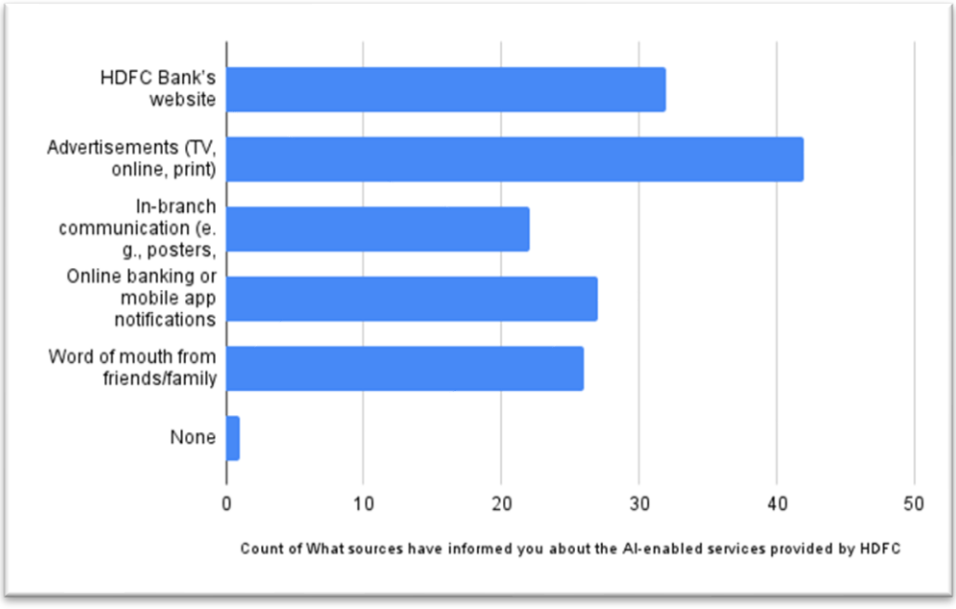
A total of 45 of respondents have used AI chatbots for product applications, 27 for savings account openings, and 26 for general inquiries. Loan services were used by 21 respondents, while 11 used them for opening a current account. Credit or debit card services were used by 7 and 6 each for merchant and investment services and 11 respondents are not HDFC customers.

4.16 CLASSIFICATION BASED ON SOURCES OF INFORMATION ABOUT HDFC BANK'S AI-ENABLED SERVICES.

Table 4.15 showing classification based on sources of information about HDFC bank's ai-enabled services.

Basis	No of Responders	Percentage
HDFC banks website	32	21.3%
Advertisement	42	28%
Word of mouth	26	17.3%
In branch communications	22	14.7%
Online banking or mobile app	27	18%
None	1	0.7%
Total	150	100%

Figure 4.15 showing classification based on sources of information about HDFC bank's ai-enabled services.



INTERPRETATION

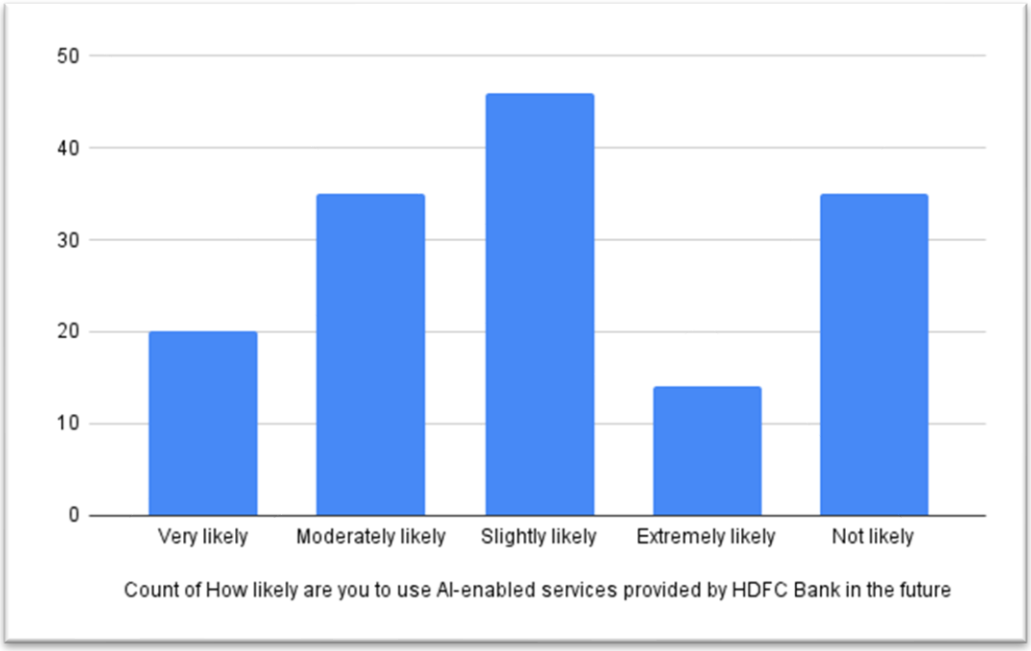
A total of 42 respondents learned about HDFC Bank's AI services from advertisements, 32 from the bank's website, and 27 through online banking or mobile apps, Word of mouth informed 26 respondents, while 22 received information from in-branch communications. Only one respondent was unaware of these services.

4.17 CLASSIFICATION BASED ON RESPONDENTS' LIKELIHOOD OF USING HDFC BANK'S AI-ENABLED SERVICES IN THE FUTURE.

Table 4.17 showing classification based on respondents' likelihood of using HDFC bank's ai-enabled services in the future.

Basis	No of Responders	Percentage
Not likely	35	23.3%
Slightly likely	46	30.7%
Moderately likely	35	23.3%
Very likely	20	13.3%
Extremely likely	14	9.3%
Total	150	100%

Figure 4.17 showing classification based on respondents' likelihood of using HDFC bank's ai-enabled services in the future.



INTERPRETATION

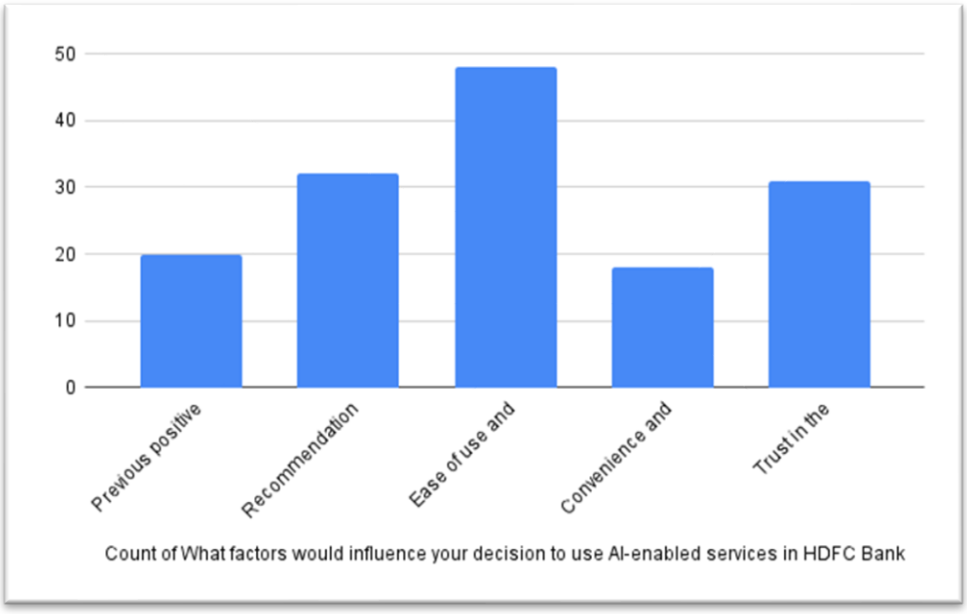
A total of 46 respondents are slightly likely to use HDFC Bank's AI services, while 35 are moderately interested. Another 35 are unlikely to use them, whereas 20 are highly likely, and 14 are extremely likely to do so.

4.18 CLASSIFICATION BASED ON FACTORS INFLUENCING RESPONDENTS' DECISIONS TO USE AI-ENABLED SERVICES IN HDFC BANK.

Table 4.18 showing classification based on factors influencing respondents' decisions to use ai-enabled services in HDFC bank.

Basis	No of Responders	Percentage
Convenience and time-saving	18	12.1%
Trust in the security of the service	31	20.8%
Recommendation from others	32	21.5%
Ease of use and user-friendly interface	48	32.2%
Previous positive experience with AI tools	20	13.4%
Total	150	100%

Figure 4.18 showing classification based on factors influencing respondents' decisions to use ai-enabled services in HDFC bank.



INTERPRETATION

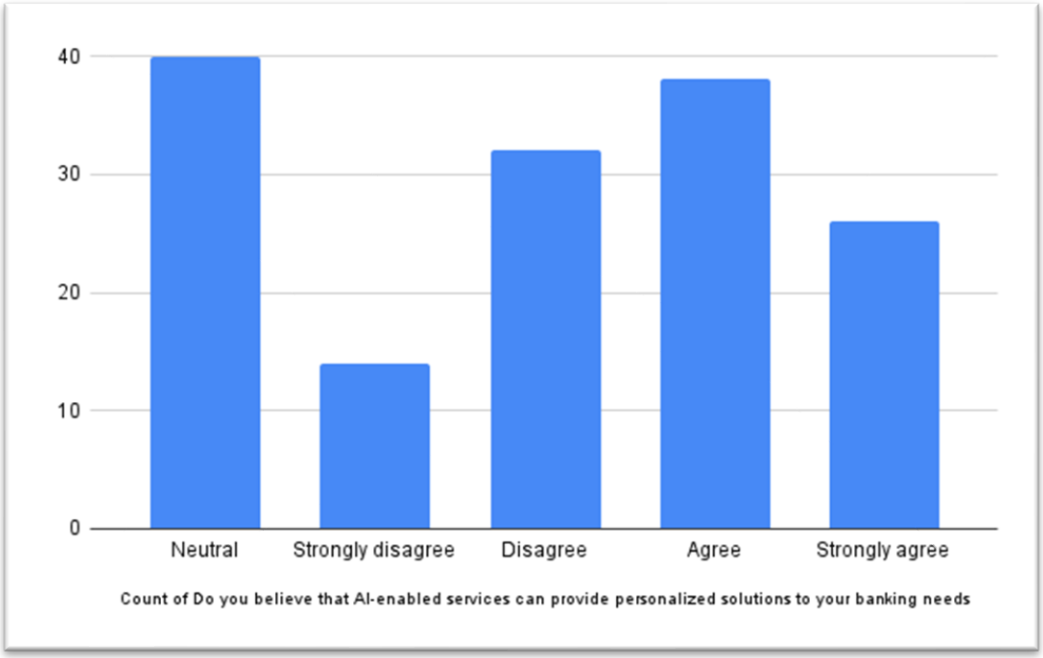
Ease of use and a user-friendly interface are the most significant factors for 48 respondents when deciding to use HDFC Bank's AI services. Additionally, 32 value recommendations from others, and 31 prioritize security and trust. A total of 18 respondents considers convenience and time efficiency important, while 20 are influenced by prior positive experiences with AI tools.

4.19 CLASSIFICATION BASED ON RESPONDENTS' BELIEFS ABOUT AI-ENABLED SERVICES PROVIDING PERSONALIZED BANKING SOLUTIONS.

Table 4.19 showing classification based on respondents' beliefs about ai-enabled services providing personalized banking solutions.

Basis	No of Responders	Percentage
Strongly disagree	14	9.3%
Disagree	32	21.3%
Neutral	40	26.7%
Agree	38	25.3%
Strongly agree	26	17.3%
Total	150	100%

Figure 4.19 showing classification based on respondents' beliefs about ai-enabled services providing personalized banking solutions.



INTERPERTATION

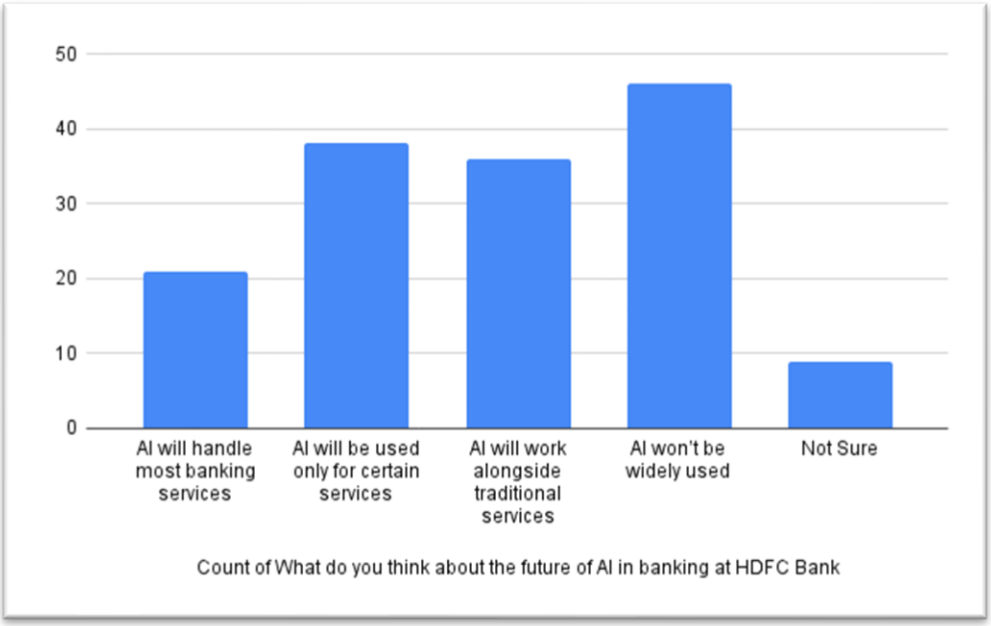
A total of 40 respondents remains neutral on AI's ability to offer personalized banking solutions. While 38 agree and 26 strongly agree, 32 disagree, and 14 strongly disagree.

4.20 CLASSIFICATION BASED ON RESPONDENTS' OPINIONS ON THE FUTURE OF AI IN BANKING AT HDFC BANK.

Table 4.20 showing classification based on respondents' opinions on the future of ai in banking at HDFC bank.

Basis	No of Responders	Percentage
AI will handle most banking	21	14%
AI will work alongside traditional services	36	24%
AI will be used only for certain services	38	25.3%
AI won't be widely used	46	30.7%
Not sure	9	6%
Total	150	100%

Figure 4.20 showing classification based on respondents' opinions on the future of ai in banking at HDFC bank.



INTERPRETATION

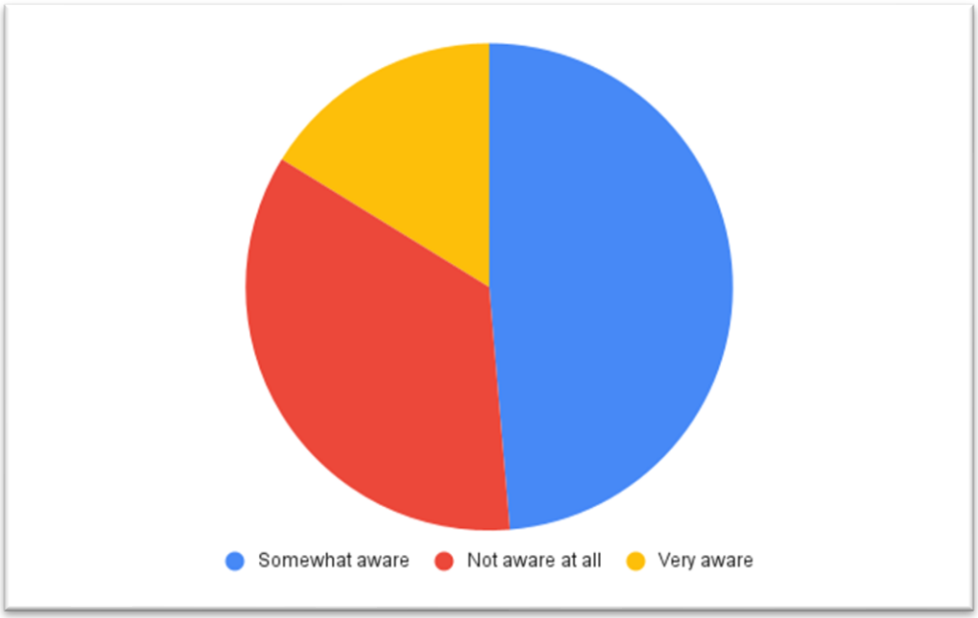
A total of 46 respondents think AI adoption in HDFC Bank will not be widely used, while 38 believe it will only be applied to specific services. Another 36 expect AI to complement traditional banking, whereas 21 foresee AI taking over most banking tasks. Nine respondents remain uncertain about AI's future role.

4.21 CLASSIFICATION BASED ON RESPONDENTS' AWARENESS OF THE BENEFITS OF AI-ENABLED BANKING SERVICES.

Table 4.21 showing classification based on respondents' awareness of the benefits of ai-enabled banking services.

Basis	No of Responders	Percentage
Very aware	**24**	**16.2%**
Somewhat aware	**72**	**48.6%**
Not aware at all	**52**	**35.1%**
Total	**150**	**100%**

Figure 4.21 showing classification based on respondents' awareness of the benefits of ai-enabled banking services.



INTERPRETATION

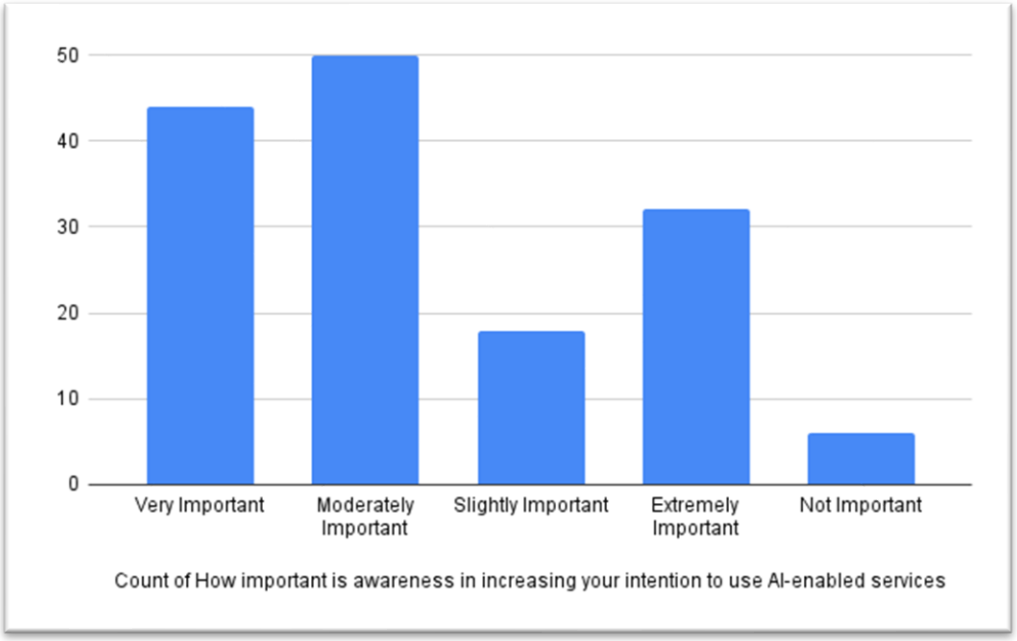
A total of 72 respondents has partial awareness of AI's benefits in banking, 24 are highly aware, while 52 lack any awareness**.**

4.22 CLASSIFICATION BASED ON THE IMPORTANCE OF AWARENESS IN INFLUENCING RESPONDENTS' INTENTION TO USE AI-ENABLED SERVICES.

Table 4.22 showing classification based on the importance of awareness in influencing respondents' intention to use ai-enabled services.

Basis	No of Responders	Percentage
Not important	6	4%
Slightly important	18	12%
Moderately important	50	33.3%
Very important	44	29.3%
Extremely important	32	21.3%
Total	150	100%

Figure 4.22 showing classification based on the importance of awareness in influencing respondents' intention to use ai-enabled services.



INTERPRETATION

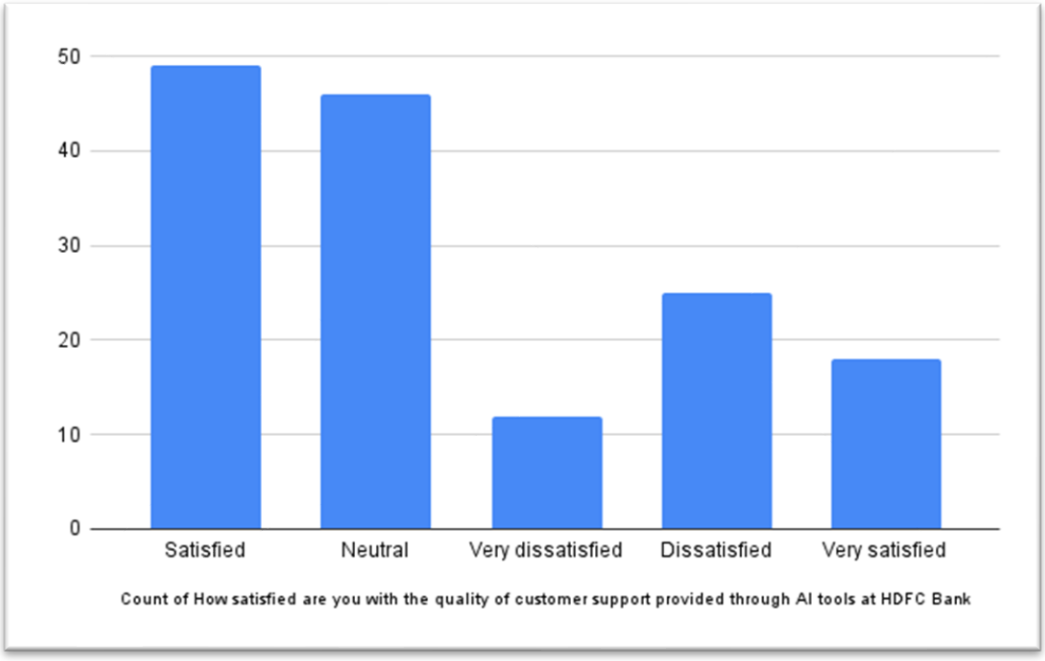
A total of 50 respondents views awareness as moderately significant in shaping their intent to use AI-enabled services, while 44 deem it very important and 32 consider it extremely important. Meanwhile, 18 see it as slightly important, and 6 believe it has no impact.

4.23 CLASSIFICATION BASED ON RESPONDENTS' SATISFACTION WITH AI-DRIVEN CUSTOMER SUPPORT AT HDFC BANK.

Table 4.23 showing classification based on respondents' satisfaction with ai-driven customer support at HDFC bank.

Basis	No of Responders	Percentage
Very dissatisfied	12	8%
Dissatisfied	25	16.7%
Neutral	46	30.7%
Satisfied	49	32.7%
Very satisfied	18	12%
Total	150	100%

Figure 4.23 showing classification based on respondents' satisfaction with ai-driven customer support at HDFC bank.



INTERPRETATION

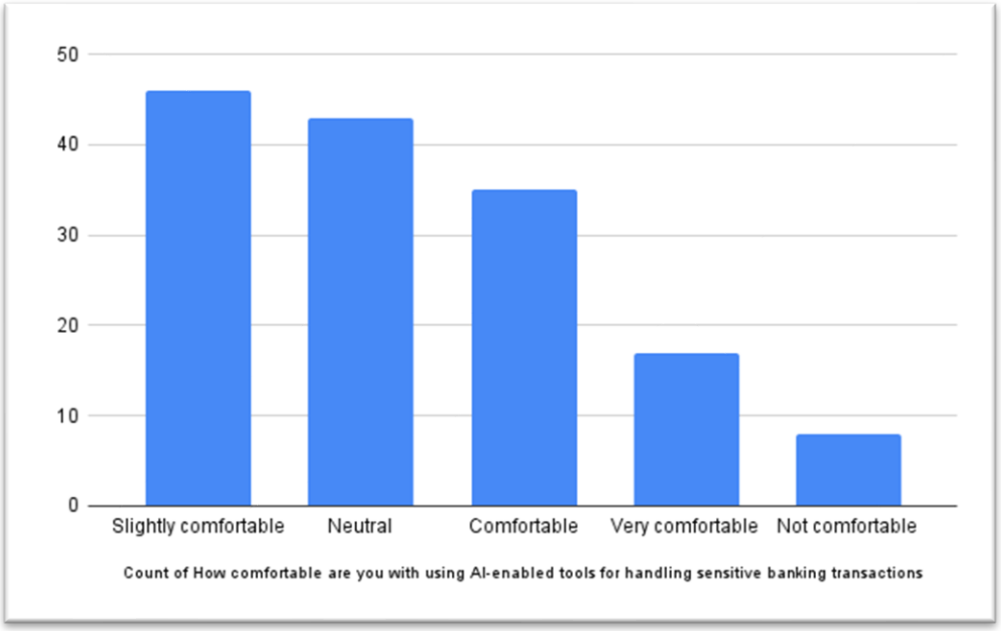
A total of 49 respondents' express satisfaction with AI-based customer support, while 46 hold a neutral opinion. For the meantime, 25 are dissatisfied, 12 are highly dissatisfied, and 18 are highly satisfied.

4.24 CLASSIFICATION BASED ON RESPONDENTS' COMFORT LEVEL IN USING AI-ENABLED TOOLS FOR SENSITIVE BANKING TRANSACTIONS.

Table 4.24 showing classification based on respondents' comfort level in using ai-enabled tools for sensitive banking transactions.

Basis	No of Responders	Percentage
Not comfortable	8	5.4%
Slightly comfortable	46	30.9%
Neutral	43	28.9%
Comfortable	35	23.5%
Very comfortable	17	11.4%
Total	150	100%

Figure 4.24 showing classification based on respondents' comfort level in using ai-enabled tools for sensitive banking transactions.



INTERPRETATION

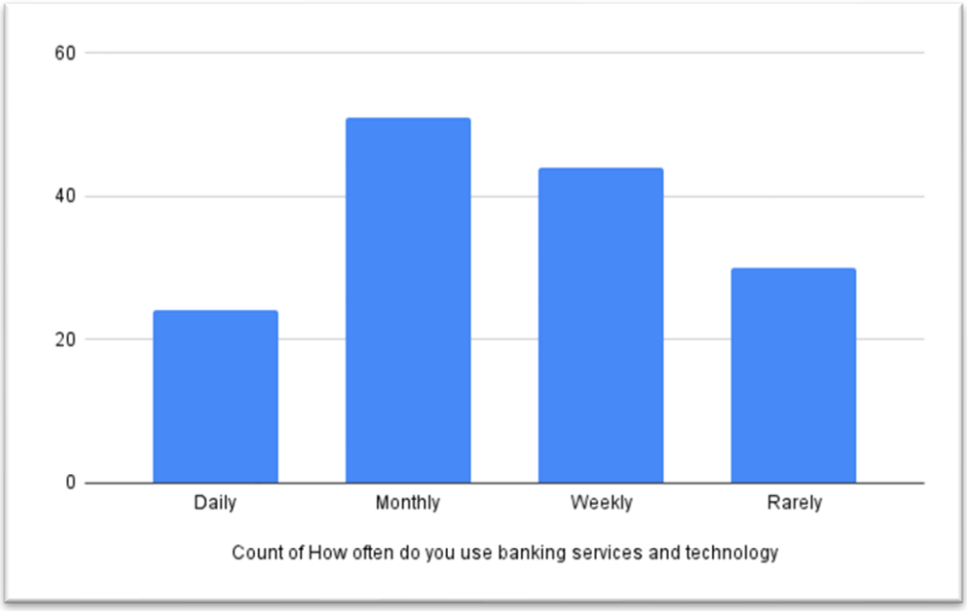
A total of 46 respondents feels only slightly at ease using AI for sensitive banking tasks, while 43 have a neutral stance. Meanwhile, 35 are comfortable, 17 are highly comfortable, and 8 do not feel comfortable at all.

4.25 CLASSIFICATION BASED ON RESPONDENTS' FREQUENCY OF USING BANKING SERVICES AND TECHNOLOGY.

Table 4.25 showing classification based on respondents' frequency of using banking services and technology.

Basis	No of Responders	Percentage
Daily	**24**	**16.1%**
Weekly	**44**	**29.5%**
Monthly	**51**	**34.2%**
Rarely	**30**	**20.1%**
Total	**150**	**100%**

Figure 4.25 showing classification based on respondents' frequency of using banking services and technology.



INTERPRETATION

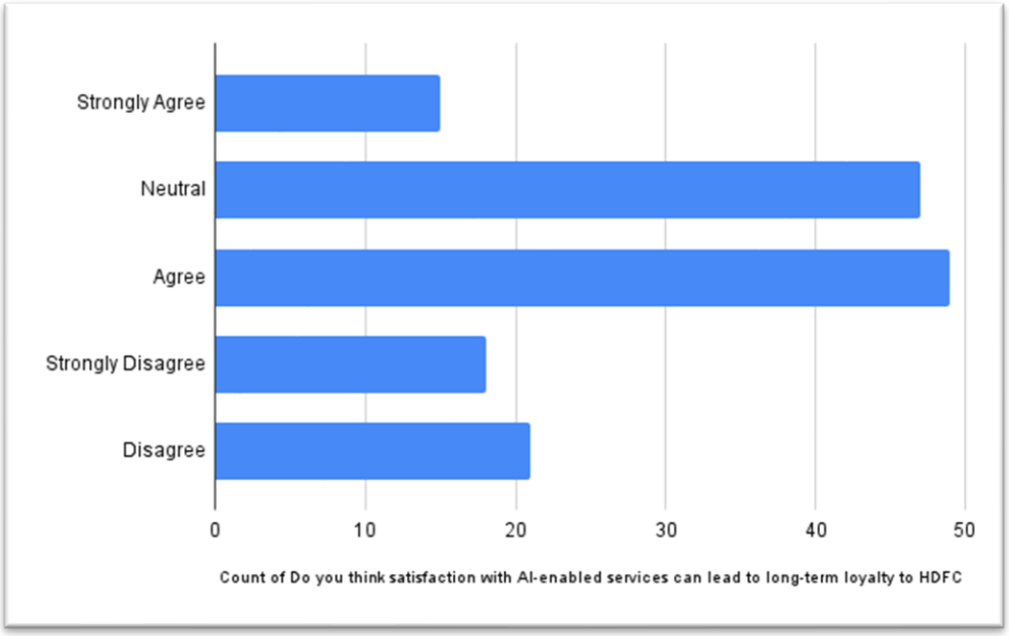
A total of 51 respondents engages with banking services monthly, 44 uses weekly, and 24 utilize them daily. Meanwhile, 30 respondents use these services infrequently.

4.26 CLASSIFICATION BASED ON RESPONDENTS' VIEWS ON WHETHER SATISFACTION WITH AI-ENABLED SERVICES INFLUENCES LONG-TERM LOYALTY TO HDFC BANK.

Table 4.26 showing classification based on respondents' views on whether satisfaction with ai-enabled services influences long-term loyalty to HDFC bank.

Basis	No of Responders	Percentage
Strongly disagree	18	12%
Disagree	21	14%
Neutral	47	31.3%
Agree	49	32.7%
Strongly agree	15	10%
Total	150	100%

Figure 4.26 showing classification based on respondents' views on whether satisfaction with ai-enabled services influences long-term loyalty to HDFC bank.



INTERPRETATION

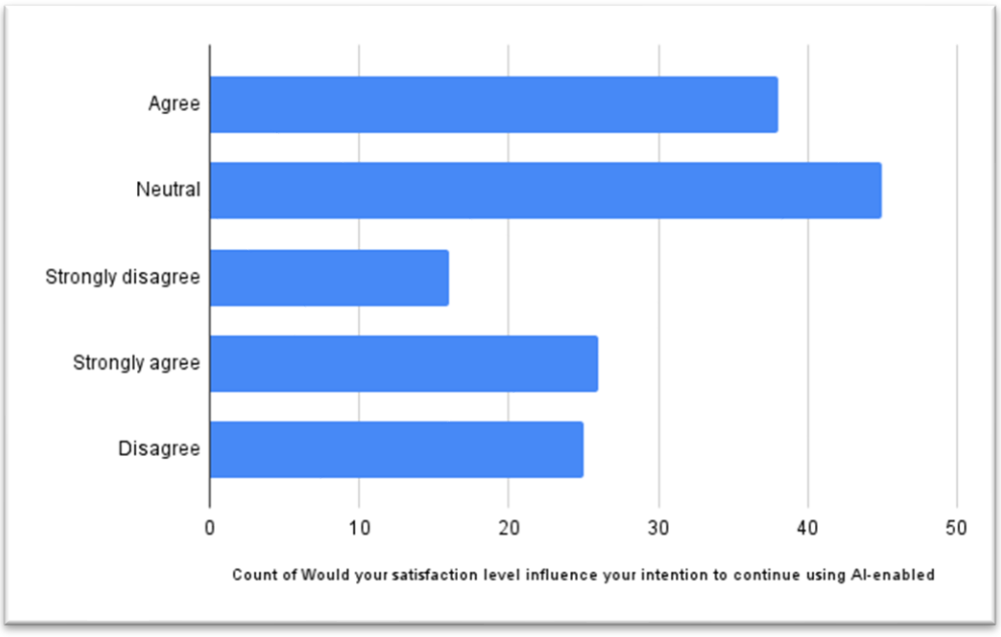
A total of 49 respondents believe AI service satisfaction fosters long-term loyalty to HDFC Bank, while 47 are undecided. Meanwhile, 21 disagree, 18 strongly disagree, and 15 strongly support this view.

4.27 CLASSIFICATION BASED ON RESPONDENTS' VIEWS ON WHETHER SATISFACTION INFLUENCES THEIR INTENTION TO CONTINUE USING AI-ENABLED SERVICES IN HDFC BANK.

Table 4.27 showing classification based on respondents' views on whether satisfaction influences their intention to continue using ai-enabled services in HDFC bank.

Basis	No of Responders	Percentage
Strongly disagree	16	10.7%
Disagree	25	16.7%
Neutral	45	30%
Agree	38	25.3%
Strongly agree	26	17.3%
Total	150	100%

Figure 4.27 showing classification based on respondents' views on whether satisfaction influences their intention to continue using ai-enabled services in HDFC bank



INTERPRETATION

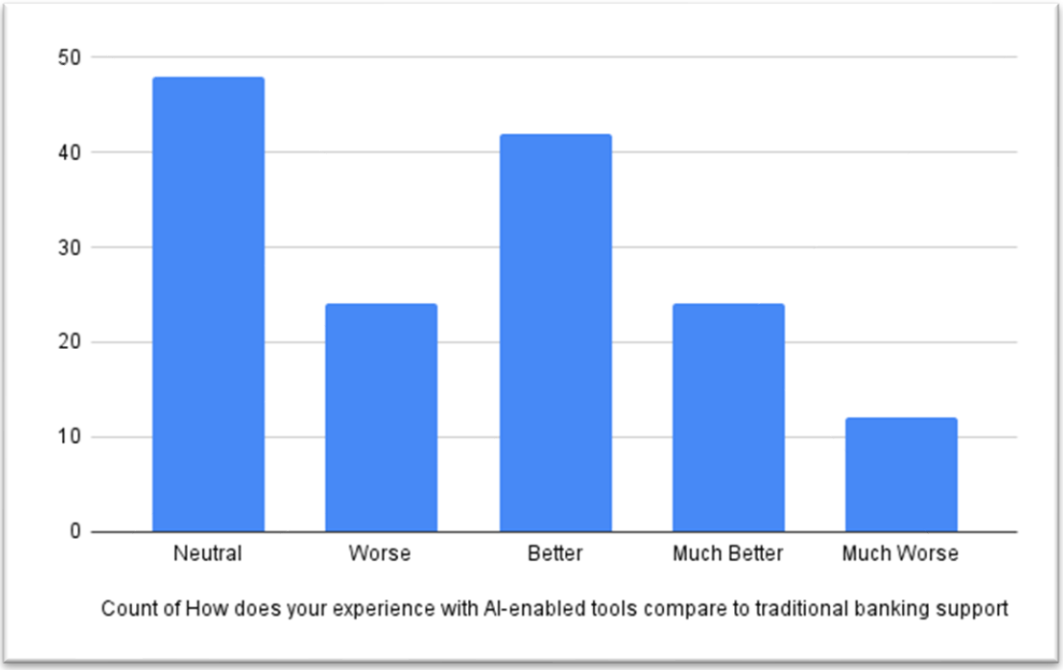
A total of 45 respondents are undecided on whether satisfaction affects their continued use of AI services in HDFC Bank. Meanwhile, 38 agree, 26 strongly agree, 25 disagree, and 16 strongly disagree.

4.28 CLASSIFICATION BASED ON RESPONDENTS' COMPARISON OF AI-ENABLED TOOLS WITH TRADITIONAL BANKING SUPPORT.

Table 4.28 showing classification based on respondents' comparison of ai-enabled tools with traditional banking support.

Basis	No of Responders	Percentage
Much worse	**12**	**8%**
Worse	**24**	**16%**
Neutral	**48**	**32%**
Better	**42**	**28%**
Much better	**24**	**16%**
Total	**150**	**100%**

Figure 4.28 showing classification based on respondents' comparison of ai-enabled tools with traditional banking support.



INTERPRETATION

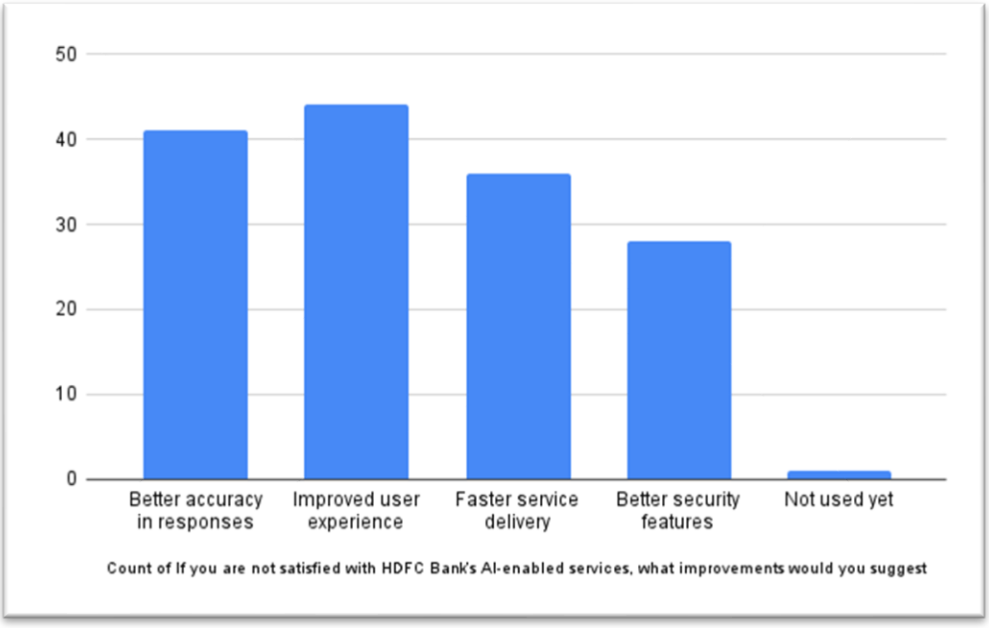
A total of 48 respondents remains neutral about AI-enabled tools versus traditional banking. While 42 find AI tools better and 24 rate them as much better, 24 believe they are worse, and 12 consider them significantly worse.

4.29 CLASSIFICATION BASED ON SUGGESTED IMPROVEMENTS FOR HDFC BANK'S AI-ENABLED SERVICES FROM DISSATISFIED RESPONDENTS.

Table 4.29 showing classification based on suggested improvements for HDFC bank's ai-enabled services from dissatisfied respondents.

Basis	No of Responders	Percentage
Better accuracy in responses	41	27.3%
Improved user experience	44	29.3%
Faster service delivery	36	24%
Better security features	28	18.7%
Not used yet	1	0.7%
Total	150	100%

Figure 4.29 showing classification based on suggested improvements for HDFC bank's ai-enabled services from dissatisfied respondents.



INTERPRETATION

A total of 44 respondents feels AI tools enhance the user experience, while 41 consider them more accuracy in responses. Additionally, 36 appreciate the faster service, and 28 highlight improved security. Only one respondent has yet to use AI-enabled banking services.

CHAPTER- 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS OF THE STUDY

- In this study, 52% are female respondents, 47.3% are males and 0.7% belongs to other's group.
- According to the study, large part of respondents i.e. 31.3% belongs to the age category 25-30 age, followed by 25.3% falling in the category 21-25 age and 31-40 age, 10% belongs to the 41-50 age category and 6% in Below 20 age category and very proportion in Above 50 categories.
- The responders of the study seem to be educated because 38.7% of them hold Master's Degree, followed by 36.7% hold a degree. 16.7% having the 12^{th} grade qualification.
- There is a various range of occupations represented within the sample, largest group forming 32.7% of private employee, 22.7% of self-employed responders, 18.7% of business owners, students make up to 20% and 6% are employed in government sector.
- 57.3% of the respondents believes that public sector banks utilize the most advanced technology and 42.7% respondents believes private sector banks to be more technologically advanced.
- 39.6% of the responders believe that primary purpose of using AI tools in banks are for Personalized financial services ,31.5% believes that is for Fraud reduction and security, 17.4% for operational efficiency,10.7% for customer experience while 1.3% considers it for other purposes.
- Among the respondents, total of 41.4% feels AI has a positive impact on the banking sector (32.7%+8.7%), 38.7% views as negative (34.7% +4%) while 20% of the respondents hold a neutral opinion.
- AI technologies encountered in bank - 22.7% have encountered fraud detection systems, 18% have interacted with chatbots. Automated loan processing was experienced by 15.3% of the respondents, 14.7% have used robo-advisors. While 14% have come across AI-based credit scoring systems,8.7% have used voice assistants, and 6.7% have experienced AI-driven personalized banking services.

- Based on the respondent's perception of AI future in banking sector, a total of 34% respondents views AI as a complement to traditional banking system, whereas 31.3% believe it will take a dominant role. While 19.3% think AI will be restricted to specific uses, 12.7% see its impact as not significant, and 2.7% remain unsure of the future.
- A total of 34% respondents has slight confidence in ai-powered banking security, while 25.3% are moderately confident. While 22% express no confidence, 13.3% feel very confident, and 5.3% are highly confident.
- 48.7% of respondents are aware of the ai-enabled tools in HDFC banks and 51.3% responders are not at all aware of them.
- A total of 28.9% respondents believe gender impacts their familiarity with AI tools, with 17.4% strongly agreeing. While 26.2% hold a neutral opinion, 17.4% disagree and 10.1% strongly disagree.
- 26% of the respondents believe HDFC Bank's AI tools do not address all genders equally, with 18% strongly disagreeing. On the other hand, 20% agree, 18.7% strongly agree, and 17.3% hold a neutral opinion.
- A total of 40.7% respondents uses AI-enabled tools occasionally, 15.3% use them frequently, 26% use them rarely, and 18% have never used them.
- A total of 30% of respondents have used AI chatbots for product applications, 18% for savings account openings, and 17.3% for general inquiries. Loan services were used by 14% respondents, while 7.3% used them for opening a current account. Credit or debit card services were used by 4.7% and 4% each for merchant and investment services and 7.3% respondents are not HDFC customers.
- A total of 28% of the responders have learned about HDFC banks AI services from advertisements,21.3% have known from HDFC banks website,18% through online banking and mobile app, word of mouth informed 17.3%, while 14.7% received information from in branch communications and only 0.7% was unaware of these services from any of them.
- 30.7% of the responders are slightly likely to use the HDFC banks AI enables services in future, while 23.3% are moderately interested. Another 23.3% are unlikely to use them, whereas 13.3% are highly likely and 9.3% are extremely likely to do so.

- Based on factors influencing respondents' decision to use AI enabled services in HDFC bank, ease of use 32.2% is the top factor followed by recommendation from others 21.5%, trust in security of the services 20.8%, convenience 12.1%, previous positive experience with AI tools 13.4%.
- 26.7% of the respondents remains neutral on the beliefs that AI enabled services provide personalized solutions, while 25.3% agree, 17.3% strongly agree, 21.3% disagree and 9.3% strongly disagree.
- Based on the respondent's opinion on the future of AI in HDFC bank, 30.7% believes that AI won't be widely used, 25.3% believes it will be used for certain services. Another 24% believes it will work alongside traditional services, whereas 14% says that it will handle most of banking and 6% remain unsure about the AI future.
- 48.6% of the respondents are somewhat aware of the benefits of the AI enabled banking services, 16.2% are very aware of this while 35.1% are not at all aware of the benefits.
- 33.3% of the respondents' views awareness as moderately significant in shaping the intention to use AI enabled services, while 29.3% of them consider it very important and 21.3% consider it extremely important. Meanwhile 12% see it as slightly important and 4% believes it has no impact.
- A total of 32.7% of the respondent's express satisfaction with AI based customer support, while 30.7% holds a neutral opinion. Meanwhile 16.7% are dissatisfied,8% are highly dissatisfied and 12% are highly satisfied.
- A total of 30.9% of the respondents feels only slightly comfortable using AI for sensitive banking tasks, while 28.9% takes neutral stand. Meanwhile 23.5% are comfortable, 11.4% are very comfortable and 5.4% are not comfortable at all.
- 34.2% of the respondents used the banking services monthly, 29.5% uses weekly, 16.1% uses them daily and 20.1% uses them very rarely.
- A total of 32.7% of the respondents believe AI services satisfaction brings long-term loyalty to HDFC bank, while 31.3% remains neutral. Meanwhile 14% disagree,12% strongly disagree and 10% strongly support this view.

- A total of 30% of the respondents are undecided on whether satisfaction affects their continued use of AI services in HDFC Bank. Meanwhile, 25.3% agree, 17.3% strongly agree, 16.7% disagree, and 10.7% strongly disagree.
- A total of 32% of the respondents remains neutral about AI-enabled tools versus traditional banking. While 28% find AI tools better and 16% rate them as much better, 16% believe they are worse, and 8% consider them much worse.
- A total of 29.3% of the respondents feel AI tools enhance the user experience, while 27.3% consider them more accuracy in responses. While 24% appreciate the faster service, 18.7% highlight improved security services. Only 0.7% has yet to use AI-enabled banking services.

5.2SUGGESTIONS

1. HDFC bank should conduct targeted awareness campaigns through advertisements, in branch promotions and digital platforms to increase customer idea about AL enabled services.

2. Making AI interfaces easier to use by improving their understanding and usability may encourage greater adoption.

3. Educating customers and increasing the security measures on AI driven fraud prevention can build trust in AI banking services.

4. Making improvements in the AI algorithms to offer more customised banking experience can increase customer satisfaction.

5. Promotions, tutorials and offering attractive incentives can promote more customers to adopt AI enabled banking tools.

6. It is very important to address gender-related misunderstandings by making AI tools equally available and easy to use for all categories.

7. Client experiences can result from increasing AI based customer support through greater chatbot accuracy, response time and like a human interaction.

8. Customer trust can be increased by building faith in AI powered security in banking through better transparency and fraud prevention strategies.

9. Boosting AI as a supplement to traditional banking rather than a replacement can help in increasing its acceptance.

10. Developing AI technologies for easier, accurate and safe banking transactions would increase customer satisfaction as well as overall.

5.3 CONCLUSION

As the banking sector progress, emerging technologies and AI will play a significant role. AI has enabled banks to detect scam, improve credit scoring, and monitor real-time, ensuring financial assets are protected and market stability is maintained. However, despite the numerous benefits connected with AI adoption in banking, several challenges and concerns were also identified. The data privacy and security risks, ethical issues with biased algorithms, and the risk of replacing human workers are the following challenges involved in AI adoption. AI should be used responsibly and sustainably in banking sector.

The present study has made an attempt to understand the customers level of awareness and perception regarding AI enabled tools and technologies used in HDFC Bank. From the study it is clear that AI-driven technologies like machine learning, natural language processing, and predictive analytics have slightly increased customer satisfaction and loyalty. The study communicates, the importance of simplicity and user-friendliness in driving the adoption of new banking technologies, it also shows that simple and easy to use banking technology attracts more customers. By considering these concept, HDFC Bank can improve its AI tools, make customer interactions better, and stay competitive in the competitive banking industry while offering new personalized services to its customers.

In general, the research highlights the transformative potential of Artificial Intelligence in banking, leading to a new age of innovation, efficiency and customer interaction. We must embrace this change with mindfulness and responsibility, committing to a future were technology benefits society.

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APPENDIX

QUESTIONNAIRE

ARTIFICIAL INTELLIGENCE AND THE FUTURE OF BANKING IN INDIA: INSIGHTS FROM HDFC BANK

Greetings, Participants

At St. Teresa's College in Ernakulam, I am a final-year postgraduate student working on a project called "Artificial Intelligence and the Future of Banking in India: Insights from HDFC Bank" I respectfully ask for your assistance in filling out this questionnaire as part of my study. Rest assured that any information you submit will be kept completely private and used only for academic research.

I appreciate your time and insightful comments.

DEMOGRAPHIC FACTORS

1. Gender
    - Male
    - Female
    - Others

2. Age
    - Below 20
    - 20-25
    - 26-30
    - 31-40
    - 41-50
    - 50 above

3. Education
    - 10^{th}
    - 12^{th}
    - Degree
    - Masters
    - Others-------(specify)

4. Profession
    - Govt employee
    - Private employee
    - Business
    - Self employed
    - Student

5. Which type of bank has the most advanced technology in your opinion?
    - Public sector banks
    - Private sector banks

6. What is the primary purpose of using AI tools in Indian banks?
    - Enhancing customer experience
    - Improving operational efficiency
    - Reducing fraud and improving security
    - Providing personalized financial services
    - Other (please specify): _____

7. How would you rate the overall impact of AI in transforming the Indian banking sector?
    - Very negative
    - Somewhat negative
    - Neutral
    - Somewhat positive
    - Very positive

8. Which of the following AI technologies have you encountered in Indian banks?
    - Chatbots (e.g., customer support bots)
    - Robo-advisors (e.g., investment advice tools)
    - Fraud detection systems
    - Automated loan processing
    - AI-based credit scoring systems
    - Voice assistants (e.g. virtual assistants for banking)
    - AI for personalized banking services
    - Other (please specify): _____

9. How do you perceive the future role of AI in the Indian banking sector?
    - Dominating banking operations
    - Supplementing traditional methods
    - Limited to specific applications

- Not significant
- Unsure

10. How confident are you in the security of AI-powered banking services (e.g., biometric verification, fraud detection)?
    - Not confident
    - Slightly confident
    - Moderately confident
    - Very confident
    - Extremely confident

11. Are you aware of AI-enabled tools used in HDFC banks (e.g., chatbots, fraud detection systems, robot-advisors)?
    - Yes
    - No

12. Do you believe that your familiarity with these tools is influenced by your gender?
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree

13. In your opinion, do HDFC Bank's AI tools effectively address the needs of all genders equally?
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree

14. How frequently do you use AI-enabled tools in HDFC Bank?
    - Frequently
    - Occasionally
    - Rarely
    - Never

15. Which of the following services have you used AI-powered chatbots or virtual assistants for in HDFC Bank?

- Opening a current account
- Opening a savings account
- Applying for a product (e.g., loans, credit cards)
- Loan services
- Merchant services
- Credit card or debit card services
- Investment services
- General inquiries (e.g., balance check, transaction details)
- Other (please specify): _____

16. What sources have informed you about the AI-enabled services provided by HDFC Bank?
    - HDFC Bank's website
    - Advertisements (TV, online, print)
    - Word of mouth from friends/family
    - In-branch communication (e.g., posters, brochures)
    - Online banking or mobile app notifications
    - Other (please specify): _____

17. How likely are you to use AI-enabled services (e.g., chatbots, fraud detection alerts, automated customer service) provided by HDFC Bank in the future?
    - Not likely
    - Slightly likely
    - Moderately likely
    - Very likely
    - Extremely likely

18. What factors would influence your decision to use AI-enabled services in HDFC Bank?
    - Convenience and time-saving
    - Trust in the security of the service
    - Recommendation from others
    - Ease of use and user-friendly interface
    - Previous positive experience with AI tools

19. Do you believe that AI-enabled services can provide personalized solutions to your banking needs?
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree

20. What do you think about the future of AI in banking at HDFC Bank?
    - AI will handle most banking services
    - AI will work alongside traditional services
    - AI will be used only for certain services
    - AI won't be widely used
    - Not sure

21. How aware are you of the benefits of using AI-enabled services in banking?
    - Very aware
    - Somewhat aware
    - Not aware at all

22. How important is awareness in increasing your intention to use AI-enabled services?
    - Not important
    - Slightly important
    - Moderately important
    - Very important
    - Extremely important

23. How satisfied are you with the quality of customer support provided through AI tools at HDFC Bank?
    - Very dissatisfied
    - Dissatisfied
    - Neutral
    - Satisfied
    - Very satisfied

24. How comfortable are you with using AI-enabled tools for handling sensitive banking transactions (e.g., money transfers, account changes)?
    - Not comfortable
    - Slightly comfortable
    - Neutral
    - Comfortable
    - Very comfortable

25. Would your satisfaction level influence your intention to continue using AI-enabled service in HDFC Bank?
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree

26. How often do you use banking services and technology?
    - Daily
    - Weekly
    - Monthly
    - Rarely

27. Do you think satisfaction with AI-enabled services can lead to long-term loyalty to HDFC Bank?
    - Strongly disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly agree

28. How does your experience with AI-enabled tools compare to traditional banking support?
    - Much worse
    - Worse
    - Neutral
    - Better
    - Much better

29. If you are not satisfied with HDFC Bank's AI-enabled services, what improvements would you suggest?
    - Better accuracy in responses
    - Improved user experience
    - Faster service delivery
    - Better security features
    - Other (please specify): _____