



## A STUDY ON CUSTOMER AWARENESS E-BANKING SERVICES OF STATE BANK OF INDIA IN MADURAI CITY

**I.PRITHIVRAJAN**

III B.COM (CA), MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

**K.SANKAR GANESH**

III B.COM (CA), MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

**DR.N.ILLAMBIRAI**

M.COM.,M.PHIL.,PH.D, ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

### ABSTRACT:

The global economy is rapidly transforming, with technology playing a pivotal role in driving these changes. This technological revolution is permeating various aspects of life, and the banking sector is no exception. The Indian banking industry, too, has undergone a profound transformation. Banking has transitioned from the traditional brick-and-mortar model to a hybrid approach involving both physical and virtual components, known as the brick-and-click system, as well as virtual banking. Banks are now providing new services through online platforms, capitalizing on the widespread use of the internet. One of the catalysts for the surge in e-banking adoption in India is the increasing internet penetration among the population. Today, people prefer electronic channels for banking due to the numerous associated advantages. While e-banking offers benefits such as speed, ease, and convenience, it also presents certain challenges that require attention. This paper aims to provide an overview of the evolution of e-banking in India and sheds light on the growth of various e-banking products that have seen significant usage in the Indian banking industry over the last five years.

### KEYWORDS:

**E-BANKING, ELECTRONIC, CASH, CUSTOMER, SERVICE.**

### 1.1 INTRODUCTION

The banking landscape in India has undergone significant transformations in the aftermath of liberalization and deregulation. The infusion of information technology and technological advancements has catalyzed a paradigm shift in banking operations. For financial institutions, technology has evolved into a strategic asset, facilitating heightened efficiency, operational control, and improved productivity, ultimately leading to enhanced profitability. Simultaneously, customers have experienced the realization of their 'Anywhere, Anytime, Anyway' banking aspirations. This shift in dynamics has spurred banks to adopt and integrate technology comprehensively, responding to the escalating expectations of their customer base. The evolving banking scenario reflects a synergy between technological innovation and customer-centric approaches, reshaping the industry to meet the demands of a rapidly changing financial landscape.

### 1.2 STATEMENT OF THE PROBLEM

In the present day, banking sectors extensively provide a plethora of services to their customers. While E-banking services are universally offered by all banks, it becomes imperative to investigate whether all banking customers are cognizant of these digital services. To achieve the highest satisfaction from E-banking channels, customers need comprehensive knowledge and awareness of the various products and services offered by banks. Simultaneously, bankers must possess the ability to

discern the specific services required by a customer and deliver them to their satisfaction. This study aims to analyze customer awareness regarding the E-banking services offered by the State Bank of India (SBI).

### 1.3 REVIEW OF LITERATURE

**Bayles Michelle Esther (201 4)** have said that investigating factor contribute their decision to bank online, frequency of banking activity.

**Abou-Robich, Mountaz (2015)** Studied how to analyse comfort levels and attitude of users towards online banking facilities" The findings resulted that there is a correlation between attitude towards e0banking and feeling of security with regard to their demographic variables

**Wamalwa, Tom (2020)** indicted that whether internet banking strategies were aligned with the banks core business based or not identified.

### 1.4 OBJECTIVES OF THE STUDY

- To evaluate the awareness of E-Banking among the customers of SBI
- .To study the most preferred E-Banking service offered by SBI.
- To know which age group of customers is using different e-banking facilities.
- To know the cause why customers are not using

internet banking.

## 1.5 METHODOLOGY:

### 1.5.1 RESEARCH DESIGN:

The research project's structure, commonly referred to as the research design, involves organizing conditions for the collection and analysis of data. This arrangement is crafted to align with the research's purpose efficiently, striking a balance between relevance and procedural economy.

### 1.5.2 SAMPLING SIZE:

For this study, we obtained responses from 50 participants who utilized the E-Banking Services of State Bank of India in Madurai City. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers.

### 1.5.4 SAMPLING METHOD

Convenience sampling is used for the study under this method the units are selected according to convenience of the researcher such as nearness easy availability of data.

### 1.5.5 TOOLS FOR DATA COLLECTION

Constructing a questionnaire is a skillful task, requiring an artistic approach. Questionnaires serve as essential tools for assessing the status of current practices and obtaining opinions and attitudes through surveys. Researchers utilize questionnaires to gather information, and respondents complete the scheduled forms as part of the data collection process.

### 1.5.6 TOOLS FOR ANALYSIS

The tools used for analysis in percentage analysis.

### 1.5.7 STUDY OF THE AREA

The research selected in Madurai city

### 1.5.8 METHODS OF DATA COLLECTION

The study engaged two methods for data collection: primary data and secondary data. Primary data, acquired firsthand through observation and measurement during the research process, was gathered using the questionnaire method. The researcher personally interviewed respondents, elucidating the study's objectives before administering the questionnaire. To ensure accurate responses, the questionnaire was translated into Tamil, originally being in English. Additionally, secondary data, previously collected by various agencies for different purposes, was utilized. These data were sourced from books, journals, newspapers, periodical reports, and the internet. By amalgamating both primary and secondary data, the researcher was able to compile comprehensive information for the study.

## 1.6 DATA ANALYSIS:

**TABLE 1.6.1**

### CLASS WISE RESPONDENT OF USING ACCOUNT IN SBI

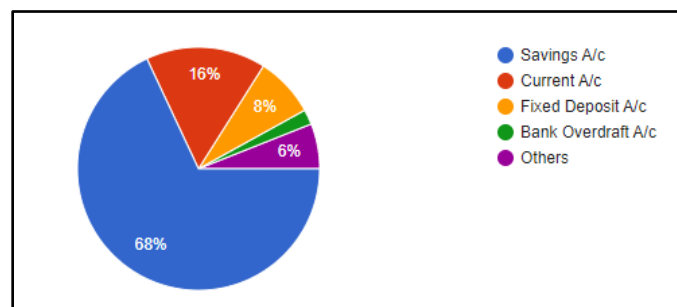
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Saving A/c	34	68%
Current A/c	8	16%
Fixed Deposit A/c	4	8%
Bank Overdraft A/c	1	2%
Others	3	6%
Total	50	100%

Source: Primary Data

### INFERENCE:

The out of 100 respondent 34 respondents having Saving Bank Account. Current A/c: 8 respondents, constituting 16% of the total. Fixed Deposit A/c: 4 respondents, making up 8% of the total. Bank Overdraft A/c: 1 respondent, representing 2% of the total. Others: 3 respondents, comprising 6% of the total.

### PIE CHART



**TABLE 1.6.2**

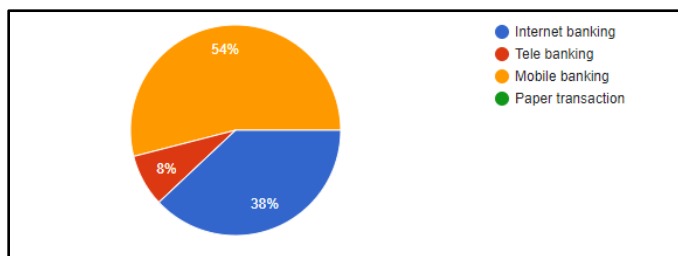
### CLASS WISE RESPONDENT OF USING CONVENIENT WAY OF BANKING SERVICE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Internet Banking	19	38%
Tele Banking	4	8%
Mobile Banking	27	54%
Paper Presentation	0	0%
Total	50	100%

Source: Primary Data

### INFERENCE:

Internet Banking: 19 respondents, constituting 38% of the total. Tele banking: 4 respondents, making up 8% of the total. Mobile Banking: 27 respondents, accounting for 54% of the total. Paper Presentation: 0 respondents, representing 0% of the total.

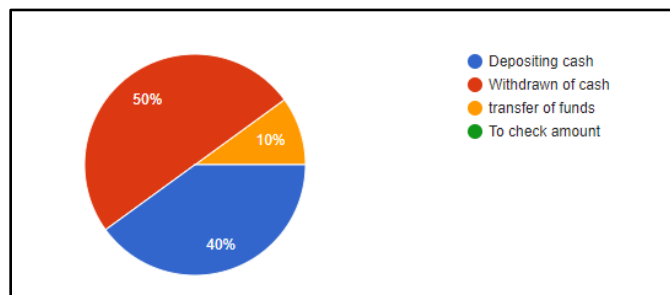
**PIE CHART****TABLE 1.6.3****RESPONDENTS OF USING ATM FACILITY**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Depositing Cash	20	40%
Withdrawn of Cash	25	50%
Transfer of funds	5	10%
Total	50	100%

Source: Primary Data

**INFERENCE:**

ATM used by 20 respondents, constituting 40% of the total. Withdrawal of Cash: 25 respondents, making up 50% of the total. Transfer of Funds: 5 respondents, accounting for 10% of the total.

**PIE CHART****1.7 FINDINGS & SUGGESTIONS****FINDINGS:**

- ❖ Saving A/c: 34 respondents, accounting for 68% of the total.
- ❖ Internet Banking: 19 respondents, constituting 38% of the total.
- ❖ Depositing Cash: 20 respondents, constituting 40% of the total.

**SUGGESTIONS**

- ❖ Implement regular awareness campaigns to educate customers about the various e-banking services offered by State Bank of India.
- ❖ Develop user-friendly tutorials and guides, both online and offline, to facilitate customer understanding of the functionalities and benefits of e-banking services.

- ❖ Foster collaboration with local educational institutions and community centers to organize workshops or seminars on digital financial literacy.
- ❖ Continuously improve the user interface of the e-banking platform to enhance its intuitiveness and user-friendliness.
- ❖ Solicit feedback from users and implement improvements based on their suggestions.

**CONCLUSION:**

In conclusion, the awareness of e-banking services offered by the State Bank of India (SBI) in Madurai city is imperative for fostering adoption and utilization among customers. Despite the convenience and efficiency inherent in e-banking, it is apparent that many customers in Madurai may lack full awareness of the available services or secure access methods. To bridge this knowledge gap, SBI should prioritize the implementation of comprehensive awareness campaigns through diverse channels, including advertisements, workshops, and digital platforms. These initiatives must underscore the advantages of e-banking, address security concerns, and offer step-by-step guidance on effective service utilization. Additionally, SBI can leverage its existing branch network in Madurai to provide personalized assistance and guidance to customers requiring extra support in transitioning to e-banking. By augmenting customer awareness and support, SBI has the potential not only to promote financial inclusion but also to propel widespread adoption of e-banking services in Madurai, benefiting both customers and the bank alike.

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**WEBSITE**

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