

**A STUDY ON CUSTOMER SATISFACTION CUSTOMER
SATISFACTION ON MOBILE BANKING WITH
REGARDS TO ERNAKULAM DISTRICT**

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DEGREE OF BACHELOR OF COMMERCE

Submitted by
NILE ELSA JOSE (Reg. no. 200021077119)

Under the supervision of
Asst. Prof. SOUMYA VARGHEESE
Department of B. Com Finance and Taxation



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BHARATA MATA COLLEGE, THRIKKAKARA

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY,
KOTTAYAM)

THRIKKAKARA P.O KOCHI -682021, KERALA

BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**A STUDY ON CUSTOMER SATISFACTION CUSTOMER SATISFACTION ON MOBILE BANKING WITH REGARDS TO ERNAKULAM DISTRICT**” is a record of original work done by **NILE ELSA JOSE (Reg. no. 200021077119)**, in partial fulfilment of the requirement for the Degree of Bachelor of Commerce – Finance and Taxation under the guidance of Asst. Prof. **SOUMYA VARGHEESE**, Department of B.Com Finance and Taxation, the work has not been submitted for the award of any other degree or title of recognition earlier.

Asst. Prof. JULIE P.J
(Head of the Department)

Asst. Prof. SOUMYA VARGHEESE
(Project Guide)

Place: THRIKKAKARA

External Examiner

Date :

DECLARATION

I, NILE ELSA JOSE hereby declare that the project report titled “A STUDY ON CUSTOMER SATISFACTION CUSTOMER SATISFACTION ON MOBILE BANKING WITH REGARDS TO ERNAKULAM DISTRICT ”, is a Bonafide Record of work done by us under the guidance and supervision of Asst. Prof. SOUMYA VARGHEESE, Department of Finance and Taxation, BHARATA MATA COLLEGE, THRIKKAKARA. We also declare that this report embodies the findings based on our study and observation and has not been submitted earlier for the award of any Degree or Diploma to any institute or university.

Place: THRIKKAKARA

NILE ELSA JOSE

Date:

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Banking is one of the largest financial institutions which constantly provide better customer services. Banking services are being made available on mobile devices in an effort to increase service quality. Nowadays, the banking industry has benefited greatly from mobile banking. Customers who use mobile banking can examine their account details and access information from their personal mobile devices.

The use of this application allows customers to access all financial services, including debit, credit money transfers, etc., on their mobile devices. Going to a bank can save you time. Several mobile banking services are offered by State Bank of India to its clients. The largest commercial bank in India in terms of assets, deposits, profits, branches, clients, and personnel is the 200-year-old State Bank of India. As part of the Imperial Bank of India, the Bank of Bengal, Bank of Madras, and Bank of Bombay merged in 1921. The controlling stake in the Imperial Bank of India was purchased by the Reserve Bank of India in 1955.

Via mobile banking, a customer can do a variety of financial tasks, including checking their account balance and a list of recent transactions, paying bills electronically, transferring money between their own or other accounts, and downloading copies of their statements.

Mobile banking eliminates the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions, which lowers the cost of handling transactions from the bank's perspective. The mobile browser is used for mobile banking. The client and server components of the software are separate units. In mobile banking, the server component can be found as a downloaded application module. Each mobile client sees the client portion. WAP technology is used to establish an internet connection between this server and the client.

In traditional banking, users must physically visit the bank's branch to carry out fundamental banking tasks including account inquiries, fund transfers, cash withdrawals, etc. Yet with e-banking, clients may check their account information and carry out simple banking operations while seated at their desks or homes and using a PC, laptop, or mobile phone. The majority of customers, regrettably, are not aware of the e-banking option. That is as a result of a lack of e-literacy. Online banking is only used by a small portion of the bank's total customer base. Due

to hackers who breach the bank's website, consumers of online banking are also uneasy about security. Whatever it is, banks doesn't offer 100 percentage security in online transactions.

1.2 NEED OF THE STUDY

- Customer satisfaction is very essential for every service to survive in the market.
- Customer satisfaction could help the business by placing future demand.
- Customer satisfaction gives passing the words of mouth to other potential customers.
- Customer satisfaction is very important for the company to take care of the customers and make them to satisfy.

1.3 SIGNIFICANCE OF THE STUDY

The banking sector plays a significant role in our economy. Customers have a critical role in a bank's ability to succeed. The introduction of mobile banking to customers represents a significant advancement in the banking sector.

The phrase "mobile banking" refers to carrying out financial operations, making payments, etc. using a mobile device such a smartphone or tablet. Usually, SMS or mobile internet are used to access mobile banking.

The largest bank in India is State Bank of India. Via its extensive network in India and abroad, the bank offered a variety of domestic, international, and NRI goods and services.

By evaluating the various mobile banking services, the current study aims to gauge the general satisfaction of its participants. Also, the study aids in sorting out criticisms of the current system and suggestions for future development. The customer's intention to use mobile banking may also rise as a result of this.

1.4 SCOPE OF THE STUDY

The potential for growth in the mobile banking sector is very large. The state bank of India provides its customers with mobile banking through state bank freedom, allowing them to do banking at any time, anywhere. SBI offers mobile banking services that may be accessed via an application/WAP, SMS, or USSD. Due to India's fast growing mobile user base, there is a

lot of potential for mobile banking. The newest, simplest, and fastest technology for conducting financial transactions is currently regarded as mobile banking.

1.5 OBJECTIVES OF THE STUDY

- To understand the various mobile banking services provided by SBI.
- To identify the degree or level of customer satisfaction towards mobile banking services provided by SBI.
- To know the attitude of customers regarding availing mobile banking services.
- To analyse the suggestions of customers to improve mobile banking services provided by SBI.

1.6 RESEARCH METHODOLOGY

a) Research design

Methodology refers to the planning and execution of the study. The data collection process is a key component of the approach. With particular reference to the Perumbavoor branch, the current study examines customer satisfaction with SBI's mobile banking services. The methodology used for the study entails gathering both primary and secondary data.

With particular reference to the Perumbavoor branch, SBI has a sizable number of mobile banking users. More than 4000 people use mobile banking; 50 of these people were chosen for the study and given questionnaires to complete.

b) Source of data

Source of data are primary data and secondary data. Primary data was collected from customers of mobile banking services using questionnaire. Questionnaire was framed with related topic of the study..

Secondary data can be collected from SBI's pamphlet, published accounts, reports and statements etc.

c) Tools of data collection

The major tool used in survey research for data collection is the questionnaire. Essentially, it is a group of uniform questions, also referred to as items, that are used to gather individual data on one or more particular topics according to a predetermined format.

d) Method of data analysis

Simple percentages, bar diagrams, and pie diagrams were the tools employed for the analysis of the study. The fundamental banking services are recognised, and the data that is gathered is then categorised, analysed, and interpreted using the percentage approach.

The most popular data analysis techniques are content analyses. One of the most popular techniques for analysing qualitative data is this. It is used to analyse information that has been recorded in texts, media, or even physical objects. The research questions determine when to apply this methodology.

1.7 LIMITATIONS OF THE STUDY

1. In depth study is not possible because of time and monetary constraints.
2. The study is focused only on one branch namely, SBI Perumbavoor branch, so generalization is not possible enough.
3. The information is collected only from the sample method.
4. The respondents may give incorrect information which may divert report.

1.8 CHAPTER SCHEME

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Theoretical Framework

Chapter 4: Data Analysis and Interpretation

Chapter 5: Findings, Suggestions and Conclusions

CHAPTER 2

LITERATURE REVIEW

2. LITERATURE REVIEW

1. **A Shankar, B Datta and C Jabarajakirth: Exploring mobile banking service quality: a qualitative approach (2020)**, the purpose of this study is to explore the key dimensions of mobile banking service quality. Four qualitative methods (focus group, in-depth interviews, critical incident technique and netnography) were used for data collection. Inductive content analysis and Pareto analysis were used to explore the key themes (dimensions). Results demonstrated that privacy and security, customer support, interactivity, efficiency and content were the key dimensions. The findings of the study provide useful insights for developing a scale to measure m-banking service quality. Practically, the findings will help banks understand consumer's expectations and provide directions for providing quality m-banking services.

2. **A Shanker and B Rishi: Convenience matter in mobile banking adoption intention**, *Australasian marketing journal (2020)*, the purpose of this study is to explore how different dimensions of online convenience impact mobile banking adoption intention. The findings from 432 banking users show that access convenience, transaction convenience, and possession/post-possession convenience predict m-banking adoption intention, with the chief driver being the possession/postpossession convenience. Further, result suggest that the intension to adopt m-banking leads to m-banking adoption and usage. These findings offer unique insight to banks about how to make m-banking platforms more convenient for enhancing the pace of m banking adoption intension and usage. This study also makes several contributions to the mobile commerce and online convenience literature.

3. **Sindhu Singh and RK Srivastava: Understanding the intension to use mobile banking by existing online banking customers: an empirical study**, *Journal of financial service marketing (2020)*, the purpose of this study is to understand the initial acceptance of mobile banking by existing online banking users. Few studies have focused on online banking user's behavioural intention to use similar services (such as mobile banking) in India. To this end, a theoretical model was developed using the technology acceptance model, which was extended to cover the

adoption factors that influence users of online banking to use mobile banking, these adoption factors comprise perceived ease of use, perceived security, mobile self-efficacy, social influence and customer support. The dependent variable is customer's behavioural intention to use mobile banking. A partial least squares structural equation modelling analysis was used to test the theoretical model with sample data from 420 online banking customers of various public, private, foreign and co-operative banks in India. The study found that the adoption factors had a significant impact on customer's behavioural intention to use mobile banking. The findings of this study provide insight into digital banking channels, contribute to existing research on digital banking adoption and will educate banks and financial institutions on the adoption of mobile banking in India.

4. Nisha Yadav: Evolution and current scenario of mobile banking in

India, *ZENITH international journal of multidisciplinary research (2019)*, the purpose of this paper is to probe the growth and current picture of mobile banking in India. Mobile banking is a service offered by banks which allow its customers to know all kind of financial transactions with the help of mobile phone or tablets. Most of the bank offer their mobile software which is called an app. By installing that app we are able to get the benefits to acquire all financial information on our phone by just clicking a button. Furthermore, mobile banking saves time as well as customers gets various exciting offers on their mobile. Mobile banking is the need of our as it provides different service to existing bank customers and by offering new services to the potential customers in approaching markets. Mobile Banking is a rapidly growing facultative channel for providing banking services. India secured second place in the telecom market in the world having high perspective for amplifying banking services via mobile. However, there resides a certain section of India who still are unable to get access to mobile services.

5. P Sarika, S Vasantha: Impact of mobile wallets on cashless

transaction, *International journal of recent technology and engineering (2019)*, the advancement of technology and initiatives of government have contributed to the

development of mobile payment. Due to technology, mobile users can nowadays use their smartphones to make money transaction or payment by using applications installed on the phone. The growth of mobile payment increased the usage of electronic payment where goods and services are transacted without use physical cash. The growth of mobile applications and mobile wallets positively contribute economic growth and cashless transactions.

6. R Jagannathan, P Ravichandran: Customer perception on mobile

banking, *Studies in Indian place names (2020)*, mobile banking means providing services through mobile devices. Mobile is a very common technology electronic device that became part of every individual in the communication era. Mobile banking is an emerging alternative channel for providing banking services. This is a natural evolution of internet banking and a better digital alternative. India is the second largest telecom market in the world, which is having high potential for expanding banking services using mobile.

7. Sunita Sharma: A study on consumer behaviour towards services

offered by SBI, Jaipur, *Studies in Indian place names (2020)*, the motivation behind this study is to assess consumer fulfilment with banking services gave by SBI. Banks play a significant job in helping a country achieve its socio economic goals economically. The role banks is significant especially in developing countries like India. The satisfaction of the consumers towards the quality of banking services is reliant. Consumer behaviour is significant as they are the ones who will drive the growth of the sector. The satisfaction of the consumers is innate when it comes to the services of banking.

8. Priyanka Sidana: Indian banking industry: Issues & strategies to

enhance m-banking services, *Asian journal of research in banking and finance (2017)*, this study is on mobile banking that is one of the best alternative channels available to customers for quick, correct and efficient service at anytime and anywhere. Time period taken for the study is 2000-01 to 2006-07 because this period is the

eyewitness of infant condition of IT and during the same period IT became mature. On the basis of analysis the paper concludes that the private sector banks are on the top in providing the M banking services to their customers and have high profitability as compared to other bank groups under study except foreign banks. It also highlight the benefits of M banking to customers as well as the bankers and suggest some strategies with their possible solution like to spread awareness regarding M banking and to increase its area & scope to enhance M banking service in India, especially in rural and semi urban areas.

9. Nadia Sha, Shariq Muhammad: Virtual banking and online business,

Banks and bank system (2017), this paper examines the efficient utilisation of mobile banking by the bank customers who have all the infrastructure for availing the same. The result showed that the majority of the sample customers selected for the study owned a mobile but only few of them use a mobile as their mode of access to banks. They also revealed that the people were comparatively well aware of mobile banking, but its usage level was very low. The mostly used e-settlement with mobile banking was for mobile top-up by urban area customers and rural area customers and there was no significant difference the urban area and rural area customers regarding the utilisation of mobile banking.

10. S Jabeen, M kavitha, pallavaram: A study on mobile banking and customer loyalty (2017),

Mobile banking and internet banking technology was the best example of advanced technology of service sectors and it provides lot of benefits to customers as well as bankers. As per the technology changes the banks are changed their traditional way of transactions into modern transactions. The customers are making transaction at any time at anywhere for their convenient using mobile banking app. Because of this mobile banking, the banking sector is getting a tremendous growth across the globe including India. To satisfy the customers need customer banks are taking steps to know about their expectations and they should know where they are now. Then only the banks satisfy their customers and they have to earn good equity in future. The advanced technology like mobile banking and internet banking helps to attract the customers and facilitates the banking services in their hands.

11. V Girish, MY Manu: Impact of COVID-19 on mobile banking

services, *Studies in Indian place names (2020)*, COVID-19 is a global challenge to safeguard human life. It is impelling on the global financial health as faster as its spreading. India is also one of the countries facing issue of COVID-19. This has made circulation of currencies of different denomination to come down. It is an alarm to accept mobile banking services. The present study is made by accepting responses from customers of mobile banking services in Bengaluru city.

12. Sindhu Singh and RK Srivastava: Predicting the intention to use

mobile banking in India, *International journal of bank marketing (2018)*, the purpose of this study is to identify factors influencing the adoption of mobile banking in India. In this study, a model is developed and proposed to explain customer's intention to use mobile banking. The model comprises six constructs, namely, perceived ease of use, computer self-efficacy, social influence, perceived financial cost, security and trust. The proposed theoretical model result obtained will help both academic researchers and practitioners explain, understand, and elucidate the status of mobile banking in India, as well as helping them formulate strategies to expedite the use of mobile banking. The adoption of mobile banking in India is in a nascent stage compared with developed countries such as USA, UK etc.

13. R Gopi and C Selvanayam: Women customer awareness on SBI

mobile banking services (2018), SBI offers to their customer's mobile banking services through wireless application protocol, short messaging service and unstructured supplementary service data. It adopts various marketing strategies to make reach the services to the end user. The mobile phone user feels comfortable and flexible to perform online payment transactions through a mobile device. This study has considered that trust is a factor that affects user's satisfaction directly. User's satisfaction positively influences the actual usage of mobile wallets.

14.P Sarika, S Vasantha: Review on influence of trust on mobile wallet adoption and its effect on user's satisfaction, *International journal of management technology and engineering (2018)*, in the current scenario, mobile wallets are playing an important role in today's life. The mobile phone users are adopting new technologies for their benefits. The mobile phone user feels comfortable and flexible to perform online payment transactions through a mobile device. Area of residence, Age, Marital status, Educational qualification, occupation, Nature of family have an influence on their level of awareness.

15. S Kanimozhi, S Subathradevi: Mobile banking in India-issues & challenges, *International journal of research and analytical reviews (2019)*, technology plays an important role in banking sector. Banking is one of the largest financial institutions constantly explores the opportunity of technology enabled services to provide better customer experience and convenience. Mobile phone is a common technology device that became part of every individual in the information era. Mobile Banking is an emerging alternate channel for providing banking services. India is the second largest telecom market in the world, which is having high potential for expanding banking services using Mobile. However, mobile banking has not become the choice of millions of people. The main objective of this study is to identify the mindset and analyse the security issues in Mobile banking among the banking customers in India.

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 STATE BANK OF INDIA (SBI)

Every individual on the planet has a basic need for banking, and in modern times, this need extends to a variety of organisations and trusts, like Sri Balaji, the largest money-making trust in India. Trust and Shridi, Sai Trust use bank services to properly manage trust funds. The term "banking" encompasses both institutional banking and inter-individual and inter-organizational money transfers. The enormous and undeveloped banking sector in India is the reason why there are so many opportunities for future expansion.

One of India's oldest banks, the State Bank of India is the only one in the country to clash with Western Union Money Transfer, which is in charge of transferring money between various nations across the world. The State Bank of India truly enjoys the same name recognition and reputation in the banking industry as LIC does in the insurance sector and TATA does in the Indian automotive and steel industries. Comparing things isn't done to pull down other people's morale; rather, it's done to assess who the pioneers in each industry were, and when it comes to banking, there's no doubt that SBI is the market leader.

The State Bank of India is a highly well-known brand name throughout the nation. With the launch of SBI Life Insurance, the State Bank of India has now expanded its services to include the insurance industry. This is enough to show that SBI decided to go it alone in the extremely large, competitive, and dangerous insurance business while other banks were employing various mergers to compete with it..

3.1.1 HISTORY OF SBI

State Bank of India (SBI) is a worldwide, publicly traded Indian bank and provider of financial services. The largest bank in India's public sector is State Bank of India (SBI). Founded in the first decade of the nineteenth century, the bank has been crucial in creating the organised banking services sector in India by acting as a repository for savings and a lender to well-known companies there. In this way, the State Bank of India has been crucial to India's economic growth..

It is a company that is owned by the government, and it is based in Mumbai, Maharashtra. The largest bank in India, State Bank of India, combined with five of its associate banks on April 1, 2017. This is the first significant consolidation of the Indian banking sector to date.

The Bank of Bengal, subsequently known as the Bank of Calcutta, was founded on June 2, 1806; it was during this time that the State Bank of India was initially created. The Bank of Bombay (established on April 15, 1840), the Bank of Madras (established on April 15, 1840), and the Bank of Bengal were the other two Presidency banks (incorporated on 1 July 1843). Royal charters gave rise to all three Presidency banks, which were all registered as joint stock companies. Up until 1861, these three banks had the sole authority to print money. However, with the passage of the Paper Currency Act, the Indian government assumed control of this authority.

The Reserve Bank of India, the country's central bank, bought a majority stake in the Imperial Bank of India in accordance with the State Bank of India Act of 1955. The State Bank of India replaced the Imperial Bank of India on July 1, 1955. In order to avoid any potential conflicts of interest because the Reserve Bank of India regulates the nation's banking industry, the Government of India purchased the Reserve Bank of India's holding in SBI in 2008.

3.1.2 OPERATIONS

Via its network of branches in India and abroad, SBI offers a variety of banking products, including some geared for non-resident Indians (NRIs). SBI has 57 Zonal Offices spread throughout significant cities in India and 14 regional hubs..

3.1.3 DOMESTIC PRESENCE

SBI has 24000 branches in India. It generated 2.005 trillion (28 billion US dollars) in revenue in the fiscal year 2012–2013, with domestic operations accounting for 95.35% of that total. Similar to how they contributed to 88.37% of total profits for the same fiscal year, domestic operations did so.

SBI organised 11,300 camps as part of the Pradhan Mantri Jan Dhan Yojana for financial inclusion, which the government launched in August 2014. By September, more than 3 million accounts had been opened, including 2.1 million accounts in rural regions and 1.57 million accounts in urban areas.

3.1.4 INTERNATIONAL PRESENCE

The bank had the most presence abroad among Indian banks as of 2014–15, with 191 overseas offices dispersed across 36 nations. In addition to Male in the Maldives, Muscat, Dubai, New York, Osaka, Sydney, and Tokyo, it has branches in Singapore, Moscow, Colombo, Dhaka, Frankfurt, Hong Kong, Tehran, Johannesburg, London, Los Angeles, and Colombo.

In 1989, SBI launched on offshore banking, State Bank of India International (Mauritius) Ltd. SBI (Mauritius) Ltd was created by merging this with The Indian Ocean International Bank, which had been providing retail banking in Mauritius since 1979. Ramat Gan is home to the State Bank of India's Israeli branch.

3.1.5 ASSOCIATE BANKS

Mumbai is home to SBI's main branch. In 1960, SBI took ownership of seven associate banks. They were the seven regional banks of the seven former princely states of India, all of which adopted the prefix "state Bank" in their new names. These seven financial institutions included the State Bank of Bikaner and Jaipur, the State Bank of Hyderabad, the State Bank of Mysore, the State Bank of Patiala, the State Bank of Travancore, and the State Bank of Saurashtra. These banks all wore the same logo as their parent institutions.

3.1.6 SBI PERSONAL BANKING

State Bank of India provides personal banking services to meet the savings, Investment and finance needs of the customers.

- **SBI Savings**

There is no minimal balance needed to create a savings account. There is a "Nomination function" available on all savings accounts. You receive 4% interest based on the daily balance of the account. Every two years, the account is credited with the interest.

- **SBI Deposits**

- **Investment in Term Deposit**

The lowest amount required to open a term deposit is Rs. 1000, and there is no maximum amount allowed. The deposit may be held for a period of time of seven days to ten years. at the source, tax is deducted: TDS payment at the account holder's corresponding tax bracket is required if the interest generated on a term deposit is greater than Rs. 10,000.

○ **Investment in Public Provident Fund(PPF)**

By following the relevant KYC requirements, you can open a PPF account with SBI. The account is opened for 15 years with minimum yearly deposit of Rs.500 and a minimum annual deposit of Rs.1.5 lakhs. The amount deposited in the account is eligible for deduction under section 80C of the Income Tax Act. The government occasionally changes the interest rate.

○ **Investment in New Pension Scheme (NPS)**

NPS launched in May 2009, it is a pension programme. This was put in place to give programme participants a monthly income after they reached retirement age of 60 years. Everyone over the age of 18 and up to 60 years old is eligible for the programme. The sum deposited through NPS does not generate interest at a set rate. The returns depend on the market. The subscriber has the opportunity to pick for investing in the schemes either Equity-High risk High return, Medium risk or low risk-fixed Income assets.

3.1.7 SBI PERSONAL FINANCE

‡ Home Loan

Depending on the borrower's eligibility and requirements, numerous types of home loans are offered. If you need a house loan for less than Rs. 30 lakh, you can choose between a fixed interest rate and a fluctuating interest rate. For women, there are discounted interest rates accessible.

‡ Educational Loans

SBI offers student loans for study overseas or in India. These loans come with a moratorium term and the repayment commences normally after one year completion of course.

‡ Loan against Property

SBI offers mortgage loans against residential or commercial real estate. The scheme allows for loans in amounts ranging from Rs. 10 lakhs (the minimum) to Rs. 7.5 crores (the maximum). The property's worth and the borrower's best monthly income are used to calculate the loan amount. The loan term varies from five to fifteen years.

‡ Loan against securities

State Bank of India provides loan or overdraft facility against debentures, shares or government bonds for meeting personal or business contingencies.

‡ **Gold Loan**

Gold loan is provided against pledge of gold ornaments and range from RS.20, 000 to RS.20 lakhs. A margin of 25% is maintained by SBI when granting a gold loan.

3.1.8 SBI CARDS

‡ **Debit cards**

SBI offers debit cards, beginning with traditional debit cards, so that account holders can buy, make reservations, or withdraw cash. The Bank offers international debit cards for the convenience of those of you who frequently travel abroad.

‡ **SBI Mumbai Metro Combo Card**

The card is specifically made for Mumbai residents who use the Mumbai Metro for transportation. The card can be used to purchase metro tickets at Mumbai Metro stations as well as to make purchases at a variety of merchant shops.

‡ **SBI Business Debit Card**

These cards are intended for the bank's corporate clientele who are not private individuals. The card gives its owner access to internet shopping and cashless international travel. Due to the adoption of the extremely secure EVM chip, SBI Business Debit Cards offer a high level of protection against card fraud.

3.2 MOBILE BANKING

A bank or other financial institution's mobile banking service enables its customers to carry out financial transactions remotely using a mobile device, like a smartphone or tablet. It uses software, sometimes referred to as an app, offered by the financial institution for the purpose, unlike the related internet banking. Typically, mobile banking is accessible around-the-clock. Several financial organisations place restrictions on which accounts may be accessed through mobile banking and set a transaction threshold. Mobile banking eliminates the need for consumers to visit a bank branch for non-cash withdrawal and deposit transactions, which lowers the cost of managing transactions from the bank's perspective.

3.2.1 ADVANTAGES OF MOBILE BANKING

- For the majority of mobile phone owners in rural locations, mobile banking is a convenient and perfect option for gaining access to financial services because it is available around-the-clock, 24/7/365.

- You can manage investments, pay bills, locate ATMs, monitor previous transactions, transfer money, and check your account balance.
- Connectivity is not a concern while using mobile banking. Even in the most remote locations, where having an internet connection is difficult, connectivity is possible.
- Mobile banking is reasonably priced. Banks offer this service for less money than doing your own banking.
- The bank also benefits from mobile banking. It lowers down the cost of tele-banking and is more cheap.
- Mobile banking is convenient and saves lot of time.

3.3 MOBILE BANKING SERVICES OF SBI

State Bank Buddy, a new mobile wallet from SBI, can be downloaded quickly and used to make purchases like paying bills, booking hotels or movie tickets, and many other things without requiring cash. While away from home, one can check their account balance, send money to a loved one, or pay their bills whenever they want, around the clock. State Bank Freedom provides convenient, easy, safe, anytime, and anywhere banking.

1. Mobile Banking Service over Application/ Wireless Application Protocol (WAP)

The service is accessible on iPhones, Android mobile phones (with or without GPRS), and java-enabled devices. The user must download the application to their mobile device in order to utilise the service. For any phone (java or non-java) having a GPRS connection, the service can also be accessed via WAP.

The following functionalities are available:

- Funds transfer (within and outside the bank)
- Immediate Payment Services (IMPS):
- Enquiry services (Balance enquiry/ Mini statement)
- Cheque book request
- Demat Enquiry Service
- Bill Payment (Utility bills, credit cards, Insurance premium), Donations, Subscriptions

2. Mobile Banking Service over SMS

The service is available on all phones. You can send keywords as SMS to 9223440000. Click here for the list of keywords. Ordinary SMS charges are applicable.

The following functionalities are available:

- Enquiry Services (Balance Enquiry/Mini Statement)
- Prepaid Mobile / Mobile Cash wallet Top up
- DTH Recharge IMPS Fund transfer – (Mobile number & MMID and Account Number & IFS Code)
- Change MPIN
- IMPS Merchant payments

3. Mobile Banking Service over USSD (Unstructured Supplementary Service Data)

The service is available on all phones except CDMA phones. Downloading of application is not required. Subscribers have to dial *595# to avail the service.

The following functionalities are available:

- Enquiry Services (Balance Enquiry/Mini Statement)
- Mobile Top up
- Funds Transfer (within Bank)

Security Tips:

Keep your MPIN private. Download authorised mobile banking software from 3.3. Protect your privacy when entering your MPIN. Lock your phone with a password when it's not in use. When a transaction is complete, log out of the mobile banking application. If your phone or SIM card is missing, deregister from the service right away. If you don't want someone else to access your account, don't click links in emails or SMS.

3.4 CUSTOMER SATISFACTION

Client satisfaction is the degree to which clients are pleased with the goods or services they obtain from a specific business. Expectations of the customer as well as the experience's quality and kind impact the degree of satisfaction. A customer maybe defined as someone who:

- Has a direct relationship with, or is directly affected by their agency and
- Receives or relies on one or more of their agency's services or products.

Customers in human services are frequently referred to as service users, consumers or clients. Individuals or groups may be among them. An organisation with a strong customer service culture places the customer at the core of service design, planning and service delivery. When evaluating performance, organisations with a customer service delivery focus value feedback from their clients.

Why is it important?

Customer satisfaction is crucial in the banking industry for a number of reasons, including the following:

- The fundamental justification for the creation of community service organisations is to satisfy customer demands. Consumers are entitled to high-quality services that provide results.
- Consumers are regarded as vital partners in defining service development and reviewing the quality of service delivery, and they are expected to go above and beyond minimal criteria to meet their expectations. Obtaining input on organisational performance and monitoring customer satisfaction are important steps in the process of improving quality and ongoing customer service.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

The chapter will include a study of the questionnaire's questions that were delivered to SBI customers. The replies of 50 SBI customers were analysed using bar graphs, pie diagrams, column charts, and tables. Put the findings of the empirical study in connection to the larger problem statement and the research's aims and strategy. As a result, the discussion will include how the results relate to the research questions. The numerous methodological concerns and considerations pertaining to the data collection are also covered in the debate.

INCORPORATION AND CONSTRUCTION OF QUESTIONNAIRE

The structured questionnaire included of 22 questions measuring respondent's knowledge in mobile banking services of SBI. The survey was done among 50 Clients of SBI in Perumbavoor branch, Ernakulam districts.

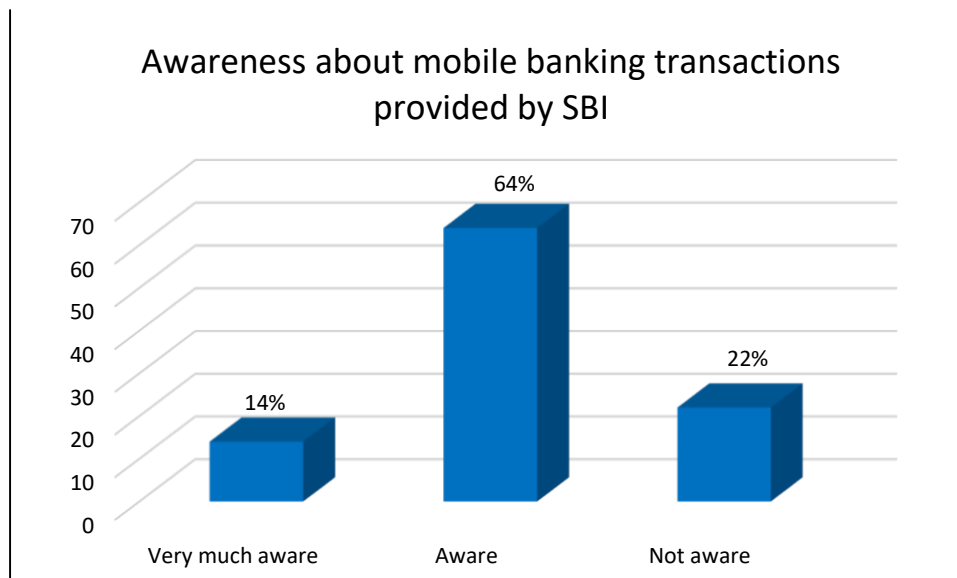
4.1 Awareness about mobile banking transactions provided by SBI

TABLE 4.1

Awareness	Number of respondents	Percentage
Very much aware	7	14
Aware	32	64
Not aware	11	22
Total	50	100

Source: Primary data

FIGURE 4.1



Source: Primary data

Interpretation

The table 4.1 shows that out of 50 respondents, 14% customers are very much aware about mobile banking services. While 64% are aware and 22% are not aware about mobile banking. To be concluding it is clear that most of the customers are well aware about the various mobile banking services provided by SBI.

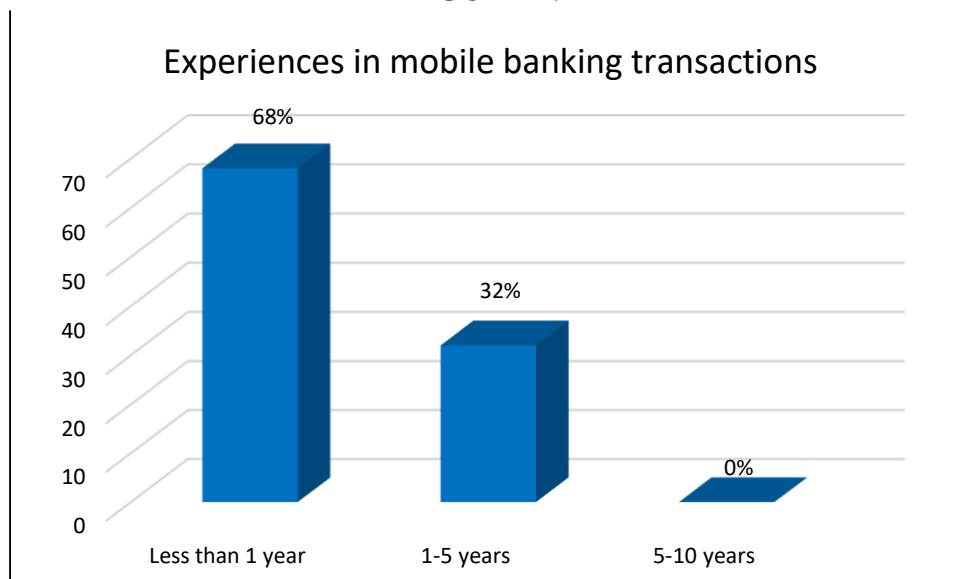
4.2 Experiences in mobile banking transactions

TABLE 4.2

Experiences	Number of respondents	Percentage
Less than 1 year	34	68
1-5 years	16	32
5-10 years	0	0
Total	50	100

Source: Primary data

FIGURE 4.2



Source: Primary data

Interpretation

From the above table 4.2, it is clear that 68% customers have less than one year experience in mobile banking transaction, and 32% of customers have 1-5 year experience.

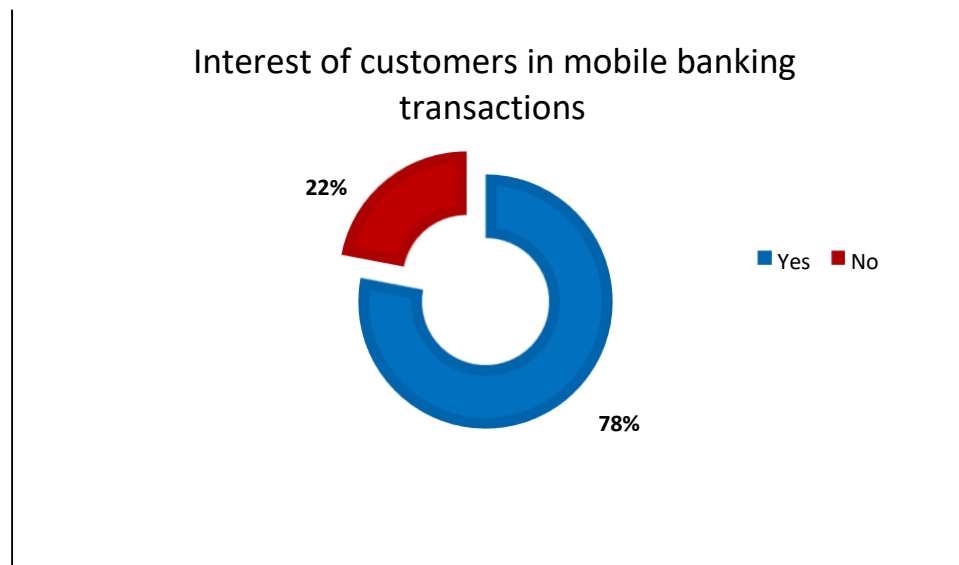
4.3 Interest of customers in mobile banking transactions

TABLE 4.3

Interest	Number of respondents	Percentage
Yes	39	78
No	11	22
Total	50	100

Source: Primary data

FIGURE 4.3



Source: Primary data

Interpretation

The table 4.3 represents that 78% of customers are interested in mobile banking transactions provided by SBI and 22% customers not interested in banking transactions through mobile.

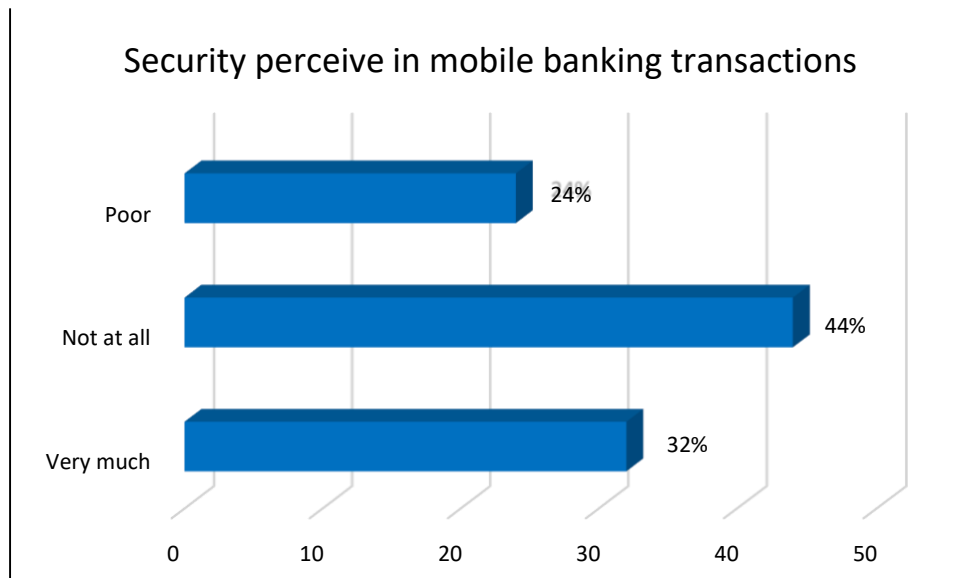
4.4 Security perceive in mobile banking transactions

TABLE 4.4

Security	Number of respondents	Percentage
Very much	16	32
Not at all	22	44
Poor	12	24
Total	50	100

Source: Primary data

FIGURE 4.4



Source: Primary data

Interpretation

Table 4.4 shows that 32% customers perceive mobile banking as secure and 44% have an opinion that mobile banking is not at all secure and 24% customers of the opinion that mobile banking is poor in security.

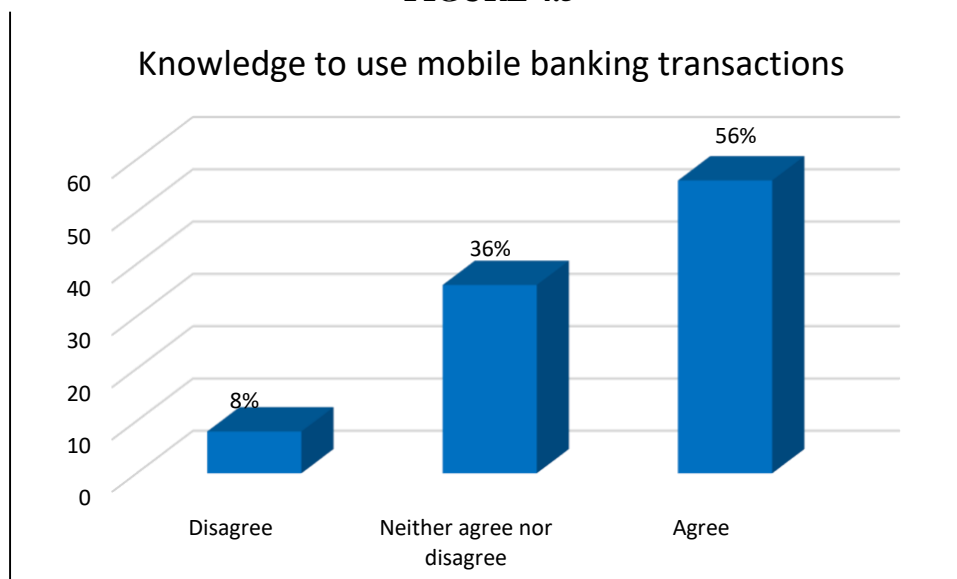
4.5 Knowledge to use mobile banking transactions

TABLE 4.5

Knowledge	Number of respondents	Percentage
Disagree	4	8
Neither agree nor disagree	18	36
Agree	28	56
Total	50	100

Source: Primary data

FIGURE 4.5



Source: Primary data

Interpretation

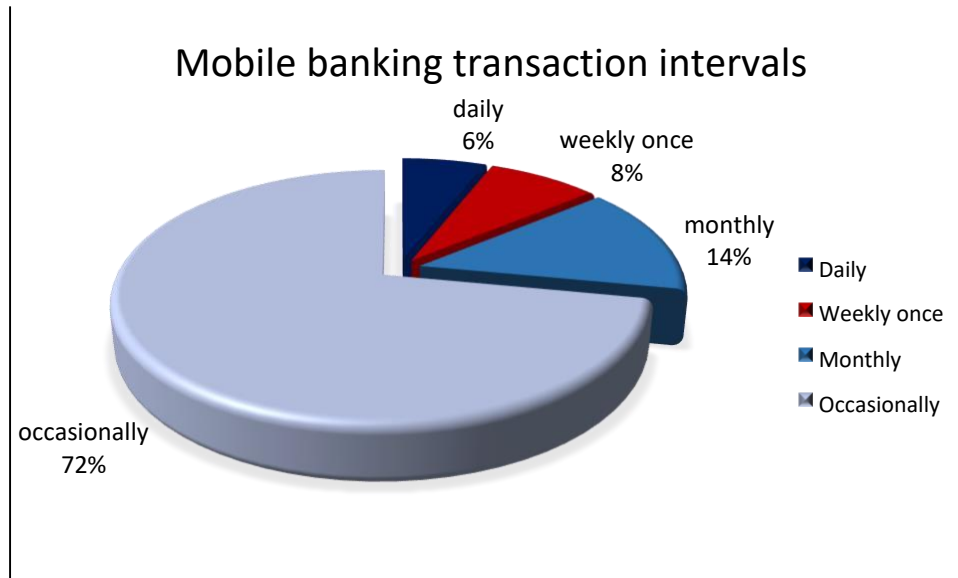
The table 4.5 shows that 56% customers have necessary knowledge to use mobile banking transactions, 36% have some knowledge and 8% have no knowledge to use mobile banking transactions.

**4.6 Mobile banking transaction intervals TABLE
4.6**

Intervals	Number of respondents	Percentage
Daily	3	6
Weekly once	4	8
Monthly	7	14
Occasionally	36	72
Total	50	100

Source: Primary data

FIGURE 4.6



Source: Primary data

Interpretation

The above table 4.5 shows that 6% of customers daily use mobile banking transactions, 8% customers use mobile banking transactions once in a week, while 14% make mobile banking transactions monthly and 72% customers occasionally use mobile banking transactions.

4.7 Reason for using mobile banking transactions

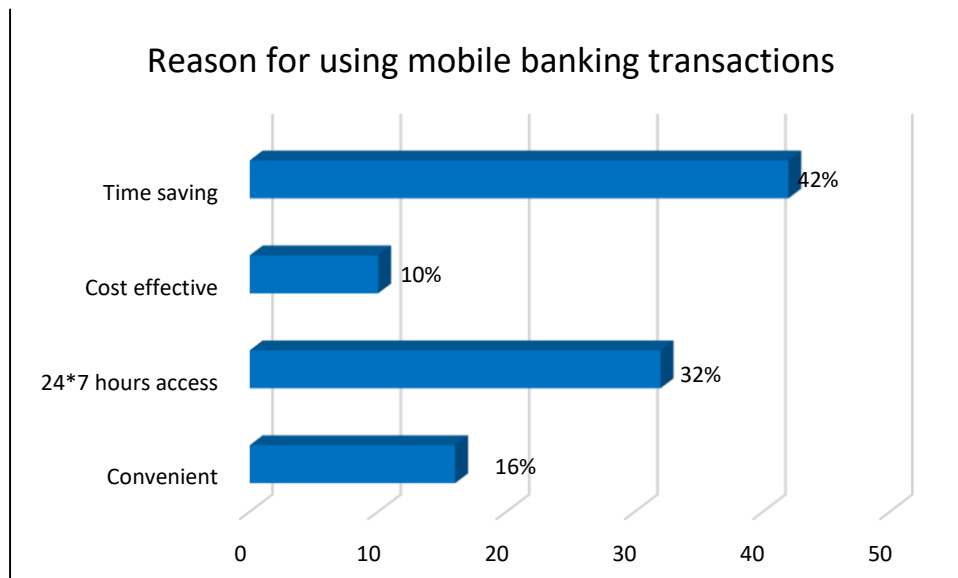
TABLE 4.7

Reasons	Number of respondents	Percentage
Convenient	8	16
24*7 hours access	16	32

Cost effective	5	10
Time saving	21	42
Total	50	100

Source: Primary data

FIGURE 4.7



Source: Primary data

Interpretation

From the above table 4.7 we can understand that 42% customer’s using mobile banking transactions because of it’s time saving, 32% choose mobile banking due to it’s 24*7 access, while 10% use it mainly because of cost effectiveness and convenience is the main reason mentioned by 16% customers.

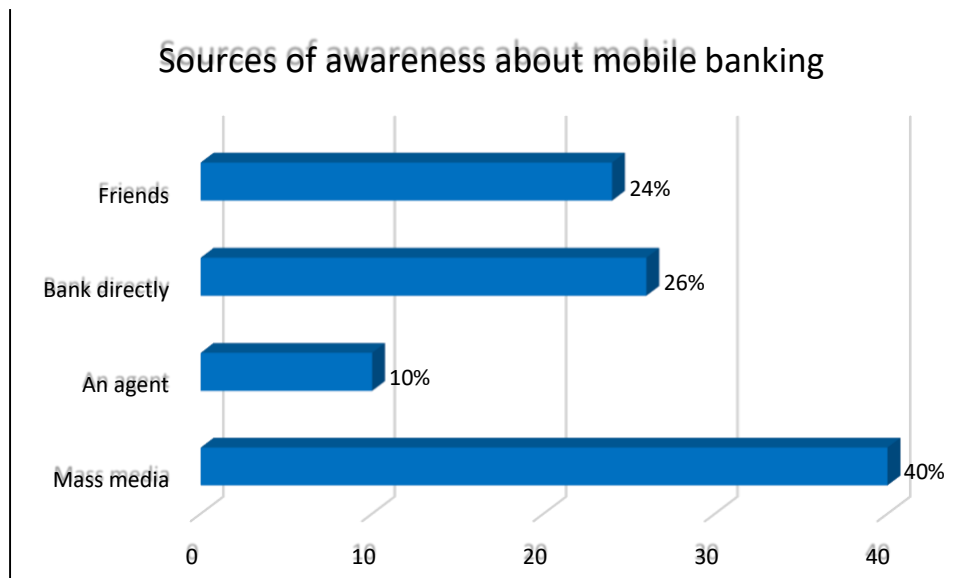
4.8 Sources of awareness about mobile banking

TABLE 4.8

Source	Number of respondents	Percentage
Mass media	20	40
An agent	5	10
Bank directly	13	26
Friends	12	24
Total	50	100

Source: Primary data

FIGURE 4.8



Source: Primary data

Interpretation

It is understood from the above table 40% customers got awareness about mobile banking from mass media, 10% got awareness through an agent, 26% hear more about mobile banking from bank directly. Rest of 24% got awareness from friends.

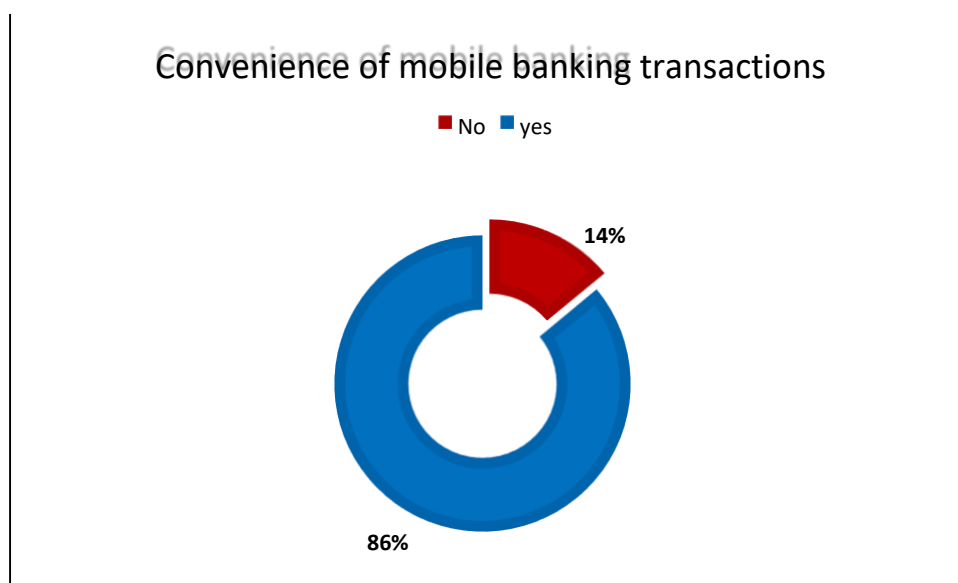
4.9 Convenience of mobile banking transactions

TABLE 4.9

Convenience	Number of respondents	Percentage
No	7	14
yes	43	86
Total	50	100

Source: Primary data **FIGURE**

4.9



Source: primary data

Interpretation

The table 4.9 represents that 86% customers convenient for mobile banking transactions and 14% customers not convenient for mobile banking transactions.

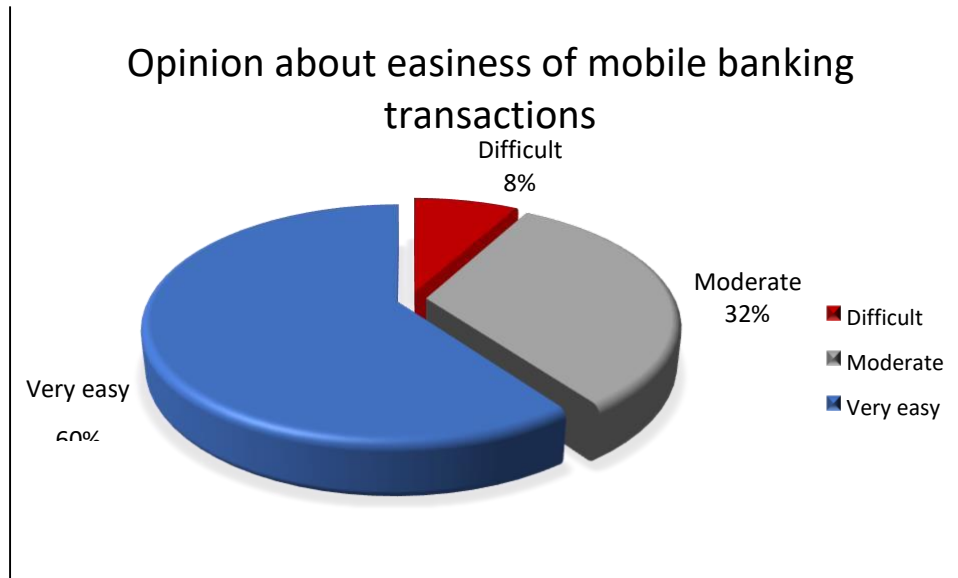
4.10 Opinion about easiness of mobile banking transactions

TABLE 4.10

Opinion	Number of respondents	percentage
Difficult	4	8
Moderate	16	32
Very easy	30	60
Total	50	100

Source: Primary data

FIGURE 4.10



Source: Primary data

Interpretation

It is understood from the above table that 60% customers feel mobile banking transactions are very easy, 32% opinion is that it is moderate and 8% feel mobile banking transactions are difficult.

4.11 Money savings in mobile banking transactions

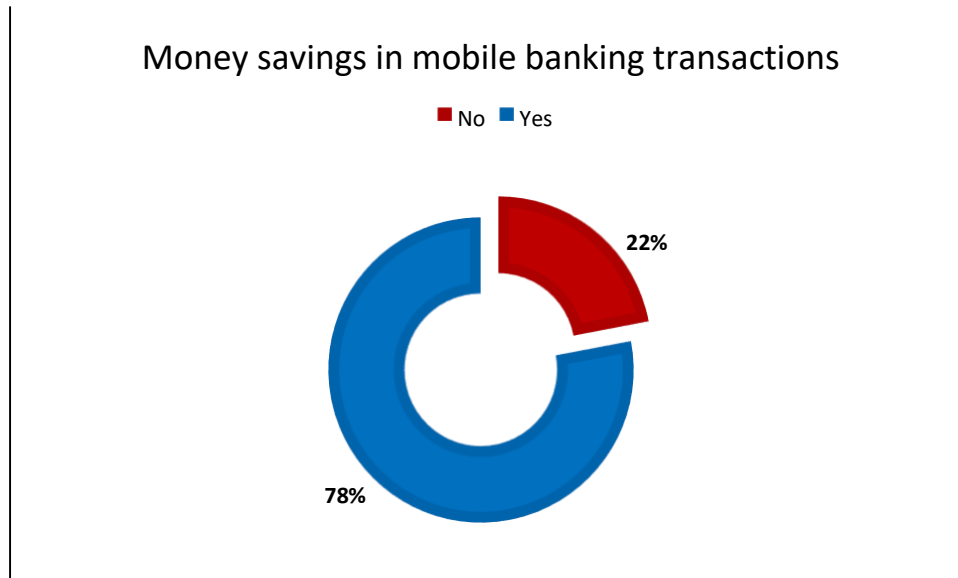
TABLE 4.11

Save money	Number of respondents	Percentage
No	11	22
Yes	39	78
Total	50	100

Source: Primary data

FIGURE 4.11

Money savings in mobile banking transactions



Source: Primary data

Interpretation

Table 4.11 point out that 78% customer has opinion that mobile banking saves their money and 22% opinion is that mobile banking doe’s note saves any money.

4.12 Types of mobile banking transactions currently used

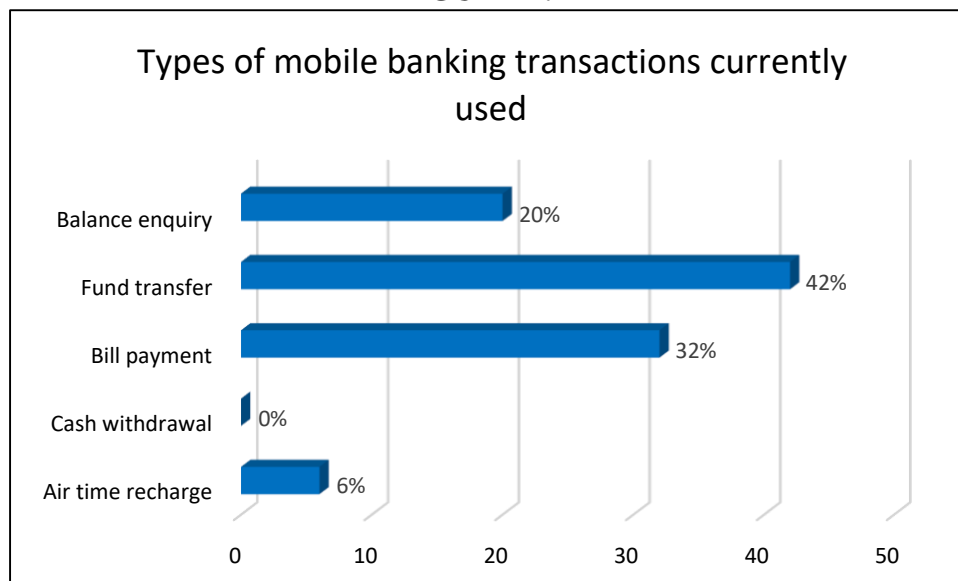
TABLE 4.12

		Percentage
Mobile banking transactions	Number of respondents 15	

Air time recharge	3	6
Cash withdrawal	0	0
Bill payment	16	32
Fund transfer	21	42
Balance enquiry	10	20
Total	50	100

Source: Primary data

FIGURE 4.12



Source: Primary data

Interpretation

It is observed from the above table 4.12, that out of 50 respondents, 6% make use of air time recharge transactions, 32% utilize bill payment transactions, 42% use fund transfer facility and 20% use mobile banking transactions for balance enquiry.

banking

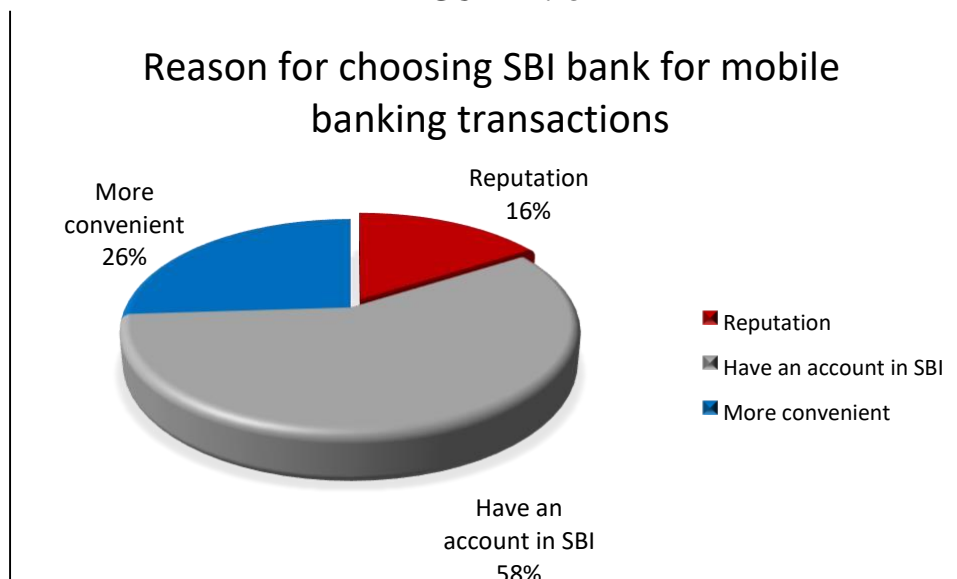
4. 13 Reason for choosing SBI bank for mobile banking transactions

TABLE 4.13

Reason	Number of respondents	Percentage
Reputation	8	16
Have an account in SBI	29	58
More convenient	13	26
Total	50	100

Source: Primary data

FIGURE 4.13



Source: Primary data

Interpretation

The table 4.13 shows that 16% customers choose SBI, because of its reputation, 58% customers already have account in SBI and 26% customers choose SBI for their mobile banking transactions because of its convenience.

banking

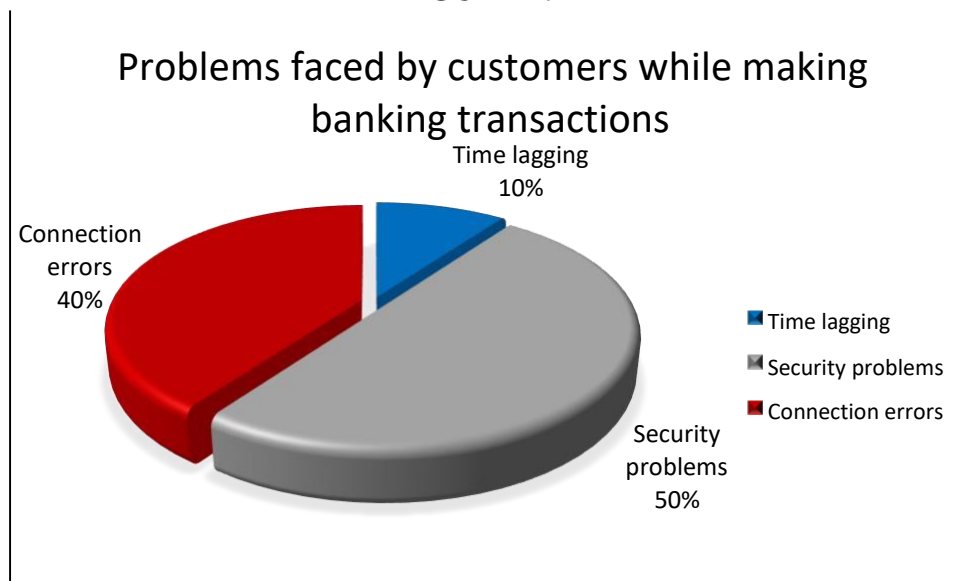
4.14 Problems faced by customers while making banking transactions

TABLE 4.14

Problems	Number of respondents	Percentage
Time lagging	5	10
Security problems	25	50
Connection errors	20	40
Total	50	100

Source: Primary data

FIGURE 4.14



Source: Primary data

Interpretation

From the above table 4.14, it is clear that out of 50 respondents 10% customers face time lag while making mobile banking transactions, 50% face security problems and 40% customers are faced with connection error problems.

banking

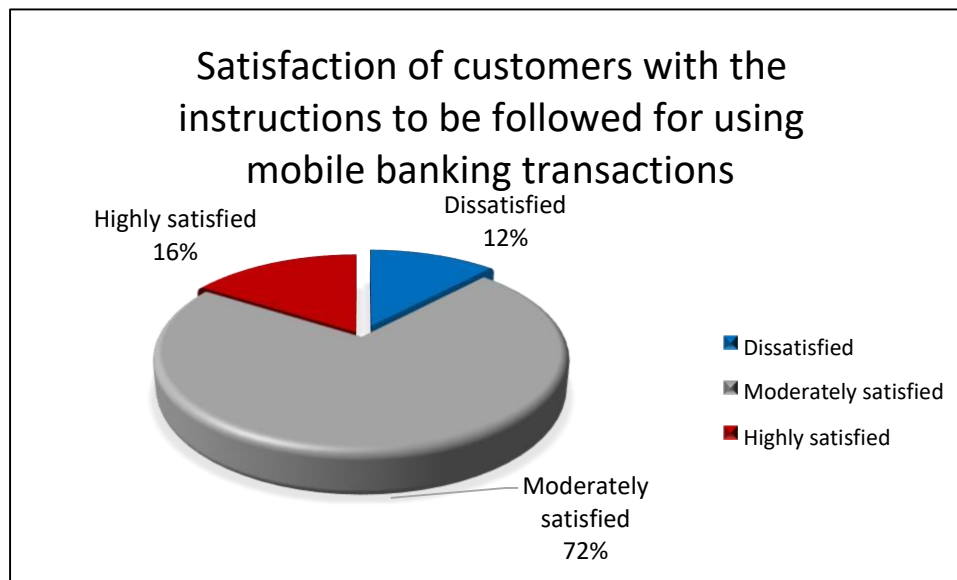
4.1 5 Satisfaction of customers with the instructions to be followed for using mobile banking transactions

TABLE 4.15

Level of satisfaction	Number of respondents	percentage
Dissatisfied	6	12
Moderately satisfied	36	72
Highly satisfied	8	16
Total	50	100

Source: Primary data

FIGURE 4.15



Source: Primary data

Interpretation

From this table 4.15 we can identify that 16% customers are highly satisfied with the instructions to be followed for using mobile banking transactions. 72% customers are moderately satisfied, while 12% users are not satisfied with the provided instructions.

banking

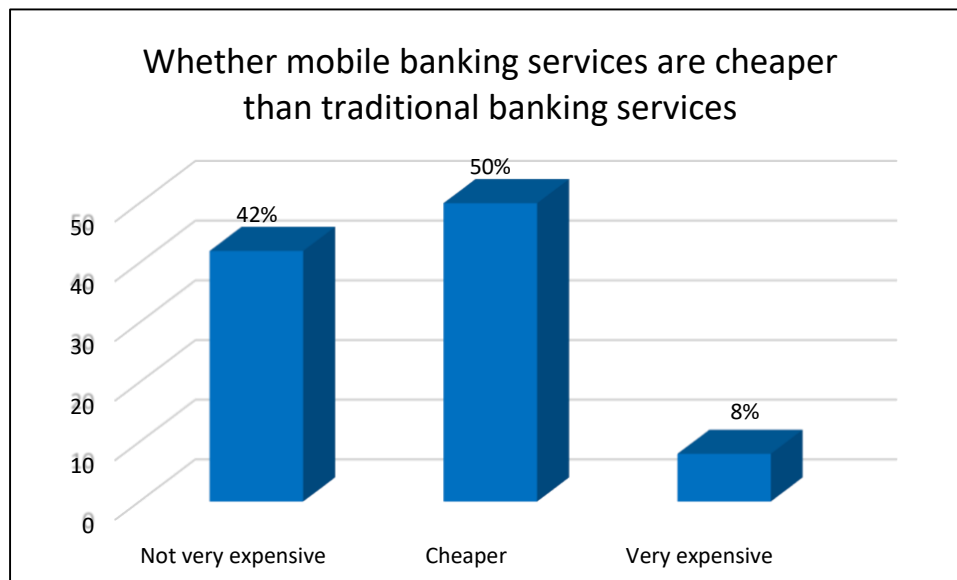
4.1 6 Whether mobile banking services are cheaper than traditional banking services

TABLE 4.16

Cost effectiveness	Number of respondents	percentage
Not very expensive	21	42
Cheaper	25	50
Very expensive	4	8
Total	50	100

Source: Primary data

FIGURE 4.16



Source: Primary data

Interpretation

Out of 50 respondents, 42% customers opinion that mobile banking services are not very expensive when it is compared to traditional banking services, 50% feels that mobile banking services are cheaper and 8% customers feels opinion is that it is very expensive than traditional banking services.

banking

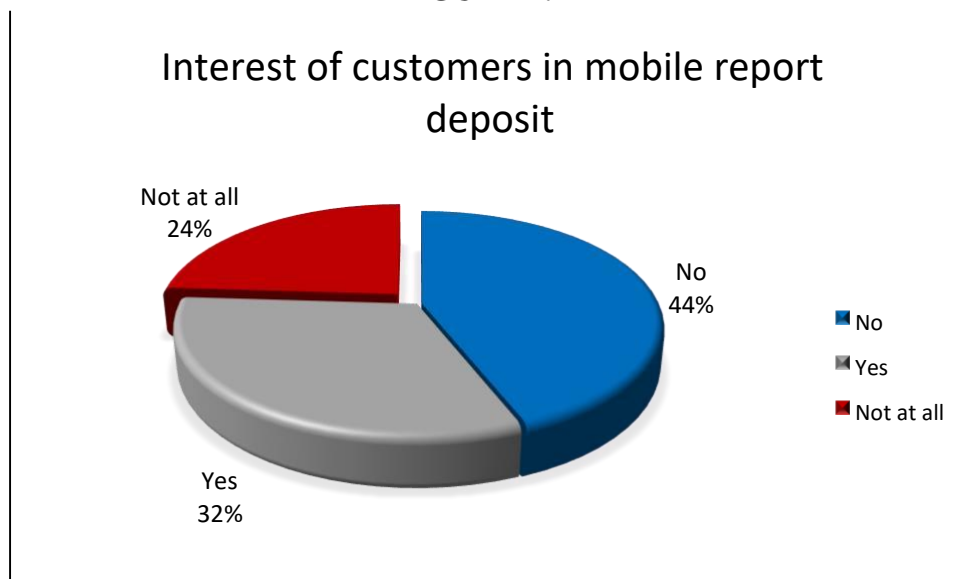
4.17 Interest of customers in mobile report deposit

TABLE 4.17

Interest	Number of respondents	percentage
No	22	44
Yes	16	32
Not at all	12	24
Total	50	100

Source: Primary data

FIGURE 4.17



Source: Primary data

Interpretation

From this table 4.17, it is observed that 32% customers are interested in mobile remote deposit, 44% are not interested in it and 24% customers are not at all interested in mobile remote deposit.

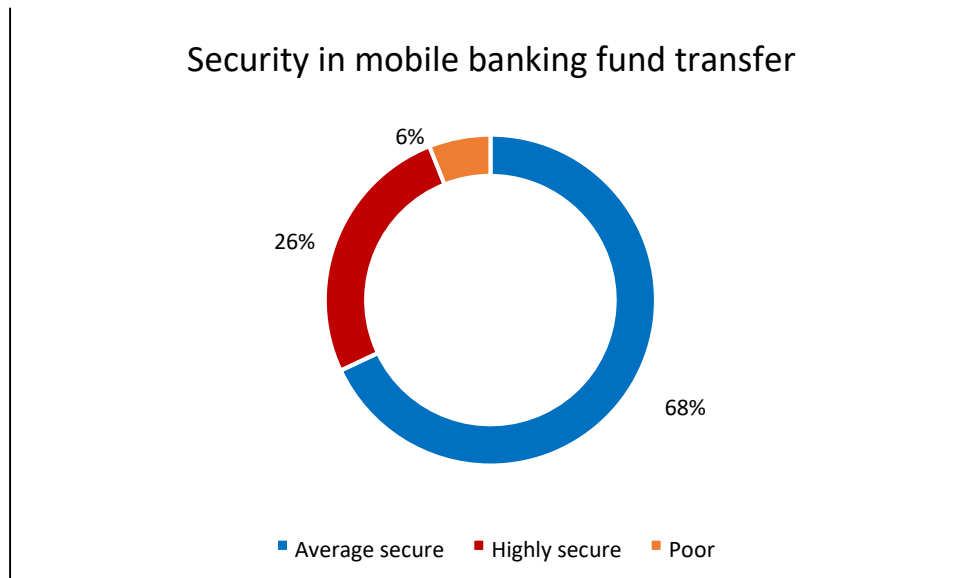
4.18 Security in mobile banking fund transfer

TABLE 4.18

banking

Security level	Number of respondents	Percentage
Average secure	34	68
Highly secure	13	26
Poor	3	6
Total	50	100

Source: Primary data

FIGURE 4.18

Source: Primary data

Interpretation

It is observed from the above table 4.18 that, 26% customers replied that mobile banking fund transactions are highly secure, 68% think that mobile banking fund transactions have average secure and 6% customers opinion is that mobile banking is poor in security while making fund transfer transactions.

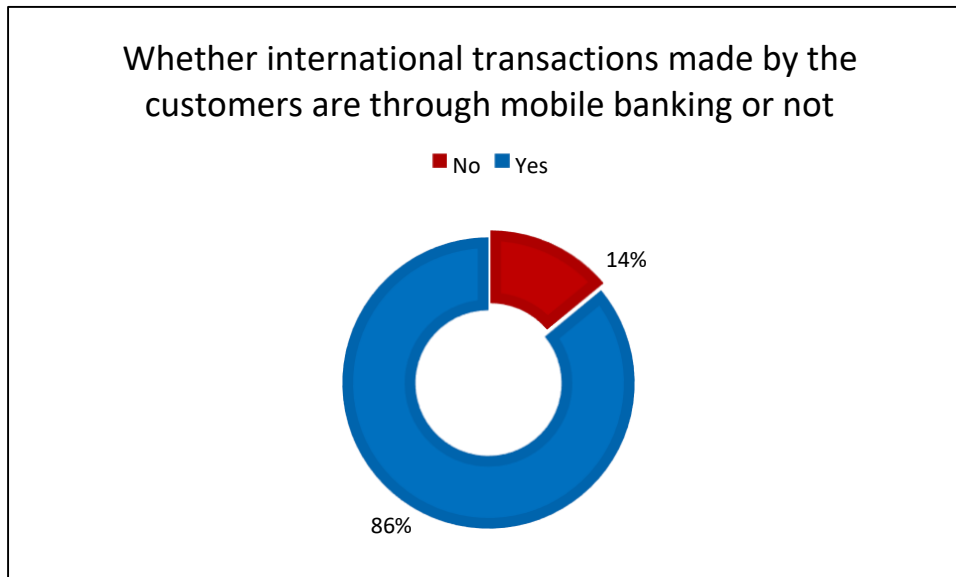
4.1 9 Whether international transactions made by the customers are through mobile banking or not

TABLE 4.19

banking

Use of international transactions	Number of respondents	Percentage
No	43	14
Yes	7	86
Total	50	100

Source: Primary data

FIGURE 4.19

Source: Primary data

Interpretation

Out of 50 respondents 14% customers have already made international transactions through mobile banking and 86% customers do not make any international transactions by way of mobile banking.

4.20 Easiness of mobile banking than any other e-banking services**TABLE 4.20**

Easiness	Number of respondents	Percentage
No	14	28

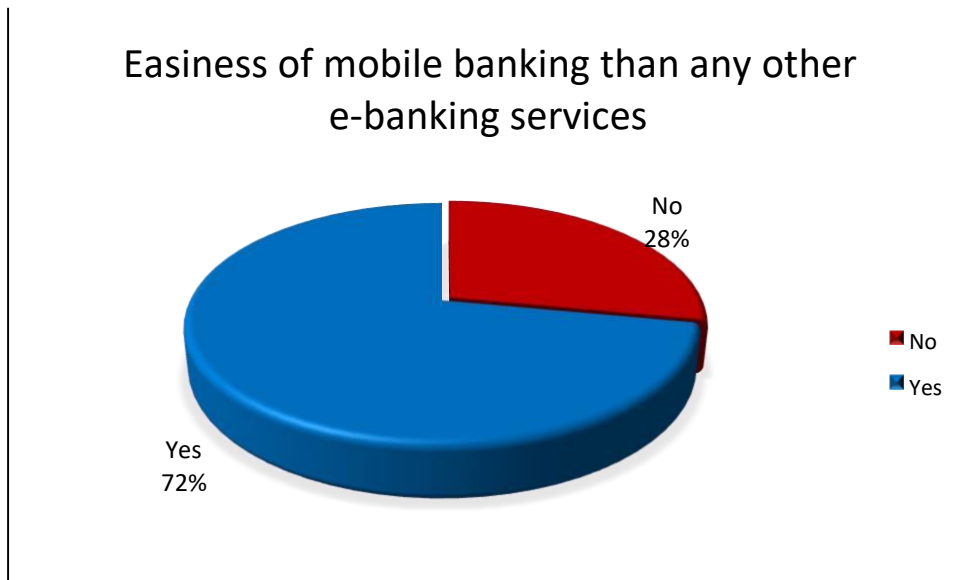
banking

Yes	36	72
Total	50	100

Source: Primary data

FIGURE 4.20

Easiness of mobile banking than any other e-banking services



Source: Primary data

Interpretation

The figure shows that 72% customer’s opinion is that mobile banking is easier than any other e-banking services, and 28% feels that mobile banking is not easier than any other e-banking services like internet banking.

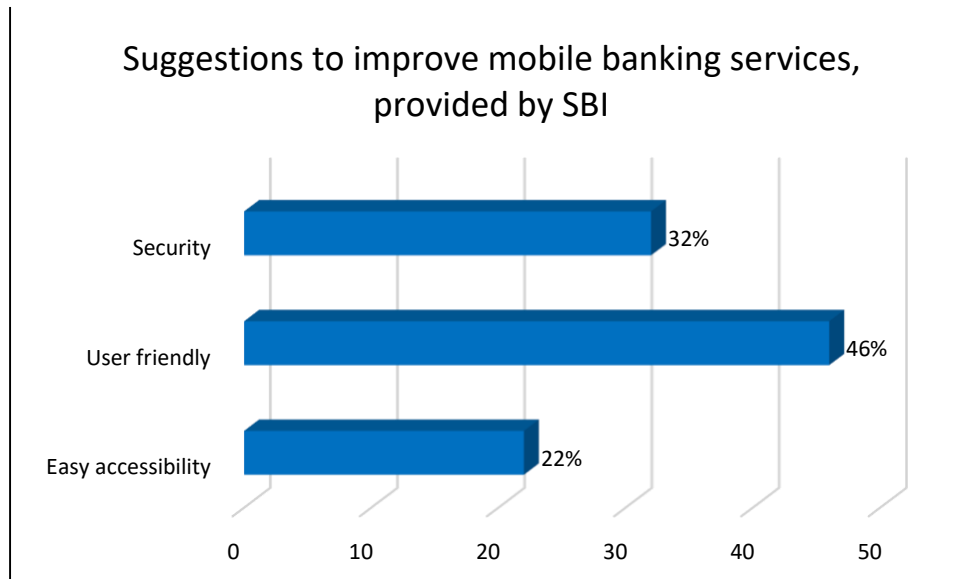
4.21 Suggestion to improve mobile banking services, provided by SBI

TABLE 4.21

Suggestions	Number of respondents	Percentage
Easy accessibility	11	22
User friendly	23	46
Security	16	32
Total	50	100

Source: Primary data

banking

FIGURE 4.21

Source: Primary data

Interpretation

The above table 4.21 reveals that 22% customers want mobile banking services to be more accessible and 46% customers want the transactions in much more user friendly manner and 32% have a suggestions to ensure security in mobile banking transactions.

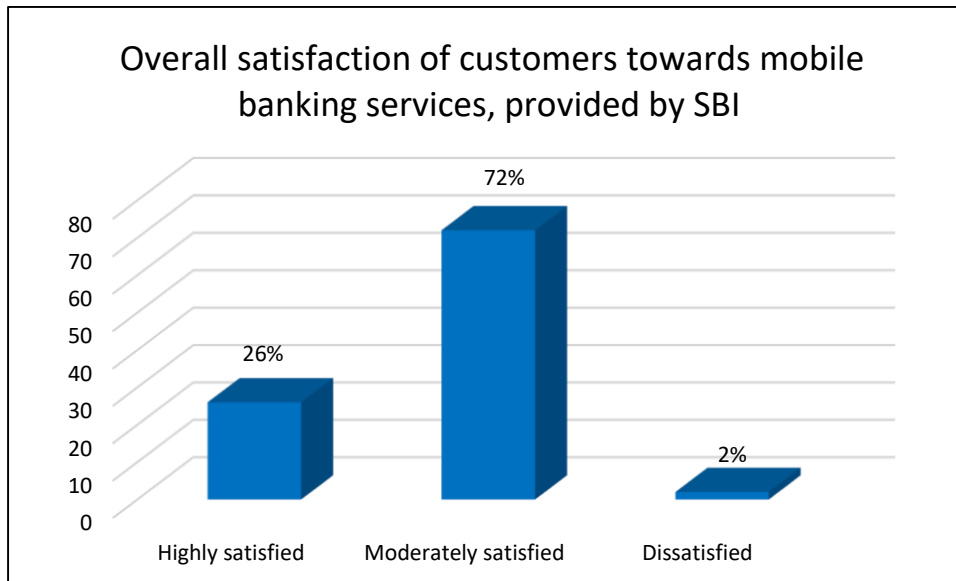
**4.2 2 Overall satisfaction of customers towards mobile banking services,
provided by SBI****TABLE 4.22**

Satisfaction level	Number of respondents	Percentage
Highly satisfied	13	26
Moderately satisfied	36	72
Dissatisfied	1	2
Total	50	100

Source: Primary data

FIGURE 4.22

banking



Source: Primary data

Interpretation

The table 4.22 reveals that 26% customers are highly satisfied with mobile banking services provided by SBI, 72% are moderately satisfied, while 2% dissatisfied with mobile banking services provided by SBI.

CHAPTER 5 FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 Findings

The present day is focused on the customer satisfaction towards mobile banking services provided by SBI, perumbavoor branch. The data collected was thoroughly analyzed and interpreted. The study came up with the following findings.

1. Most of the customers are well aware about the various mobile banking services provided by SBI.
2. Majority of the customers are well experience in mobile banking transactions.
3. Majority of the customers are interested in mobile banking transactions provided by SBI.
4. Most of the customers are of opinion that security perceive in mobile banking transactions is not at all secure.
5. Majority of the customers occasionally use mobile banking transactions.
6. Most of the customers using mobile banking transactions because of time saving.
7. Majority of the customers got awareness about mobile banking from mass media.
8. Most of the customers feel mobile banking transactions are very easy.
9. Majority of the customers choose SBI bank for mobile banking transactions.
10. Most of the customers have opinion that mobile banking saves their money.
11. Majority of the customers face security problems while making mobile banking transactions.
12. Many of the customers are moderately satisfied with the instructions to be followed for using mobile banking transactions.
13. Majority of the customers currently used fund transfer facility.
14. Most of the customers feels that mobile banking services are cheaper than traditional banking services.
15. Majority of the customers think that mobile banking fund transactions have average secure.

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16. Majority of the customers do not make any international transactions by way of mobile banking.
17. Many of the customer's opinion that mobile banking are easier than any other e-banking services like internet banking.
18. Majority of the customers have the suggestion to want mobile banking transactions in much more user friendly manner.
19. Majority of the customers are moderately satisfied towards mobile banking Services, provided by SBI.

5.2 Suggestions

The Mobile banking services provided by SBI are found to be satisfactory by the customers. But the study comes up with the valuable ideas from the customers. The following are the suggestions made with respect to the study undertaken on customer satisfaction towards Mobile banking services.

1. It can be ascertained that the customers are not completely aware on Mobile banking services. Hence it is suggested that the bank must take an initiative to create awareness among all their customers.
2. The banks are advised to reduce the service charge of mobile banking transactions. If services are provided at a low cost, it may be affordable for the lower income groups to make use of Mobile banking services.
3. Security problem is the major problem faced by the Mobile banking customers. Thus bank must ensure safety in Mobile banking transactions.
4. In order to satisfy the customers, bank must give proper instructions in efficient and simple manner so that everybody can easily follow these.

5.3 Conclusion

The present summary of this study is done in relation to the customer satisfaction towards Mobile banking services provided by SBI with special reference to perumbavoor branch. The conclusion is drawn from the study is that most of the customers are satisfied with the Mobile

banking

banking services offered by SBI. While analyzing various aspects of the Mobile banking of SBI it could be concluded that the Mobile banking is getting a greater amount of success which is unique in its kind. Still some of the fields are yet to be improved and rethink due to which the organization could improve the performance of its services, its utmost impossible for a pure service based organization like bank to launch a service on a very great aspect and State Bank of India has proved this wrong by its own performance. It has been the preference of those professionals who have to travel a lot for their job and can't manage the banking from counter and through internet. Mobile banking is just like home banking or anywhere banking.

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APPENDIX

QUESTIONNAIRE

Name :

Age :

Educational qualification :

Occupation :

Marital status :

Single Married Divorced Widow

1. Are you much aware about the mobile banking services provided by SBI?

Very much aware Aware Not aware

2. How long have you been the customer of mobile banking services provided by SBI?

Less than 1 year 1-5 years 5-10 years

3. Are you interested in mobile banking or accessing your bank a/c via mobile banking?

No Yes

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4. Do you perceive mobile banking as secure?
Poor Not at all Very much
5. Do you have necessary knowledge to use mobile banking services?
Disagree Neither agree nor disagree Agree
6. How often do you make transactions?
Daily Weekly once Monthly Occasionally
7. Why did you choose mobile banking services?
Convenient Cost effective 24*7 hours access Time saving
8. Where from you hear more about mobile banking?
Mass media An agent Bank directly Friends
9. Do you think mobile banking would make more convenient for you?
No Yes
10. What your opinion about the easiness of using mobile banking services?
Difficult Moderate Very easy
11. Does a mobile banking service save your money?
No Yes
12. What type of mobile banking transaction do you currently make?
Air time recharge Fund transfer Balance enquiry Bill payment
Cash withdrawal
13. Why did you choose SBI bank for your mobile banking transaction?
Reputation More convenient Have an a/c in SBI?
14. Do you face any problem while using mobile banking services provided by SBI?
No Yes
If yes, mention the following,
Time lagging Security problems Connection errors
15. Are you satisfied with the instruction to be followed for using mobile banking?

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Dissatisfied Moderately satisfied Highly satisfied

16. Do you think mobile banking services are cheaper than traditional banking services?

Very expensive Cheaper Not very expensive

17. Will you be interested in mobile remote deposit via your smart phone?

No Yes Not at all

18. Are mobile banking fund transfer transaction highly secure? Poor Average

secure Highly secure

19. Have you made any international transaction through mobile banking services?

No Yes

20. Do you think mobile banking is easier than any other type of e-banking services like

internet banking, international banking etc...? No Yes

21. Do you have any suggestion to improve mobile banking services provided by SBI?

Easy accessibility User friendly Security

22. As a user rate the overall satisfaction with mobile banking services provided by SBI?

Dissatisfied Moderately satisfied Highly satisfied