

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE
BANKING FACILITIES IN SELECTED PRIVATE SECTOR
BANKS, ERNAKULAM”**

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**DEPARTMENT OF COMMERCE (COMPUTER
APPLICATIONS)**

BHARATA MATA COLLEGE, THRIKKAKARA, KOCHI

**(Affiliated to Mahatma Gandhi University Accredited by NAAC
with “A+” Grade)**

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BHARATA MATA COLLEGE
DEPARTMENT OF COMMERCE
(COMPUTER APPLICATION)
(Affiliated to Mahatma Gandhi University,
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CERTIFICATE

This is to certify that this dissertation entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BANKING FACILITIES IN SELECTED PRIVATE SECTOR BANKS, ERNAKULAM” , has been

prepared by Aanmol Benny, Solomon Sebastian , Hrishikesh Nair under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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DECLARATION

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The banking system has changed significantly in the twenty-first century. Due to the fierce rivalry that exists in the banking industry, the only option for businesses to draw in and keep customers is by providing high-quality, innovative banking services. In today's fiercely competitive corporate environment, online banking services have become crucial to success. Any business's primary goal is to fulfill the demands and desires of its customers. A customer is someone who pays for a good or service, either for their personal use or for the use of others. A business cannot live or grow without them. Without them, a company lacks a purpose for its existence. A healthy business status can be created with the use of online banking services.

The Indian banking system has evolved over time to achieve excellence and transparency in providing financial services to customers. It keeps track of the financial circumstances of the country's various social classes. Private banks in India are becoming more flexible in terms of their offerings and schemes. However, private banks have risen to the top of the list of people's preferred lenders. Private banks in India are more efficient and innovative. They are profit-driven, which allows them to provide a higher level of service.

After the LPG strategy was implemented, private banks were acknowledged in the 1990s. Axis Bank and IndusInd Bank are two of the oldest and most renowned private banks in India. These banks were founded in 1993 or 1994 after receiving permission from the government to establish them. The fact that private banks operate in a more dynamic and competitive market makes them great service providers. Compared to nationalized banks, they offer a wider range of goods and services. The protection of the clients' security and privacy is guaranteed.

Customer expressions of satisfaction are totaled and depend on the individual customer's opinions and expectations. Customer service satisfaction is a priceless resource for banking organizations, giving them an incomparable competitive edge. It supports the development of both long-lasting relationships and brand equity. Delivering high levels of customer pleasure that produce steadfast customer loyalty is the best strategy for customer retention. In today's economy, customer satisfaction is a crucial concept. If clients are not satisfied, a company cannot last over the long term. The customer is a key player in the market. In actuality, he rules the market. Banks must therefore do everything possible to protect his interests and fulfill his expectations with the goods and services provided.

Customers will be satisfied if they experience higher levels of service than they anticipated, while

they will be disappointed if they perceive lower levels of service than they anticipated. Given that bank services are intangible, the customer satisfaction construct is increasingly crucial for the continued existence and expansion of the banking industry. These institutions' long-term survival and expansion depend on their capacity to acquire or draw in new consumers and keep existing ones happy. Private sector banks must compete with new generation private sector and foreign banks in order to succeed. By satisfying their customers, they can draw in and keep devoted customers, which ultimately benefits private sector banks to earn higher profits in future. Service quality satisfaction is the outcome of resources and activities expanded to offer services against the expectations of the users from the same. Unsatisfactory customer service will lead to an increase in the rate of switching by Customers.

This study aims to determine how satisfied customers are with the online banking services offered by ICICI bank, South Indian bank, and Federal Bank. In 1931, Federal Bank was established with the sole intention of becoming India's most well-known bank. It offers a wide range of services to its customers, including depository services, NRI banking, and numerous other plans. It holds a gigantic client base of in excess of 10 million clients. When it first started, it was called Travancore Federal Bank, but it changed its name later. Additionally, it has a branch In Ahmedabad (GIFT city), the nation's first IFSC. South Indian bank was framed in 1929 with the ascent of the Swadeshi development. It is known to be the primary Kerala bank to execute the center financial framework. Due to their openness about their operations, they enjoy a favorable reputation in the market. The banking system at ICICI Bank is vast and expanding. Founded in January 1955, ICICI Bank is India's second-largest bank. In the beginning, it was known as the Industrial Credit and Investment Corporation of India Bank; later, it became known as ICICI Bank. It offers investment banking, life and nonlife insurance, venture capital, and other services that rank among the best.

1.2 SIGNIFICANCE OF THE STUDY

Currently, banks have to struggle their might to offer their best services to provide satisfaction to customers in order to survive in the industry. Customers are always in a position to move from one bank to another where he gets preferential treatment and services. Hence it is significant to study the online banking facilities not only to bring in more customers but also to retain old customers by adopting more effective and efficient measures in banks. This study would stand as a sincere attempt to study the online banking facilities of Federal bank , South Indian bank and ICICI bank in Ernakulam city. It would also reveal the satisfaction of customers and the problems they are facing that lead to dissatisfaction. This study would also reveal the level of customer satisfaction through

the online banking system of these banks.

1.3 STATEMENT OF THE PROBLEM

Due to intense competition among banks, maintaining a high level of customer satisfaction and service quality has been essential for success. Consumer satisfaction is crucial because banking is a service that is focused on the needs of the customer. This study looks at how satisfied customers are with the online banking facilities offered by FEDERAL Bank, SOUTH INDIAN Bank, ICICI Bank. This study's primary objectives are to examine the availability of online banking services and comprehend the numerous issues that clients may encounter.

1.4 OBJECTIVES OF THE STUDY

1. To critically evaluate the demographic profile of respondents with reference to online banking.
2. To find out the impact of customer satisfaction based on the online banking services of private sector banks.
3. To study about online banking facilities provided by private sector banks.
4. To evaluate the challenges faced by the customers during online banking.

1.5 RESEARCH METHODOLOGY

1.5 (a) Sample

A total of 51 customers in different parts of Ernakulam city were selected as respondents. The individuals for the study were selected in random manners from different parts of Ernakulam city and data was collected. The data collected was analyzed and interpreted with the help of tables and charts.

1.5 (b) Sampling Techniques

Convenient sampling is the sampling design adopted as all the members of the population does not get a chance of being selected as a respondent.

1.5 (c) Sources of Data

The study relies on both primary and secondary data. For obtaining primary data questionnaire was distributed to customers of Federal Bank, ICICI Bank, South Indian Bank. The secondary data was collected from Books, Magazines, Websites, and Brochures. Various journal articles have been referred for understanding the background of the study.

1.5 (d) TOOLS FOR ANALYSIS

- Classification
- Tabulation
- Percentage
- Diagrams and Charts

1.6 SCOPE OF THE STUDY

The scope of the study lies in finding out customer satisfaction of online banking services provided by selected private sector banks in Ernakulam city through responses taken from 51 respondents highlighting the key areas which require some concern on part of the bank for improving and strengthening its customer base. The project study, analysis, findings, and suggestions proposed by the present researcher will be of immense use for future research with similar studies in the banking sector.

1.7 LIMITATIONS OF THE STUDY

Despite all due diligence, there were some restrictions that could not be overcome. They are as follows:

The Study was conducted only for a short period. The sample size is limited to 51 people only. They may not adequately represent the whole market. Possibility of errors in data collection as the responses given by the customers may not be accurate. Some respondents were reluctant to reveal personal information which hindered the validity of responses.

1.7 CHAPTERISATION

Chapter 1

First chapter deals with introduction to topic “A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BANKING FACILITIES IN SELECTED PRIVATE SECTOR BANKS, ERNAKULAM “Scope of the study, statement of the problem, objectives, research methodology, limitations.

Chapter 2

Second chapter deals with the review of literature done by other researchers on online banking facilities of FEDERAL BANK, SOUTH INDIAN BANK, ICICI BANK.

Chapter 3

This chapter deals with the theoretical framework and it deals with some general theories, concepts etc. about the topic.

Chapter 4

Fourth chapter deals with the analysis and interpretation of data collected from individuals.

Chapter 5

The fifth chapter deals with the findings and suggestions made after analysis and interpretation of the data.

CHAPTER 2
REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

This chapter aims to provide a general overview of the literature relevant to this project. The following are the reviews of few research attempts already made in the past:

GEIGER'S (1975) completed a review to lay out the requirements of clients. The social status of the bank's customers, their perception of banks, their assessment of the bank's range of services, the efficacy of various advertising and sales promotion strategies, and the customers' will to save and other habits were all examined. Customers who are content with their banks' offerings were found to be more optimistic than those who were dissatisfied.

BOYD ET AL (1994) conducted a study on consumer choice criteria in financial institution selection in the USA and found that reputation and interest rates of loans as well as savings rates are more important than friendliness of employees, modern facilities and drive – in – service. On the other hand, Rajagopal Nair (1994) in his study on rural bank marketing found that security and liquidity are the major pre-requisites for deposits by rural customers and that the interest rate on fixed and demand deposits is not at all a criterion for rural bank depositors to deposit their savings with commercial banks.

HALLOWELL ROGER (1996) conducted research to determine customer requirements. The social status of the bank's customers, their perception of banks, their assessment of the bank's range of services, the efficacy of various advertising and sales promotion strategies, and the customers' will to save and other habits were all examined. Customers who are content with their banks' offerings were found to be more optimistic than those who were dissatisfied.

AURORA and MALHOTRA (1997) investigated marketing strategies and customer satisfaction in both public and private Indian banks. They have found six elements of consumer loyalty in open area banks, Viz., price, routine operations, the environment, technology, and interaction. However, they discovered a total of seven factors in private sector banks, with the studied the level of customer satisfaction and some marketing strategies in both private and public sector banks in India. They have found six factors of customer satisfaction in public sector banks, Viz., routine operations, price, situational, environmental, technology, and interactive. But in private sector banks, they found seven factors in total, having staff factor as the first ranked and situational factor as the lowest ranked items. Instead of the price factor, the promotional factor has been explored by researchers in private sector banks. As compared to the public sector, private sector bank customers' level of satisfaction is comparatively more. Proper training and development of bank staff, regular market survey, personalizing the service, efforts to avoid long queues in banks, and attractive environment

are key suggested strategies in public sector banks.inviting environment.

ZHILIN YANG & ROBIN T. PETERSON (2004) compared switching costs to how customers perceived value, satisfaction, and loyalty. According to the study's findings, businesses seeking customer loyalty should prioritize customer satisfaction and perceived value. The switching costs associated with customer loyalty and satisfaction are significant when the level of satisfaction is higher than the average.

LAFOREST, S. & LO, X. (2005) analyzed the factors that influence Access bank customers in Ghana's adoption of mobile banking. According to the study, banks in Ghana should develop high quality initiatives and raise customer awareness through personal interaction in order to increase customer confidence. In the same way, banks should look at how much their Mobile banking service costs to get new customers.

MALHOTRA, P. & SINGH, B. (2007) investigated the factors that influence a bank's choice to implement internet banking in India. The aim of the research was to investigate the connection between the characteristics of the market and the bank's decision to adopt. The study found that larger banks, banks with younger employees, and banks with a lot of deposits are more likely to adopt Internet banking.

KAMADKODLN. & AHMED KHAN, M.B. (2008), analyzed the current customer expectations regarding the level of E-banking service. The studies demonstrated that the service provided by banks, not technology, cannot provide banks with a sustainable competitive advantage. Along with IT, banks are now personally interacting with customers.

NAVEEN KUMAR & V.K GANGAL (2011) examined customer satisfaction in the new generation of Hanks, indicating that Indian banking customers' expectations are rapidly rising. New clients locked the best administrations at a sensible cost. The truth revealed that the majority of Indian banks did not offer a wide range of products and services. In addition, it suggests that banks must implement a strategic focus on aspects of customer satisfaction in order to retain as many customers as possible in the competitive banking industry.

EDWIN M and FATHIAM S (2011) conducted a study on the impact of service quality and customer satisfaction in commercial banks. This study shows that there is a close link between the customer's perception on the service quality factor and customer satisfaction. It further showed that the impact of the service quality factor on customer satisfaction is unique. It brought the suggestion that the bank managers have to formulate appropriate marketing strategies to satisfy their customers.

MAHALAKSHMI and SARAVANARAJ (2011) concentrated on consumer loyalty towards the

financial administrations in Trichy. According to the findings of this study, a variety of services, rates, fees, and prices are the primary factors that customers consider when choosing a bank. It also demonstrated that providing innovative products, excellent front office services, value-added services, services geared toward deposits, and superior service alone will satisfy customers' requirements.

VIKAS CHAUHAN & VIPIN CHOUDHARY (2015) The analysis comes to the conclusion that the idea of online banking is gaining more and more traction in the Indian market, despite the challenges and opportunities it presents. Earning respect in the Indian setting, and endeavors are being made by government divisions to build its fame among clients. The adoption of e-banking services is being held back by obstacles like security risks, privacy concerns, mistrust, and a general lack of knowledge among customers. Taking into account the troubles, and the dangers related with E-banking, the public authority of India, with various government divisions, is attempting to make E Banking much safer, safer, and reliable. Starting with the way that the manner in which banks used to work has changed because of the consolidation of the web into monetary foundations. The banking industry has modernized the introduction of the internet in banks. Implementation Both banks and customers have benefited from online banking.

RAJPUT (2015) investigates consumer loyalty of internet banking frameworks and its ramifications for banks. The purpose of this paper is to determine how customers feel about E-Banking facilities. A questionnaire was used to collect the data, which was analyzed descriptively using percentages and ANOVA. Since E-Banking systems like ATMs and home banking, as well as the use of payment cards, were discovered by customers, it can be deduced that approximately 45% of people have a favorable opinion of and are satisfied with E-Banking. Common E-Banking services include retrieving bank statements, paying bills, and withdrawing cash from an ATM.

AMEME.B & WIREKO.J(2016) claimed in his investigation that, if we talk about the banking sector or assiduity, there is a positive relationship between technology and client satisfaction in the competitive world of today. In addition, they stated that guest satisfaction extends far beyond simply introducing novel services and products. They also established that the bank must employ the invention approach in all areas, including products and services, if it wants to be the market leader in the competitive environment. Additionally, there is a significant correlation between the cost of a technological invention and the invention itself; as the invention advances, so does the cost.

RAJASHEKHAR (2021)'s report, this Research Paper focuses on customer satisfaction in E-Banking service and estimates service quality, Customer loyalty, and customer perceived value. It Is related to customer satisfaction in E-banking Services.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 THEORETICAL FRAMEWORK

CONCEPT OF ONLINE BANKING

Online banking, often known as Internet banking, online banking, or home banking, is a type of electronic payment system that allows clients of banks and other financial institutions to carry out a variety of financial transactions via the website of the financial institution. In order to provide consumers with access to banking services in addition to or in substitute of traditional branch banking, the online banking system will normally connect to or be a component of the core banking system run by a bank. Online banking provides greater convenience to some customers by reducing the need to visit a branch bank and the convenience of being able to conduct banking transactions even when branches are closed. It also significantly lowers operating costs for banks by decreasing their reliance on a branch network. Internet banking offers services for both personal and business banking, including the ability to see account balances, get statements, look up recent transactions, move money between accounts, and make payments.

Some banks operate as "direct banks", conducting all of their business over the phone or the internet. These instructions are distinct from "neo banks" which lack depository insurance. Secure consumer funds and building customer trust are the primary goals of the bank's online banking system. They charge interest on the money that customers deposit in addition to keeping it safe. The manner of transaction, whether online or offline, is the only significant variation. Nowadays, virtually everyone is familiar with the online banking system, which is thought to be more convenient for the exchanges. We can also use the online application process to check our transaction history. Also a loan Internet banking offers various benefits, including the ability to pay payments and check credit. We can even transfer money to the same bank and other banks, check card status, and cancel payments. Currently, a QR code is another feature added to the banking system which is also too convenient to use. We can also mail or directly contact the bank customer care services through the online banking system. There are different applications through which we can pay the payment but there also we first need to connect our bank account details to the app. The online banking system gives us different types of securities and also as per new trends the goes on updating their security level to a good level and their best. The account number is unique for every account holder. Also nowadays the fastag services of vehicles are linked to bank accounts and as similar the RTO challan are also getting debited from banks. There is a unique id and password set for every account holder. The customer care service of online banking is supportive and responsive. Online banking system provides 24*7 services which are very beneficial to everyone. We can also save paper through the

online banking system as the transactions are seen in software. We don't need the statements or receipt of transactions.

ADVANTAGES OF ONLINE BANKING

The advantages of internet banking can be classified under two heads as (a) advantages to customers and (b) advantages to banks.

ADVANTAGES TO CUSTOMERS

Customers derive the following benefits from internet banking services.

1. Low transaction cost.
2. Customers can carry out a number of transactions sitting on one set with just a few clicks on the computer system.
3. Customers get up to date information. The accounts of customers are updated as soon as a transaction takes place.
4. The speed of transactions is faster than traditional banking channels.
5. It is easy for the customers to navigate the bank site due to comprehensive help menus and simple software requirements.
6. Customers get round the clock accessibility to banking services.
7. It ensures privacy of banking transactions.
8. Customers can make online bill payment for shopping, travel, and donation transactions.
9. Customers are relieved from the botheration of traveling to and from a bank branch.

ADVANTAGES TO BANKS

1. Banks enjoy the following benefits by providing internet banking services. 2. Internet banking has resulted in lesser pressure on employees in terms of entertaining customers. This reduces the administration cost.
2. Banks can easily make publicity about their new banking products and services without any wastage of time and resources.
per processing.
3. It enables banks to gain access to a significant market.

4. Errors, wasted time, and overhead expenses are reduced.
5. It strengthens banks' competitive position.

DISADVANTAGES OF ONLINE BANKING

1. Despite the above mentioned advantages, inter banking suffers from the following disadvantages.
2. Accessibility to the internet by customers is poor particularly in India where penetration of PCs and other devices for access to the internet is minimal.
3. The entire system of online banking goes waste when customers are not technically literate.
4. Internet banking creates a fear in the minds of customers regarding the security of transactions. Customers fear that their accounts could be viewed and manipulated by others.
5. Many customers hesitate to deal with an internet bank as they are not sure of the quality of products and services they will receive.
6. There are various banking products like loans and mortgages, withdrawal of cash etc. that require to be delivered in the physical form. These products and services cannot be offered through internet banking.
7. There is a lack of human interface in internet banking.

CUSTOMER PREFERENCE AND SATISFACTION TOWARDS BANKING

FACTORS AFFECTING ONLINE BANKING SERVICES

Online banking is the latest and most innovative service and the new trend among the consumers. Apart from the traditional type of banking services, consumers today require more personalized products and services, and can access such services at any time and any place. It is one of the advanced informational technologies they can be employed to achieve a high level of customer service. Nowadays, the concept of online banking is getting popular among various levels of consumers, but online banking is still at an infancy stage in the world.

CUSTOMER LOYALTY

Customer loyalty is the tendency to prefer one brand over all others, whether because of satisfaction with the product or service, its convenience or performance, or simply familiarity and comfort with the brand. Customer loyalty can also be expressed in terms of behavior. In a competitive marketplace, customer loyalty helps attract customers to familiar brands by encouraging them to shop more frequently, spend more, and have a positive shopping experience.

The ISO Rule (Estimating Consumer loyalty Level)

"In the event that you can't gauge it, you can't further develop it." (The new ISO9000 2000 standard includes a significant new feature called "Measurement of Customer Satisfaction," named after Lord William Thomson Kelvin (1824–1907). Every company keeps track of customer satisfaction, and these kinds of metrics help the company figure out how satisfied its customers are and what they want, so it can meet their needs and provide the right services.

Qualities of consumer loyalty can be summed up as:

Product Goodness:

The product's quality should meet the needs of consumers in order to attract their attention and ensure their satisfaction. The organization's status is determined by the quality of its products, so it needs to be satisfactory to the consumers.

Product Packaging:

Product packaging must be appealing and of high quality. It ought to be labeled according to the type

of goods, such as: Handles should be carefully placed on fragile items. Both the manufacturing date and the expiration date should be mentioned.

Keeping promises regarding delivery:

Because trust and commitments are the foundation of every organization, it is essential to keep promises regarding timely product delivery in order to maintain a positive organizational relationship and its status.

Price:

Every newly launched product needs to be affordable and appeal to customers of all levels in order to be successful in business. The quality of the product necessitates reasonable prices.

Responsiveness and capacity to determine protests and reject reports:

To resolve issues that arise during service, employees must be of a professional standard. They should be sufficiently dependable and should can determine grievances and reject those reports.

Communication, accessibility, and attitude as a whole:

In order to maintain a friendly working relationship, there must be effective communication between the organization's employees, customers, and stakeholders, as well as between employees and stakeholders.

We cannot begin to address the issues associated with customer satisfaction until we measure and define various parameters of satisfaction. The four subscales of the major measure of overall satisfaction are as follows:

Overall contentment: the level at which clients are happy to recommend the bank to friends, family, or coworkers.

Trust: the degree to which customers have faith that the staff at any branch will act in their best interests.

Reliability: The level when Clients demands are completed right first time Impressive skill:

Customers should be able to contact staff with any questions they may have.

INDIAN BANKING SYSTEM

The middle of the 18th century marked the beginning of modern banking in India. Among the early banks were the General Bank of India, established in 1786 however bombing in 1791, and the Bank of Hindustan, established in 1786 and exchanged in 1829-1832.

The State Bank of India is the greatest and most established bank that is still in activity (SBI). It was laid out and placed into activity as the Bank of Calcutta in June 1806. It was known as the Bank of Bengal in 1809. The other two banks were the Bank of Bombay and the Bank of Madras, which were both established by presidential governments in 1840 and 1843, respectively. The three banks merged in 1921 to form the Imperial Bank of India. After India gained independence in 1955, the bank changed its name to the State Bank of India. The presidency banks and their successors served as quasi-central banks for some time before the Reserve Bank of India was established in 1935 by the Reserve Bank of India Act of 1934.

The State Bank of India (Auxiliary Banks) Act, 1959 gave the State Banks of India purview north of eight state-subsidary banks in 1960. Notwithstanding, on April 1, 2017, the subsidiary banks' consolidation with SBI became successful. In 1969, the Indian government nationalized fourteen large commercial banks, including the Bank of India. In 1980, six more private banks were nationalized. These nationalized banks are the majority of lenders in the Indian economy. Due to their size and extensive networks, they control the banking industry.

Planned and non-booked banks are the two Essential classifications of the Indian financial industry. The banks listed in the Reserve Bank of India Act of 1934's second schedule are considered to be scheduled banks.

The scheduled banks include Indian private sector banks, nationalized banks, foreign banks, Regional Rural Banks (RRBs), State Bank of India and its Affiliates, and others. The SBI became India's largest bank when it merged its Associate banks into a single entity on April 1, 2017. The Fortune 500 index now ranks SBI 236 globally because of this. The term "commercial bank" encompasses both scheduled and unscheduled commercial banks that fall under the purview of the Banking Regulation Act of 1949. Although the availability, variety, and accessibility of banking services in India are generally quite advanced—even fairly developed—it is still challenging to reach the impoverished and rural areas. The Public Bank for Farming and Rustic Turn of events (NABARD), which offers

Administrations including microfinance, and the State Bank of India, which is expanding its branch organization, are two government-created drives to settle this.

HISTORY OF FEDERAL BANK

The Federal Bank Limited (formerly known as Travancore Federal Bank Limited) was Established on April 23, 1931, under the Travancore Companies Act in Nedumpuram, a Location close to Thiruvalla in Central Travancore. It began conducting auction-chitty Business as well as other banking operations Involving industry and agriculture.

After meeting the requirements of the Banking Regulation Act, 1949, the bank was given the Name Federal Bank Limited on 2 December 1949. It is regarded as one of the largest private sector Commercial banks in India, with more than a Thousand branches and ATMs dispersed Throughout the country's many States. Thrissur's Cochin Union Bank, Chalakudy Public Bank, Alleppey Bank, and Chalakudy Union Bank were All acquired by Federal Bank between 1963 and 1970.

The Travancore Federal Bank, as it was initially Known, eventually evolved into a full-fledged Bank under the capable direction of its founder, K. P Hormis. In 1947, Federal Bank Limited's name Was formally declared, and the organization's Headquarters were located along the banks of the Periyar River. There has been no turning back Since, and the bank has grown to be among the Strongest and most stable in the nation. It had a Rs.5,000 authorized capital when it first started Operations. In the beginning, it was involved in Banking activities pertaining to agriculture and Industry as well as auction chitty. The largest Conventional private sector bank in the country.

In terms of capital basis, the bank ranks fourth in India and boasts a Capital Adequacy Ratio of 17.23%, one of the strongest in the sector. The Bank was able to weather the recession with little Damage to its financial health thanks to this and the existence in a highly regulated environment.

Over the previous few months, the bank's organic Growth has increased. By making its services Accessible to everyone, 24 hours a day, 7 days a Week, the bank hopes to reach more of its Consumers. In addition to the Representative Office in Abu Dhabi, which acts as the hub for NRI clients in the UAE, the bank maintains Branches and ATMs across India.

Vision: To become the "Most Admired Bank," which is digitally enabled and places a strong emphasis on businesses in the Micro, Medium, and Middle Markets.

Mission: Give equal consideration to the needs and wants of stakeholders, particularly: Customers: Delivering appropriate products and services, utilizing single-window and 24-hour-a-day, seven-day a-week concepts as much as possible, leveraging a strengthened branch infrastructure, ATMs, and other alternative distribution channels, cross-selling a variety of products and services to meet

customer needs that change over time, and ensuring the highest standards of service at all times, guided by our principle of being "Digital at the forefront, human at the core" are all ways to meet and even exceed the expectations of target customers.

Shareholders: to consistently increase shareholder value.

Employees: Foster in each representative a serious level of pride and dedication in serving the bank.

HISTORY SOUTH INDIAN BANK

The South Indian Bank was set up in accordance With the Companies Act in 1929. On January 29, 1929, it opened its doors in Round South, Thrissur.

On August 7, 1946, it was added to the Reserve Bank of India's second schedule and was Designated as a scheduled bank. On June 17, 1957, The RBI granted SIB a license under Section 22 of The Banking Regulation Act, 1949, making it the First scheduled bank in Kerala's private sector.

An organization called South Indian Bank (SIB) Was founded in Thrissur in 1908 by a group of Ambitious persons. One of South India's first Banks, South Indian Bank was established during The Swadeshi movement. By offering need-based Loans at fair rates of interest, the bank set out to Both encourage the community's savings habits and release the business community from the grasp of greedy money lenders.

The Bank was named the winner of the "UiPath Automation Excellence Awards 2021" for Best Automation for Business Continuity in Times of Crises. Over the previous few months, the bank's organic growth has increased. By making its services accessible to everyone, 24 hours a day, 7 days a week, the bank hopes to reach more of its consumers. In addition to the Representative Office in Abu Dhabi, which acts as the hub for NRI clients in the UAE, the bank maintains branches and ATMs all across India.

Milestone

It became Kerala's first private bank to be granted Scheduled bank status by the RBI Act in 1946.

In November 1992, SIBL became the first private Sector bank to launch an NRI branch.

In June 1993, it became the first private bank in Kerala to establish a "Overseas Branch" that Catered solely to the export and import industry.

SBIL currently operates a network of 697 Branches, 665 ATMs, and 2 extension counters in Total.

Vision :To be the most favored bank in the space of client assistance, partner esteem and corporate administration.

Mission : To give a protected, light-footed, dynamic and favorable financial climate to clients with obligation to values and unshaken certainty, conveying the best innovation, principles, cycles and methodology where client comfort is of huge significance and to expand the partners' worth.

HISTORY OF SOUTH INDIAN BANK

South Indian Bank's Technology Promotion Drive Our bank had introduced a Centralized Core banking solution as part of a massive technology upgrade campaign. In order to accomplish this, a cutting-edge data center has been constructed in Kochi, connecting all branches to the Departments at Head Office, all Regional Offices, Mumbai's Treasury Department, and Kochi's IBD. Banking from anywhere, networked ATMs, mobile banking, global debit and credit card transactions, online trading, and online shopping are all made possible by this robust network. The goal of the Sibertech project was to connect the 200 or so branches in two phases by March 2004. The bank has formed a technology partnership with Infosys Technologies Ltd. for Finacle, the Core Banking Solution, HCL Infosystems Ltd. for Network Integration, and WIPRO for Data Center Setup and Maintenance in order to accomplish this goal. On January 17, 2001, Sri officially launched the Sibertech Project. N.R. Narayana Murthy, Boss Guide, Infosys Advancements Ltd in a vivid capability at Kochi.

The only one of its kind in the banking sector in Kerala is the cutting-edge Data Center at Kochi, which meets international standards. Sri is one of several dignitaries who have paid a visit to this Data Center. Azim. By March 24, 2007, H. Premji, Chairman & Managing Director of Wipro Ltd., announced that the bank had achieved 100 percent Core Banking Solutions. Additionally, the bank has introduced the Mastercard Global Debit-cum- ATM card, which can be used at ATMs and merchandise worldwide. We have launched internet banking with a primary focus on individual and business customers. As an added value, the bank has also made mobile banking available to customers.

The Bank's goal is to provide customers with cutting-edge, technology-driven value-added services without abandoning our slogan, "Blending Tradition with Technology."

HISTORY OF ICICI BANK

55, the Industrial Credit and Investment Corporation of India (ICICI) was Founded, and Sir Arcot Ramasamy Mudaliar was Chosen as the organization's first chairman. ICICI Bank was founded by ICICI as a wholly owned Subsidiary in Vadodara in 1994. It was a joint Venture between the World Bank, India's Public-Area banks, and public-area insurance Agency to give project funding to Indian Industry. The Industrial Credit and Investment Corporation of India Bank was the original name of the bank before it changed its name to ICICI Bank. In the 1990s, ICICI changed its business model to become a diversified financial services group that provided a wide range of products and services both directly and through a number of subsidiaries and affiliates, including ICICI Bank. Later, the main company and the bank were combined into a development financial institution that only provided project financing. ICICI Bank's shareholding was reduced to 46% through an equity offering in the form of American depository receipts on the NYSE in 2000 and a public offering of shares in India in 1998. ICICI Bank made an all-stock purchase of Bank of Madura Limited in 2001 and sold additional stakes to institutional investors from 2001 to 2002. ICICI Bank launched its Internet Banking service in 1998.

ICICI was the first Asian bank or financial institution outside of Japan to be listed on the NYSE in 1999. Additionally, it was the first Indian business to do so. In a converse consolidation that occurred in 2002, ICICI, ICICI Bank, and ICICI auxiliaries ICICI Individual Monetary Administrations Restricted and ICICI Capital Administrations Restricted blended . During the monetary emergency of 2007-2008, clients in certain areas rushed to ICICI ATMs and branches because of bits of gossip about bank disappointment. The Reserve Bank of India clarified the ICICI Bank's financial standing to put an end to the rumors. In March 2020, the board of directors of ICICI Bank Ltd. approved a \$10 billion (US\$130 million) investment in Yes Bank, giving ICICI a 5 percent stake.

Vision :To become a major global bank and the leading provider of financial services in India.

Mission: By providing world-class services, to become the customer's first choice.

Advantages

1. High security
2. Business friendly
3. Overdraft facility
4. Easy to operate.

Limitations

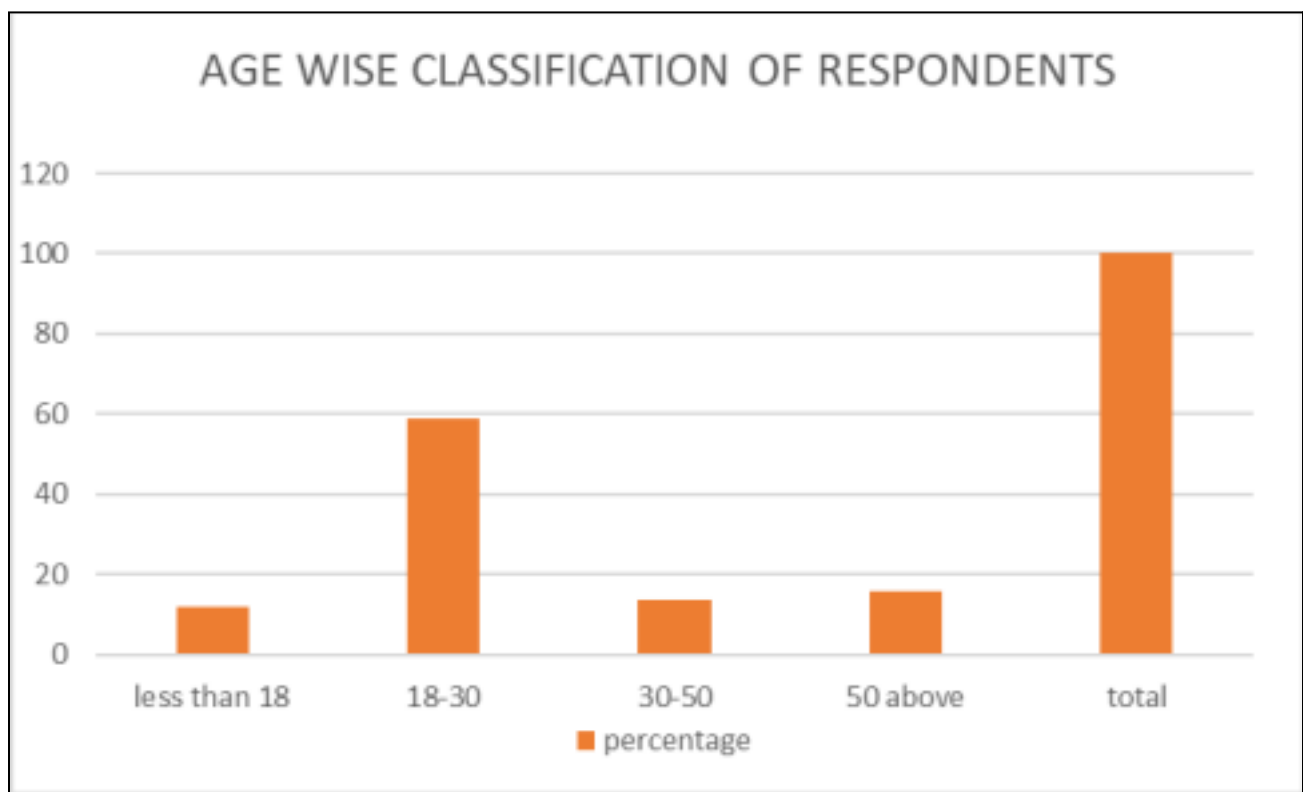
1. High fees for certain services, such as ATM withdrawals and international money transfers.

2. Limited branch and ATM locations, particularly in rural areas.
3. Long wait times on customer service phone lines.
4. Complex and confusing account and loan terms
5. Limited options for mobile and online banking.
6. Poor customer service and lack of responsiveness to customer complaints.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 AGE WISE CLASSIFICATION OF RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Less than 18	6	11.8
18-30	30	58.8
30-50	7	13.7
50 above	8	15.7
Total	51	100

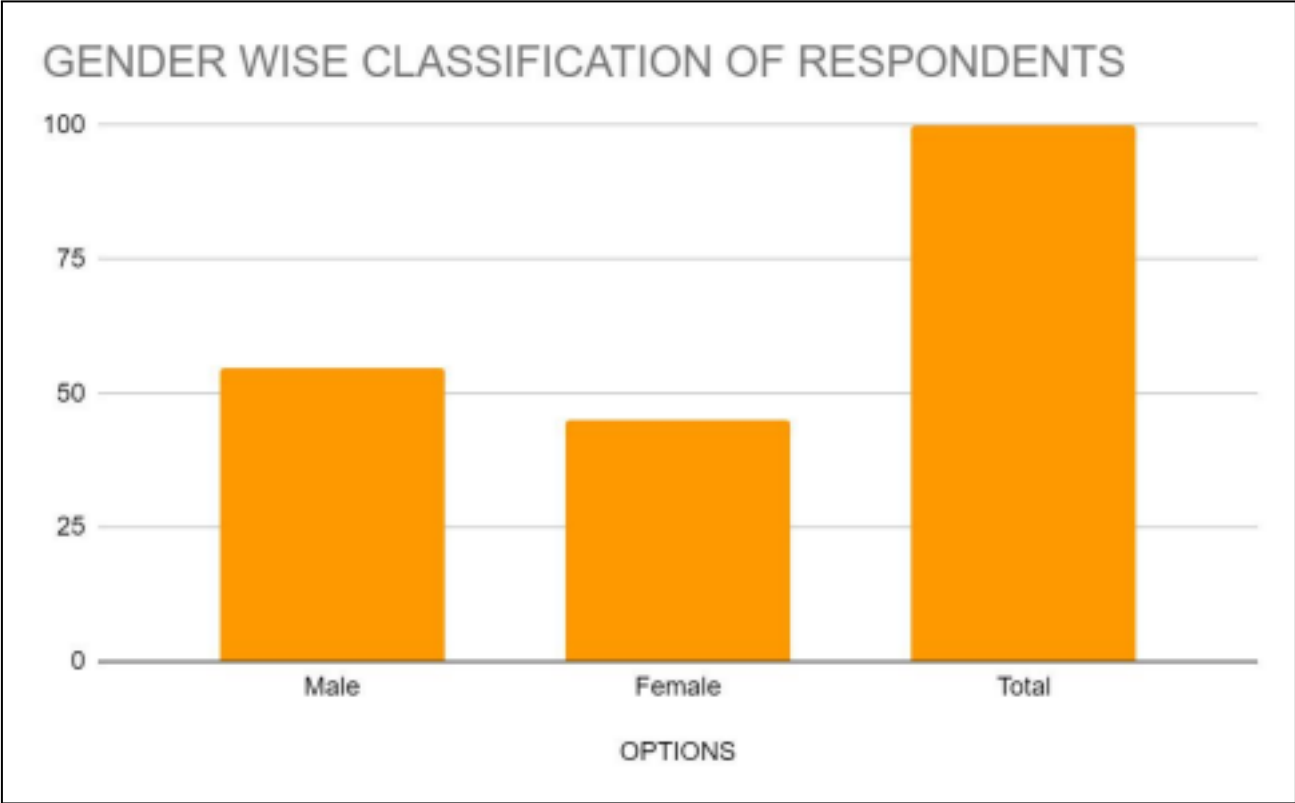


INTERPRETATION:

This chart shows the age of the respondents. From the above table it is clear that the majority of the respondents are between the ages 18-30(59%), (16%) are above 50, (14%) are between 30-50 and (12%) are less than 18.

TABLE 4.2 GENDER WISE CLASSIFICATION OF RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Male	28	54.90
Female	23	45.10
Total	51	100

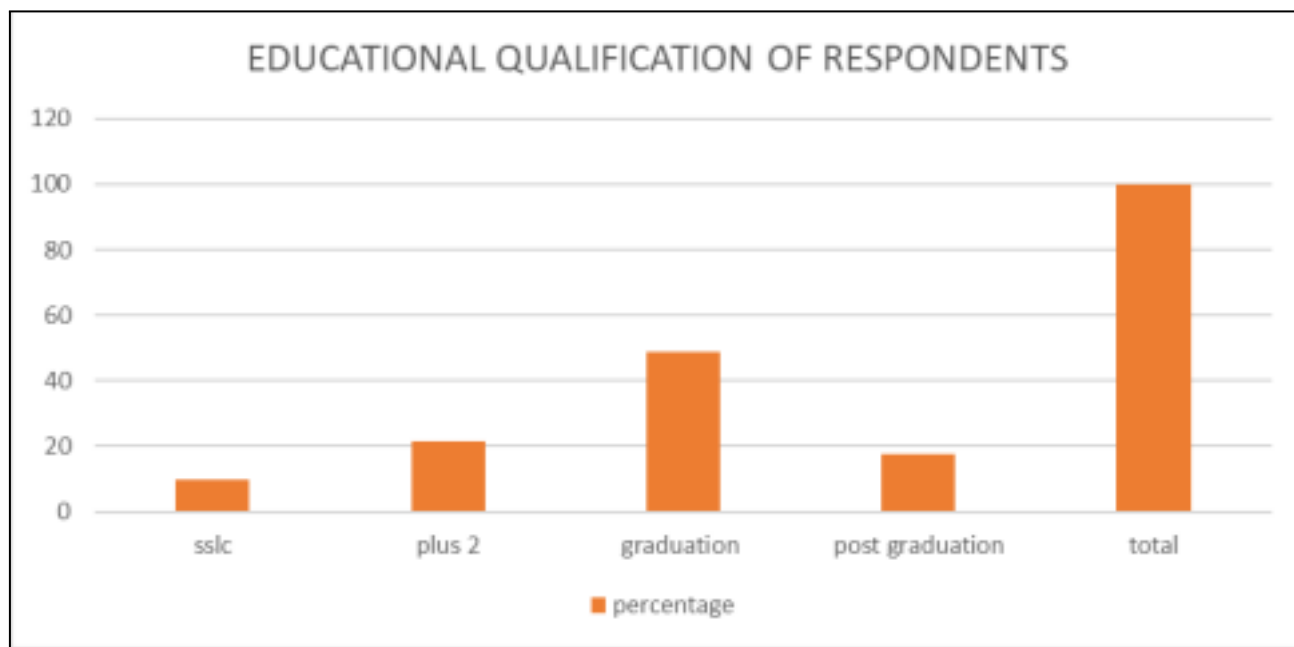


INTERPRETATION:

This chart shows the gender of the respondents. From the above table it is clear that the majority of the respondents are male(55%) and (45%) are female.

TABLE 4.3 EDUCATIONAL QUALIFICATION OF RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
SSLC	5	9.80
Plus 2	11	21.6
Graduation	25	49.02
Post graduation	9	17.65
Total	51	100

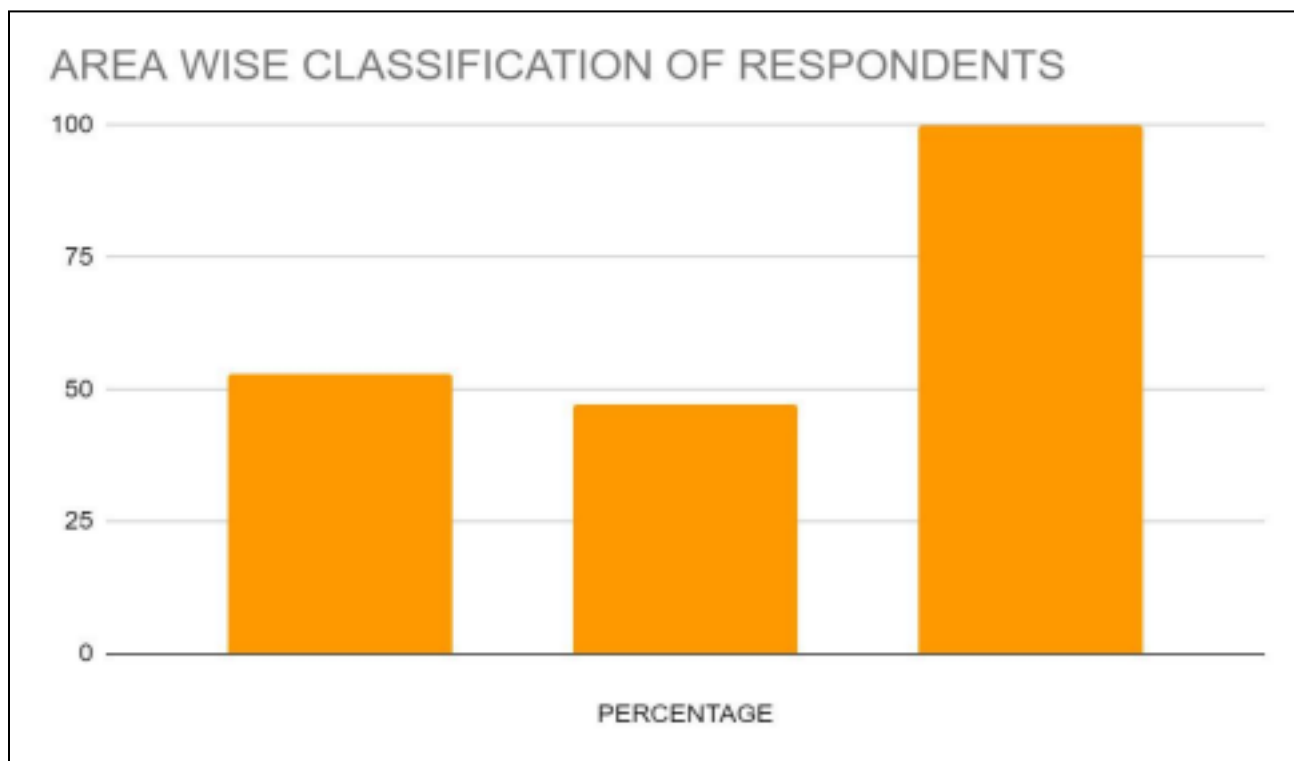


INTERPRETATION:

This chart shows the educational qualification of the respondents. From the above chart it is clear that majority of the respondents are graduates (50%), (22%) are +2 pass out, (18%) are post graduates and (10%) completed SSLC.

TABLE 4.4 AREA WISE CLASSIFICATION OF RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Rural	27	52.94
Urban	24	47.06
Total	51	100

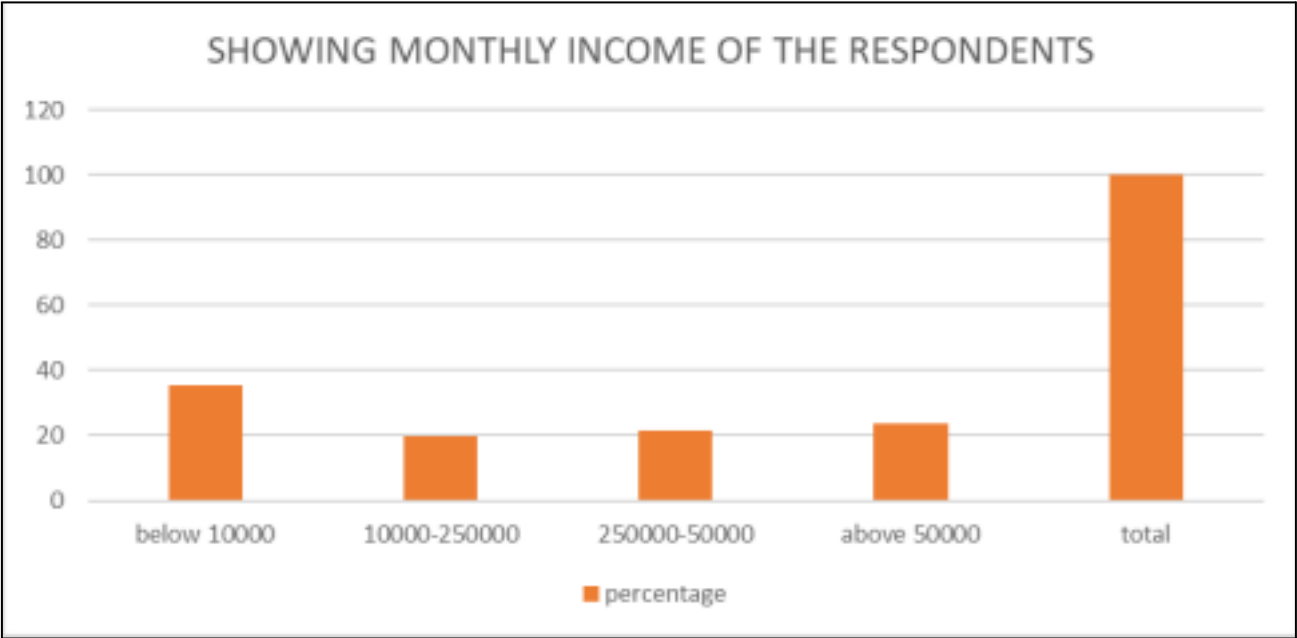


INTERPRETATION:

This chart shows the area of living of the respondents. From the adobe chart it is clear that the majority of the respondents are from rural areas (53%) and (47%) are from urban areas.

TABLE 4.5 SHOWING MONTHLY INCOME OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Below10000	18	35.29
10000-25000	10	19.61
25000-50000	11	21.57
Above50000	12	23.53

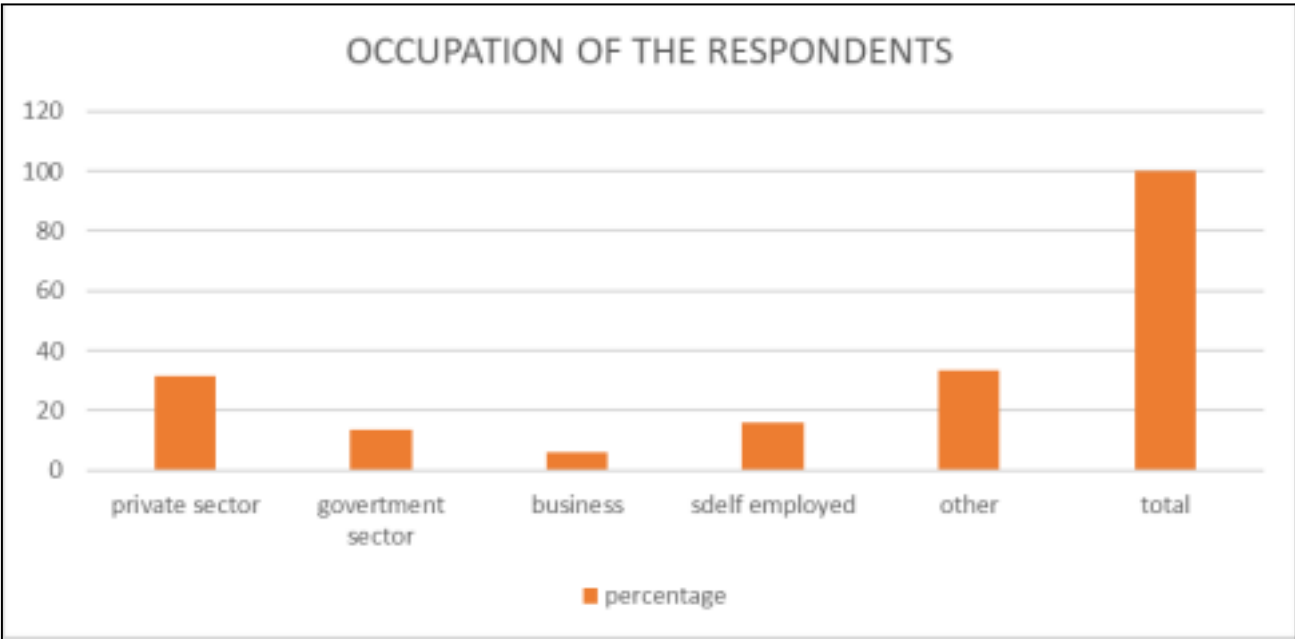


INTERPRETATION:

This chart shows the monthly income of the respondents. From the above chart it is clear that the majority of the respondents earn below 10000 (35%), (24%) earn above 50000,(22%) earn between 25000 - 50000 and (20%) earn between 10000 - 25000.

TABLE 4.6 OCCUPATION OF THE RESPONDENTS

OPTIONS	FREQUEN CY	PERCENTAGE
Private sector	16	31.37
Government sector	7	13.73
Business	3	5.88
Self employed	8	15.69
Other	17	33.33
Total	51	100

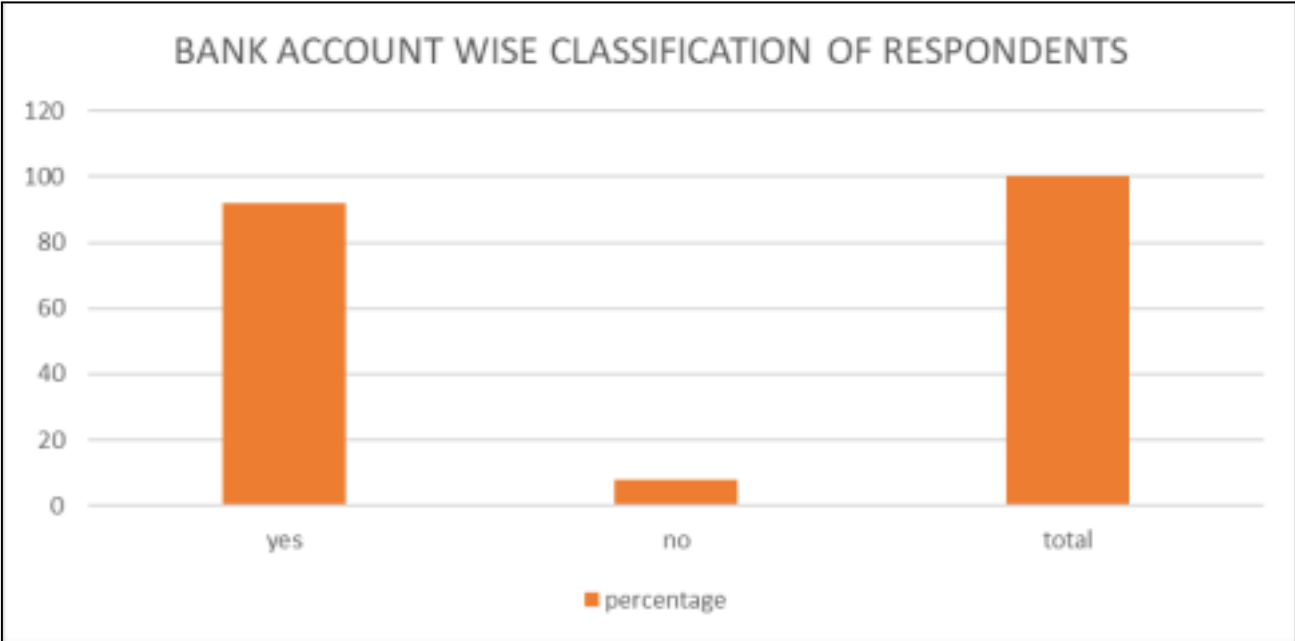


INTERPRETATION:

This chart shows the occupation of the respondents. From the above chart it is clear that the majority of the respondents are doing other occupations (34%), (32%) are working in the private sector, (15%) are self employed, (14%) are working in the government sector and (6%) are doing business.

TABLE 4.7 BANK ACCOUNT WISE CLASSIFICATION OF RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Yes	47	92.16
No	4	7.84
Total	51	100

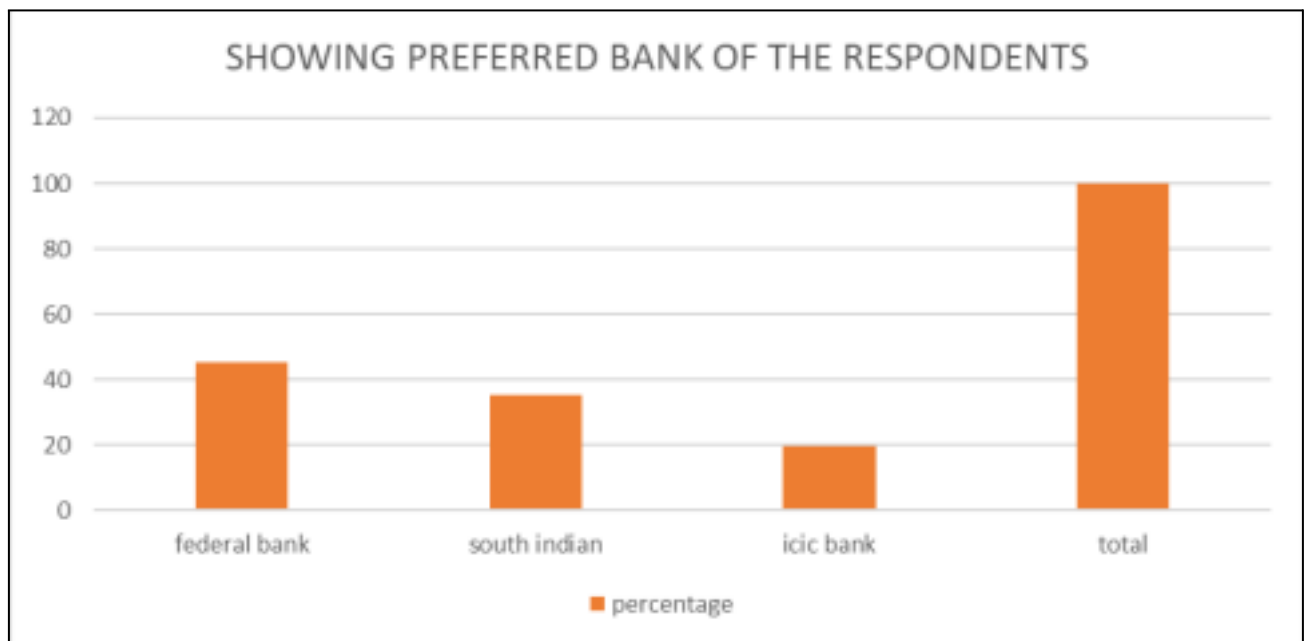


INTERPRETATION:

This table shows whether the respondents have a bank account. From the above table it is clear that the majority of the respondents have a bank account (93%) and the remaining (7%) doesn't have a bank account.

TABLE 4.8 SHOWING PREFERRED BANK OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Federal bank	23	45.10
South indian	18	35.29
ICICI bank	10	19.61
Total	51	100

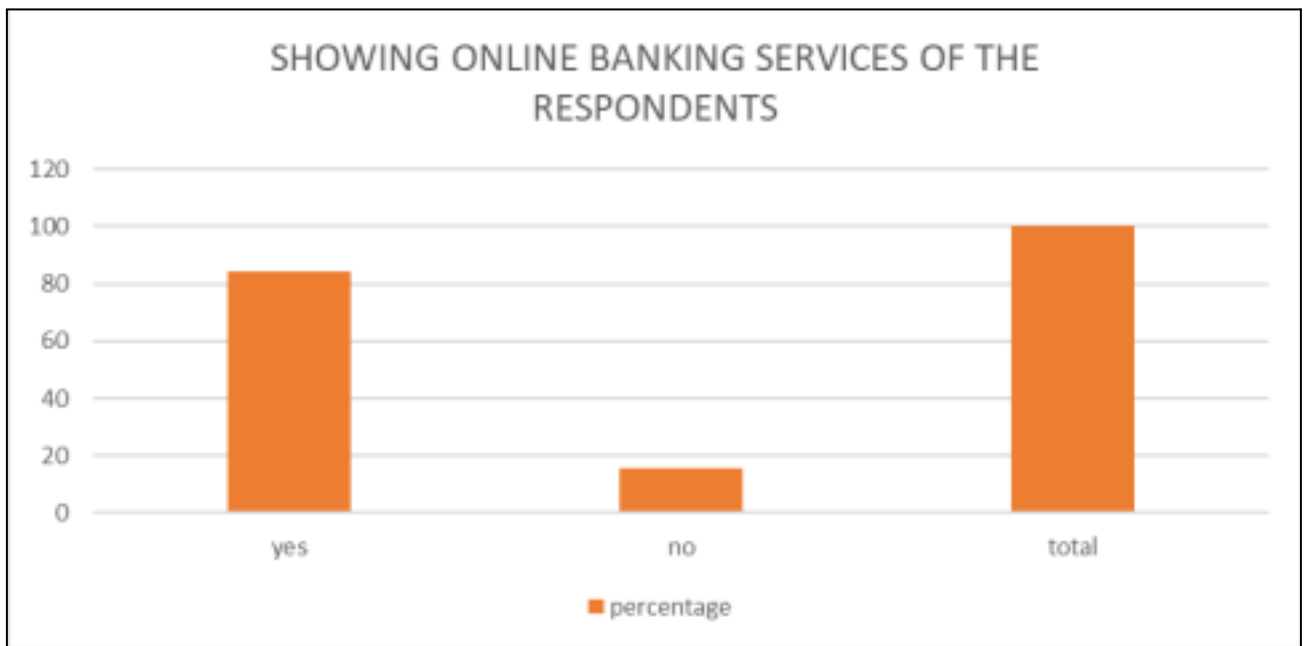


INTERPRETATION:

This chart shows which of the following is the respondents bank account. From the above chart it is clear that the majority of the respondents use federal banks (45%), (35%) use South Indian banks, (20%) use ICICI banks.

TABLE 4.9 SHOWING ONLINE BANKING SERVICES OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Yes	43	84.31
No	8	15.69
Total	51	100

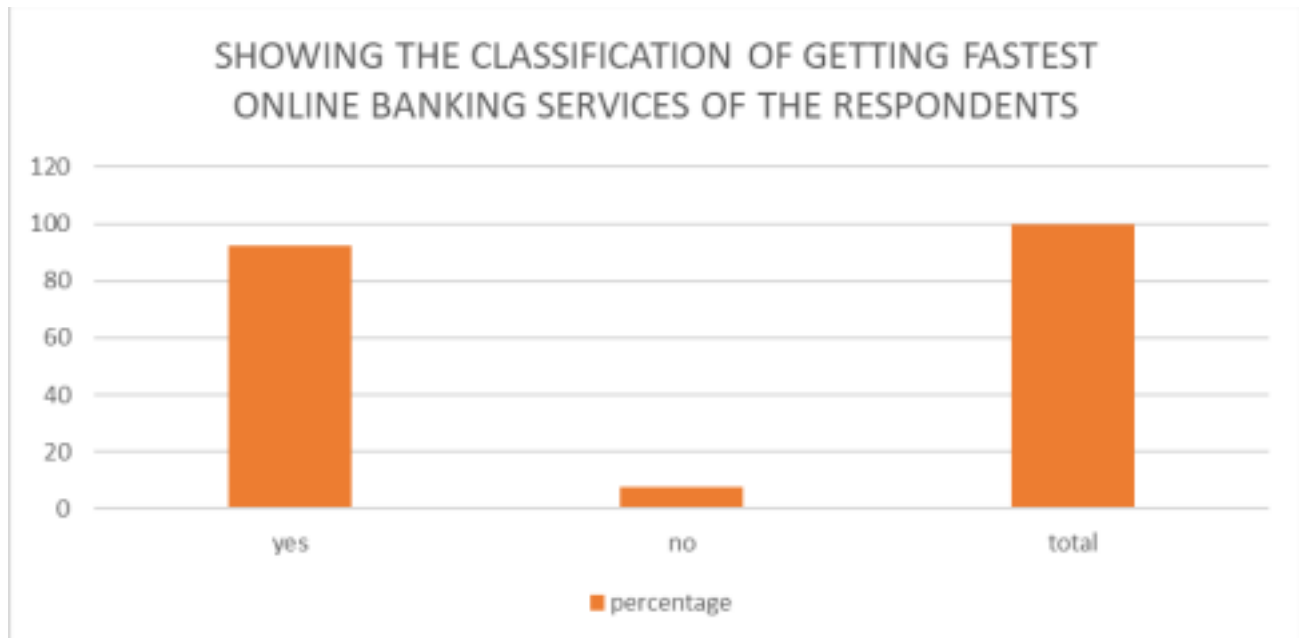


INTERPRETATION:

This chart shows whether the respondents use online banking services. From the above chart it is clear that the majority of the respondents use online banking services (85%) and (15%) don't use online banking services.

TABLE 4.10 SHOWING THE CLASSIFICATION OF GETTING FASTEST ONLINE BANKING SERVICES OF THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Yes	47	92.16
No	4	7.84
Total	51	100

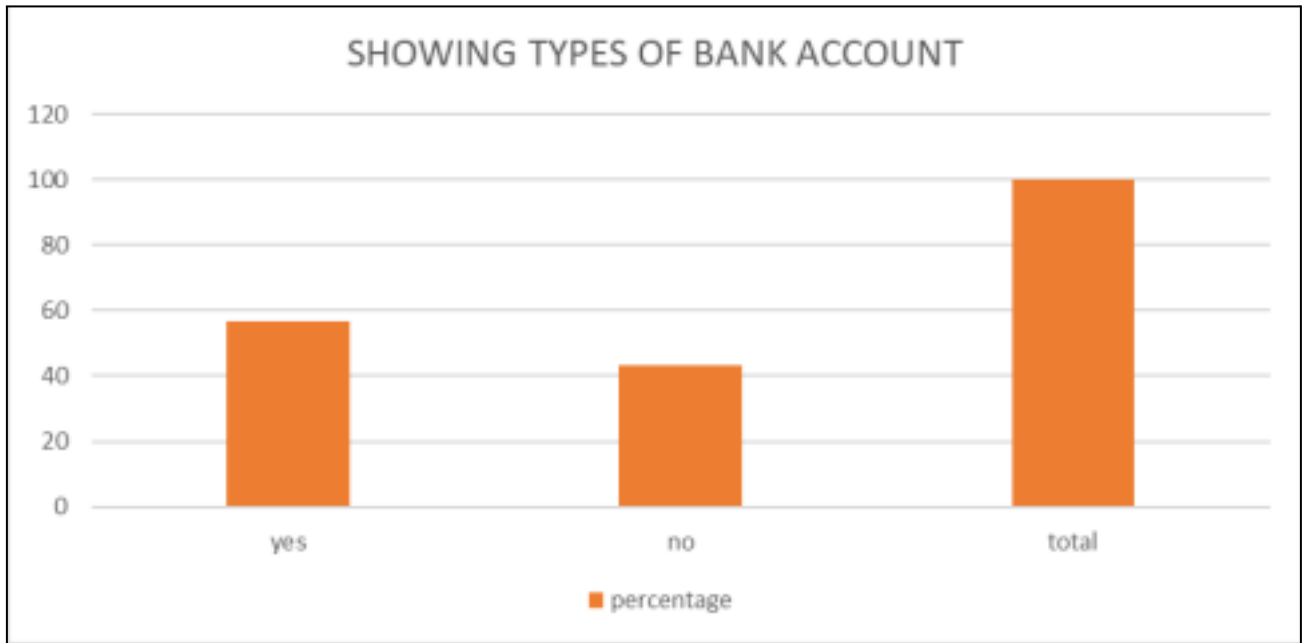


INTERPRETATION:

This chart shows whether the respondents get banks online services faster. From the above chart it is clear that the majority of the respondents get faster online services (93%) and (7%) don't get faster online services.

TABLE 4.11 SHOWING TYPE OF BANK ACCOUNT

OPTIONS	FREQUENCY	PERCENTAGE
Savings	29	56.86
Current	22	43.14
Total	51	100

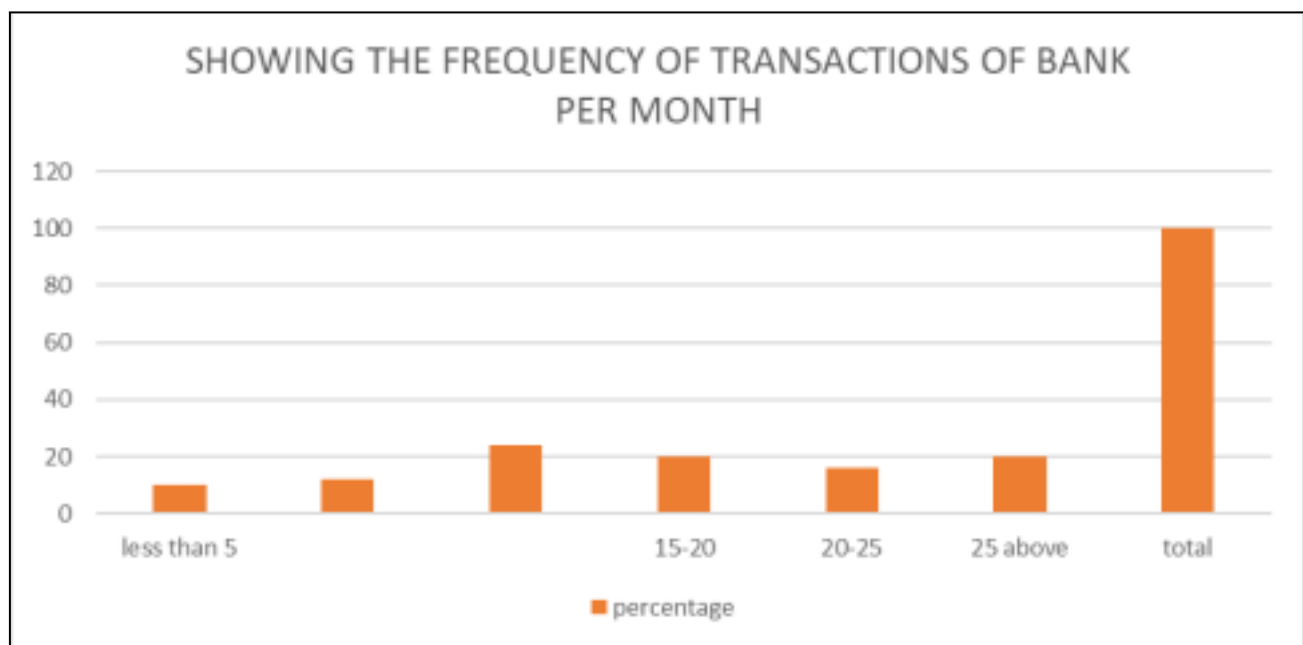


INTERPRETATION:

This chart shows what type of bank account the respondents use. From the above chart it is clear that the majority of the respondents use a savings account(57%) and (43%) use a current account.

TABLE 4.12 SHOWING THE FREQUENCY OF TRANSACTIONS OF BANK PER MONTH

OPTIONS	FREQUENCY	PERCENTAGE
Less than 5	5	9.8
5 -10	6	11.76
10 - 15	12	23.53
15-20	10	19.61
20-25	8	15.69
25 above	10	19.61
Total	51	100

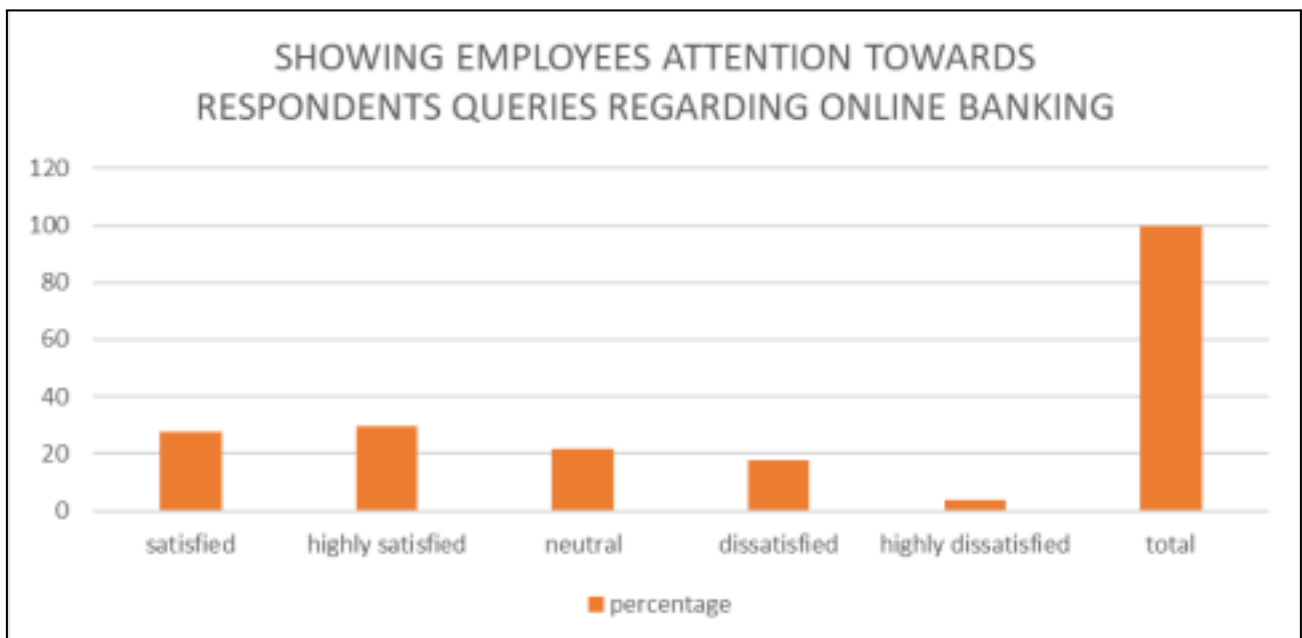


INTERPRETATION

This chart shows the frequency of transactions in the bank per month. From the above chart it is clear that the majority of the respondents are less than 5 (46%), (20%) are between 15-20, (20%) are above 25, and (16%) are between 20 -25.

TABLE 4.13 SHOWING EMPLOYEES ATTENTION TOWARDS RESPONDENTS QUERIES REGARDING ONLINE BANKING

OPTIONS	FREQUENCY	PERCENTAGE
Satisfied	14	27.45
Highly satisfied	15	29.41
Neutral	11	21.56
Dissatisfied	9	17.64
Highly dissatisfied	2	3.92
Total	51	100

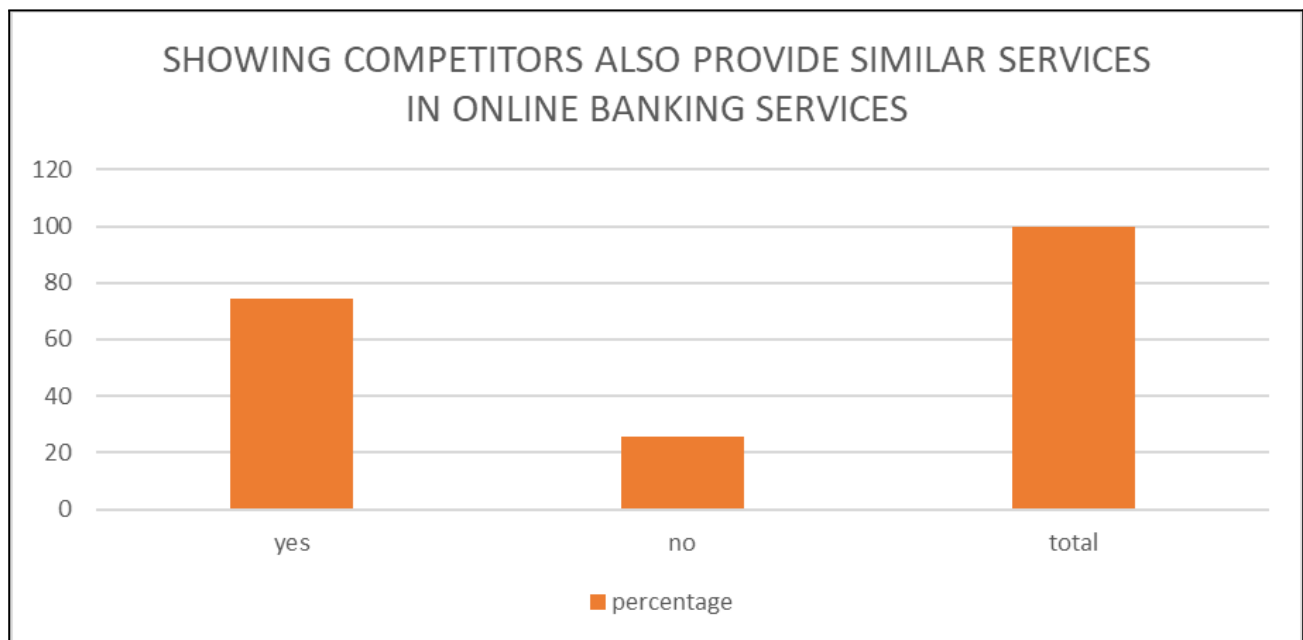


INTERPRETATION:

This chart shows employees' attitude towards the respondents. From the above chart it is clear that majority of the respondents are highly satisfied (30%), (27%) are satisfied, (21%) are neutral, (18%) are dissatisfied and 4% are highly dissatisfied.

TABLE 4.14 SHOWING COMPETITORS ALSO PROVIDE SIMILAR SERVICES IN ONLINE BANKING SERVICES

OPTIONS	FREQUENCY	PERCENTAGE
Yes	38	74.51
No	13	25.49
Total	51	100

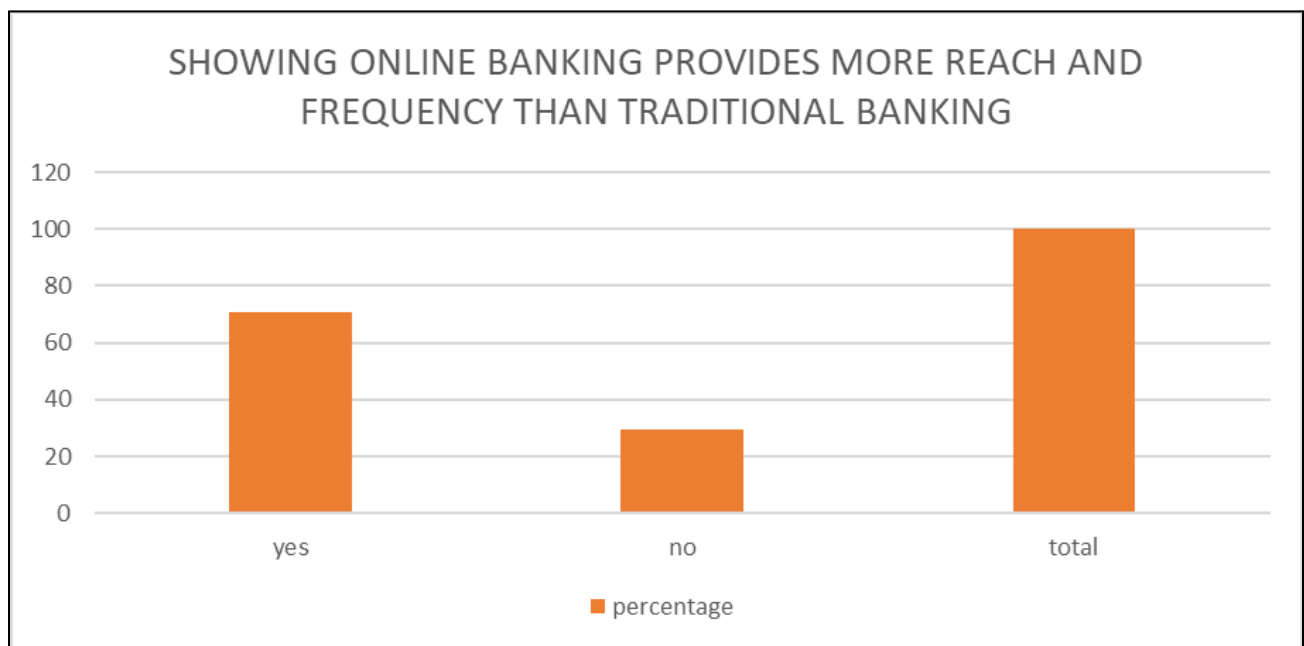


INTERPRETATION:

This chart shows whether the competitors also provide similar services to the respondents. From the above chart it is clear that majority of the competitors provide similar services (75%) and (25%) don't

TABLE 4.15 SHOWING ONLINE BANKING PROVIDES MORE REACH AND FREQUENCY THAN TRADITIONAL BANKING

OPTIONS	FREQUENCY	PERCENTAGE
Yes	36	70.59
No	15	29.41
Total	51	100

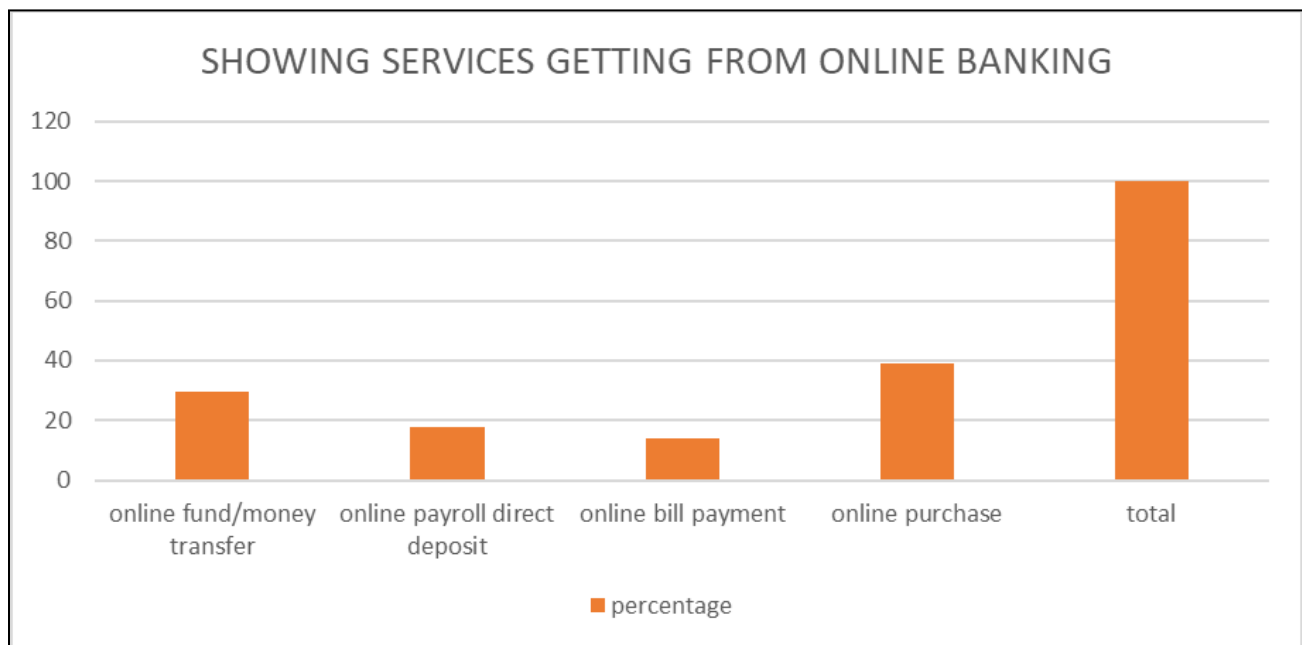


INTERPRETATION:

This chart shows whether online banking provides more reach and frequency than traditional banking. From the above chart it is clear that the majority of the times online banking provides more reach and frequency than traditional banking(70%) and (30%) of the times it doesn't.

TABLE 4.16 SHOWING SERVICES GETTING FROM ONLINE BANKING

OPTIONS	FREQUENCY	PERCENTAGE
Online fund/money transfer	15	29.41
Online payroll direct deposit	9	17.65
Online bill payment	7	13.73
Online purchase	20	39.22
Total	51	100

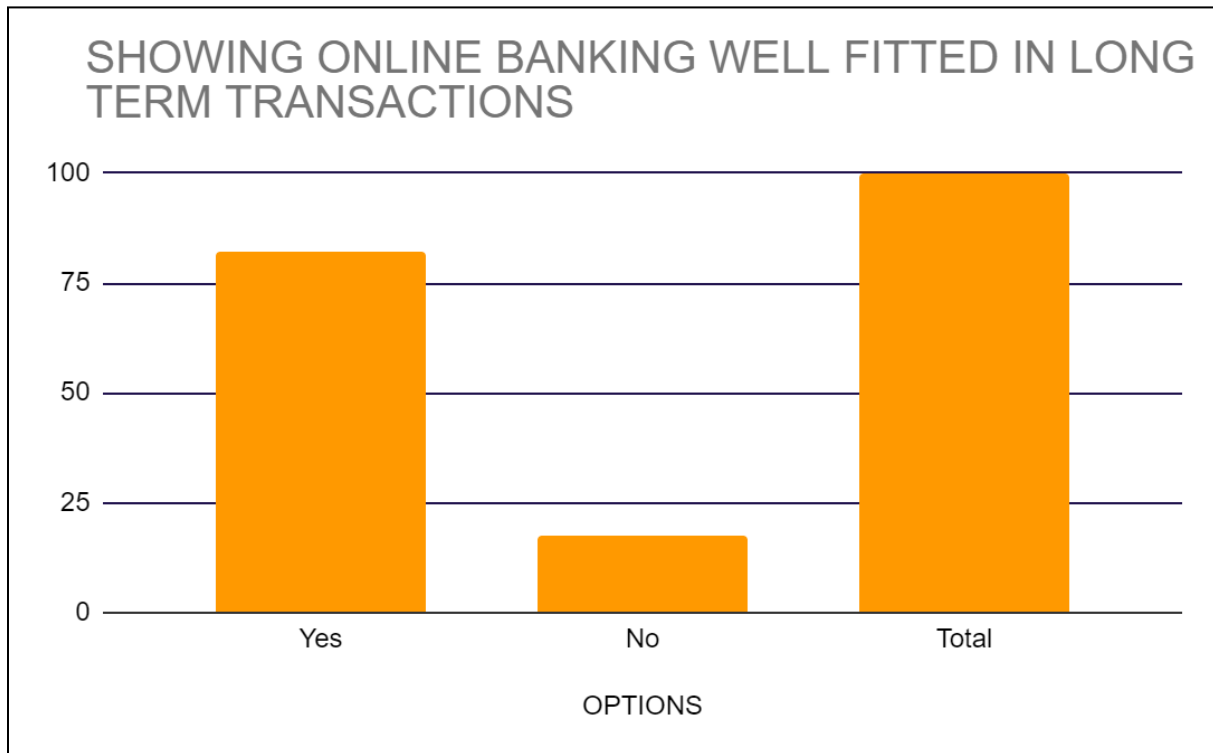


INTERPRETATION:

This chart shows what kind of services the respondents get from online banking. From the above chart it is clear that majority of the respondents does online purchase (40%), (30%) do money transfer, (18%) does online payroll, direct deposit (14%) does online bill payment.

TABLE 4.17 SHOWING ONLINE BANKING WELL FITTED IN LONG TERM TRANSACTIONS

OPTIONS	FREQUENCY	PERCENTAGE
Yes	42	82.35
No	9	17.65
Total	51	100

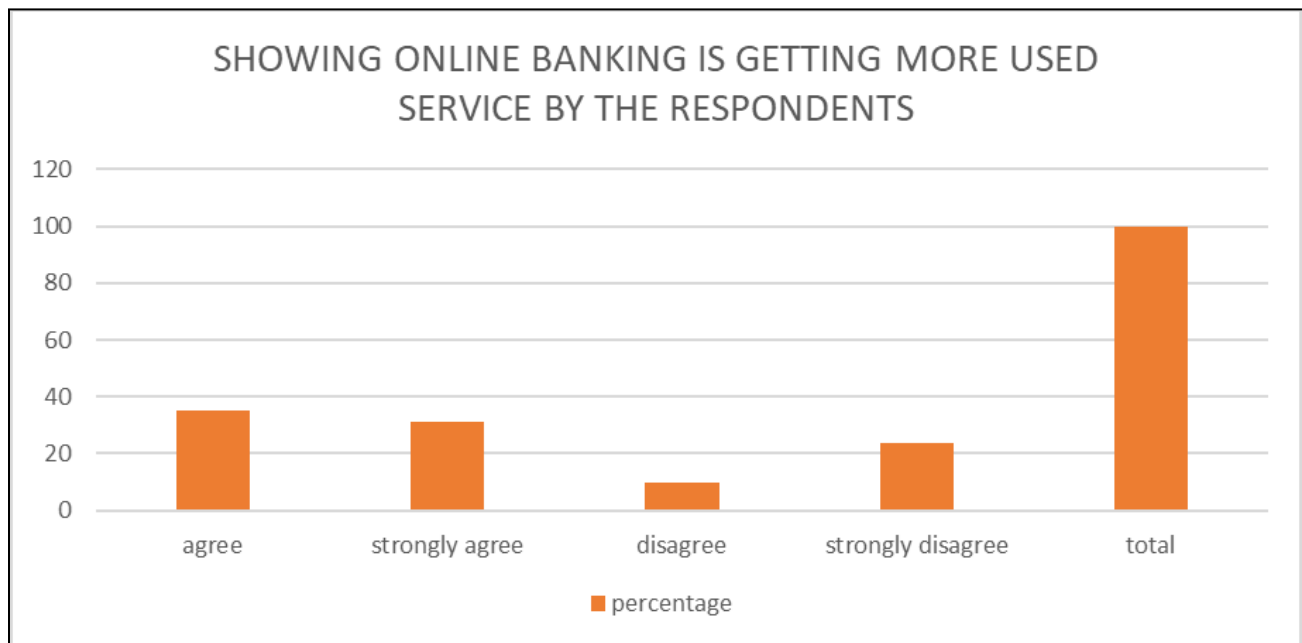


INTERPRETATION:

This chart shows whether online banking is well fitted in the respondents long term transactions. From the above chart it is clear that majority of the respondents are well fitted in long term transactions (83%) and (17%) don't.

TABLE 4.18 SHOWING ONLINE BANKING IS GETTING MORE USE SERVICE BY THE RESPONDENTS

OPTIONS	FREQUENCY	PERCENTAGE
Agree	18	35.29
Strongly agree	16	31.37
Disagree	5	9.80
Strongly Disagree	12	23.53
Total	51	100

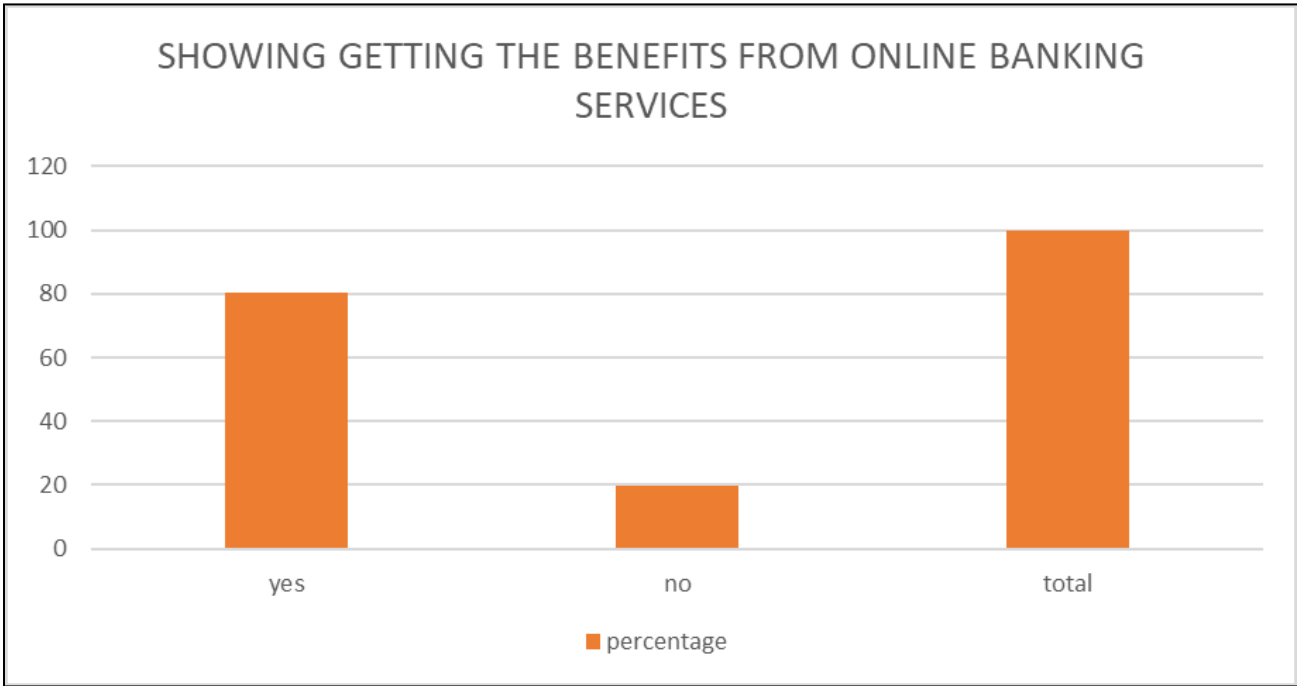


INTERPRETATION:

This chart shows whether online banking is getting more used service by the respondents. From the above chart it is clear that majority of the respondents agree(35%), (30%) strongly agree,(24%) strongly disagree and (10%) disagree.

TABLE 4.19 SHOWING GETTING THE BENEFITS FROM ONLINE BANKING SERVICES

OPTIONS	FREQUENCY	PERCENTAGE
Yes	41	80.39
No	10	19.61
Total	51	100

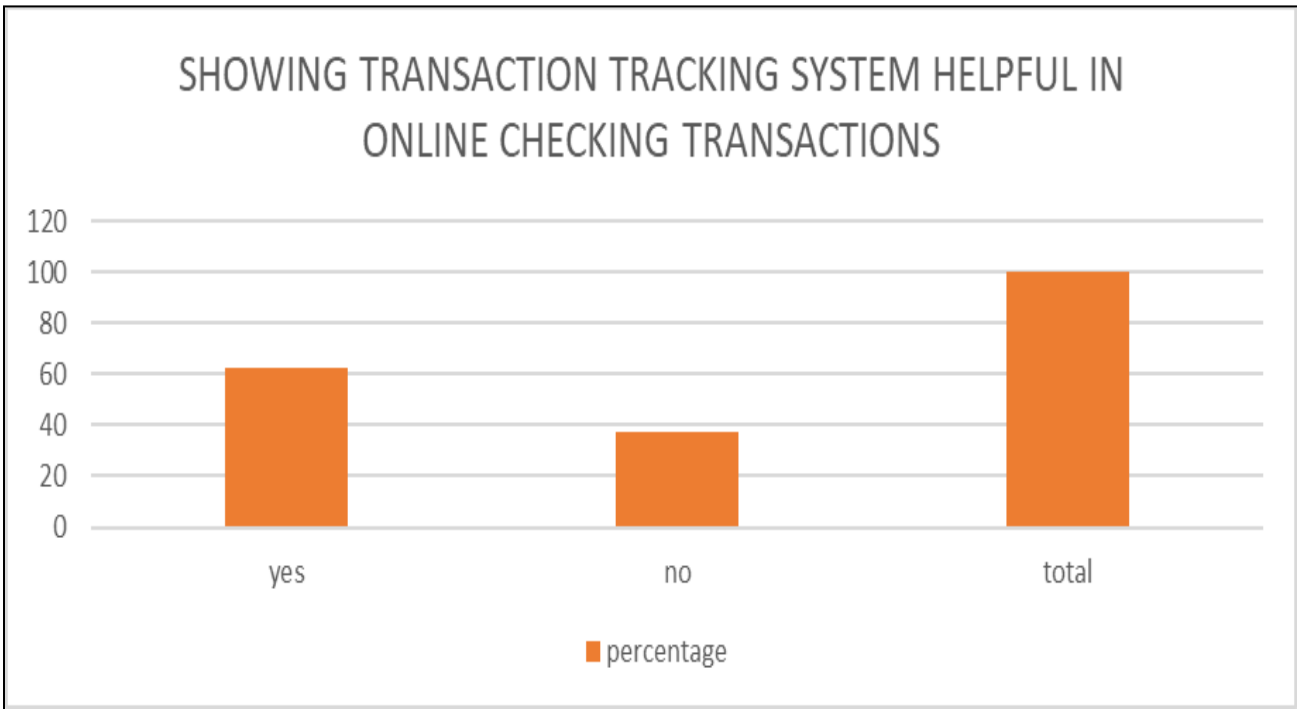


INTERPRETATION:

This chart shows whether the respondents are getting benefits from online banking. From the above chart it is clear that the majority of the respondents are getting benefits (80%) and (20%) are not getting any benefits.

TABLE 4.20 SHOWING TRANSACTION TRACKING SYSTEM HELPFUL IN ONLINE CHECKING TRANSACTIONS

OPTIONS	FREQUENCY	PERCENTAGE
Yes	32	62.75
No	19	37.25
Total	51	100

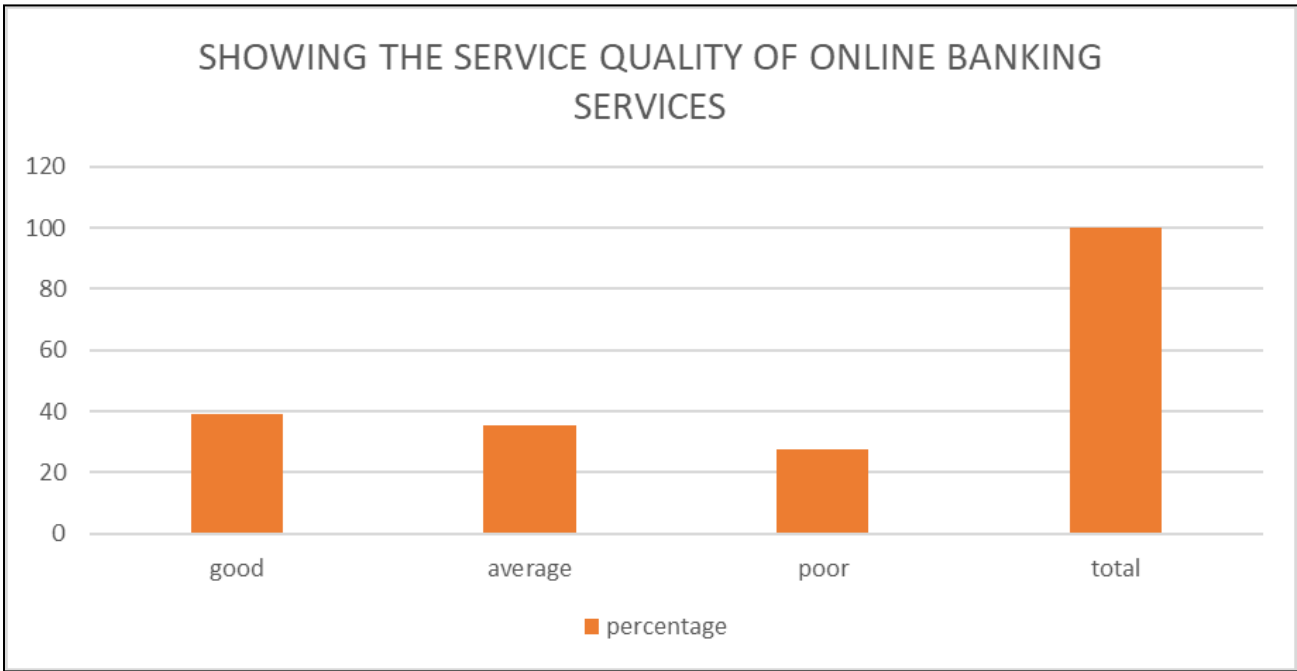


INTERPRETATION:

This chart shows whether the respondent has a transaction tracking system helpful in online checking transactions. From the above chart it is clear that majority of the respondents have a tracking system(63%) and (37%) do not have a tracking system.

TABLE 4.21 SHOWING THE SERVICE QUALITY OF ONLINE BANKING SERVICES

OPTIONS	FREQUENCY	PERCENTAGE
Good	20	39.22
Average	18	35.29
Poor	14	27.45
Total	51	100

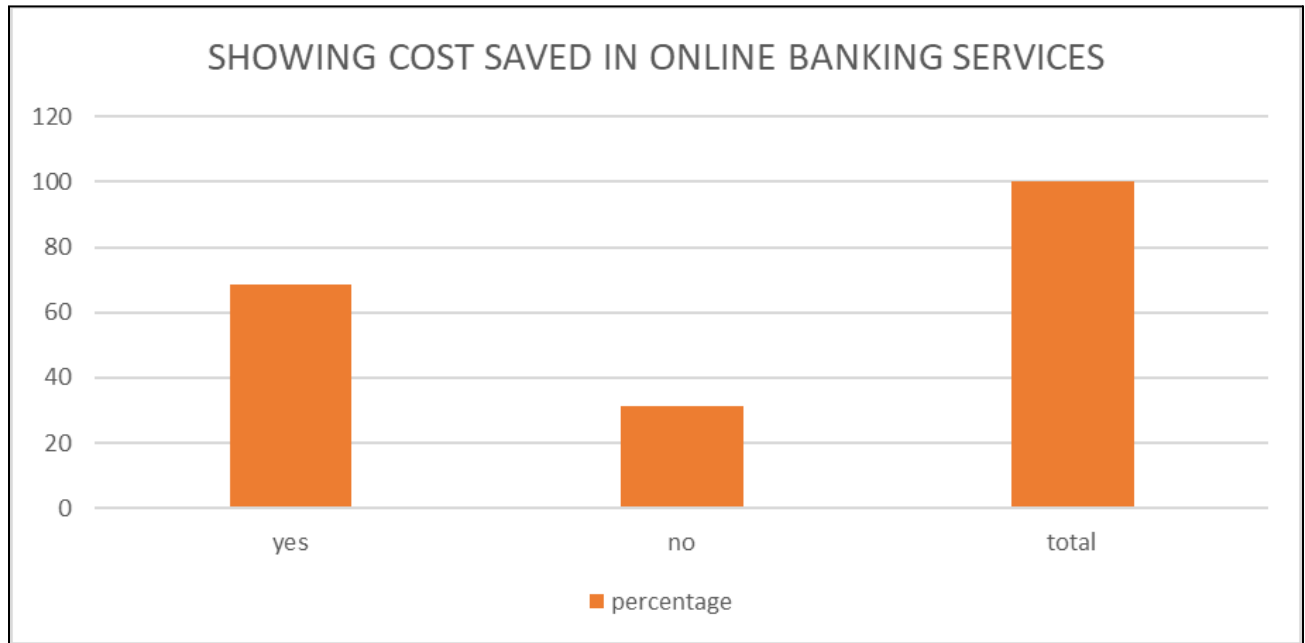


INTERPRETATION:

This chart shows how the respondents feel about the overall service quality of online banking. From the above chart it is clear that the majority of the respondents feel good about the overall service quality (40%), (35%) feel average and (25%) feel poor.

TABLE 4.22 SHOWING COST SAVED IN ONLINE BANKING SERVICES

OPTIONS	FREQUENCY	PERCENTAGE
Yes	35	68.63
No	16	31.37
Total	51	100

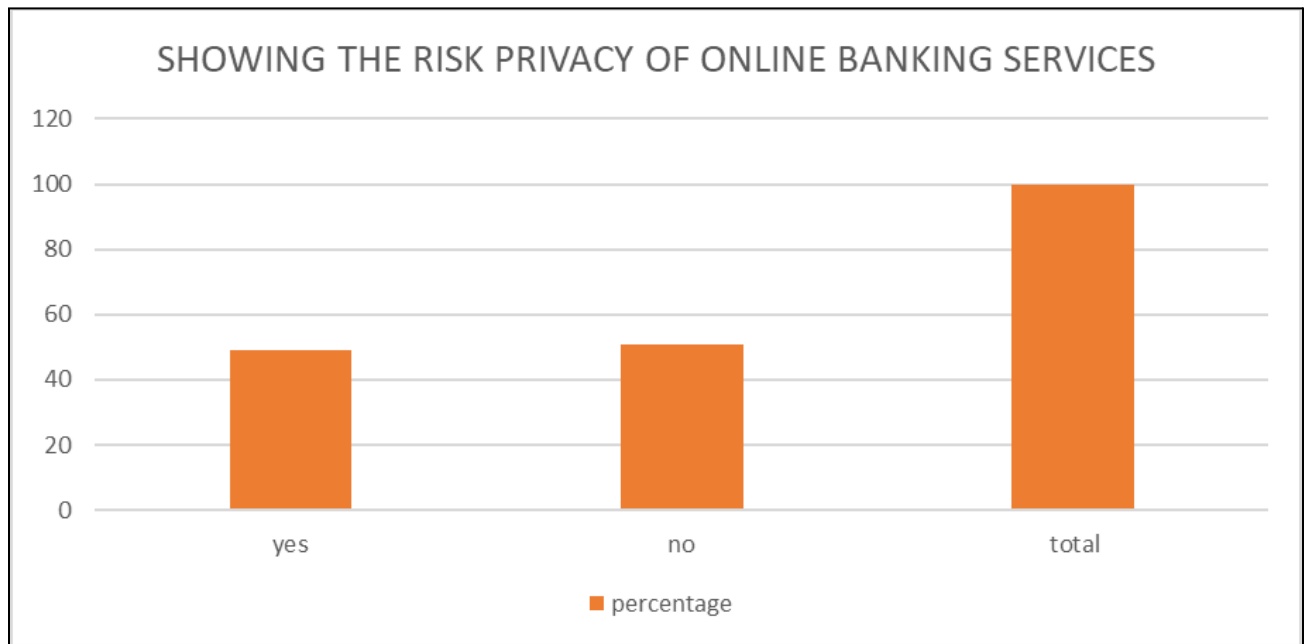


INTERPRETATION:

This chart shows the cost saved by the respondents. From the above chart it is clear that the majority of the respondents saved cost (68%) and (32%) couldn't save cost.

TABLE 4.23 SHOWING THE RISK PRIVACY OF ONLINE BANKING SERVICES

OPTIONS	FREQUENCY	PERCENTAGE
Yes	25	49.02
No	26	50.98
Total	51	100

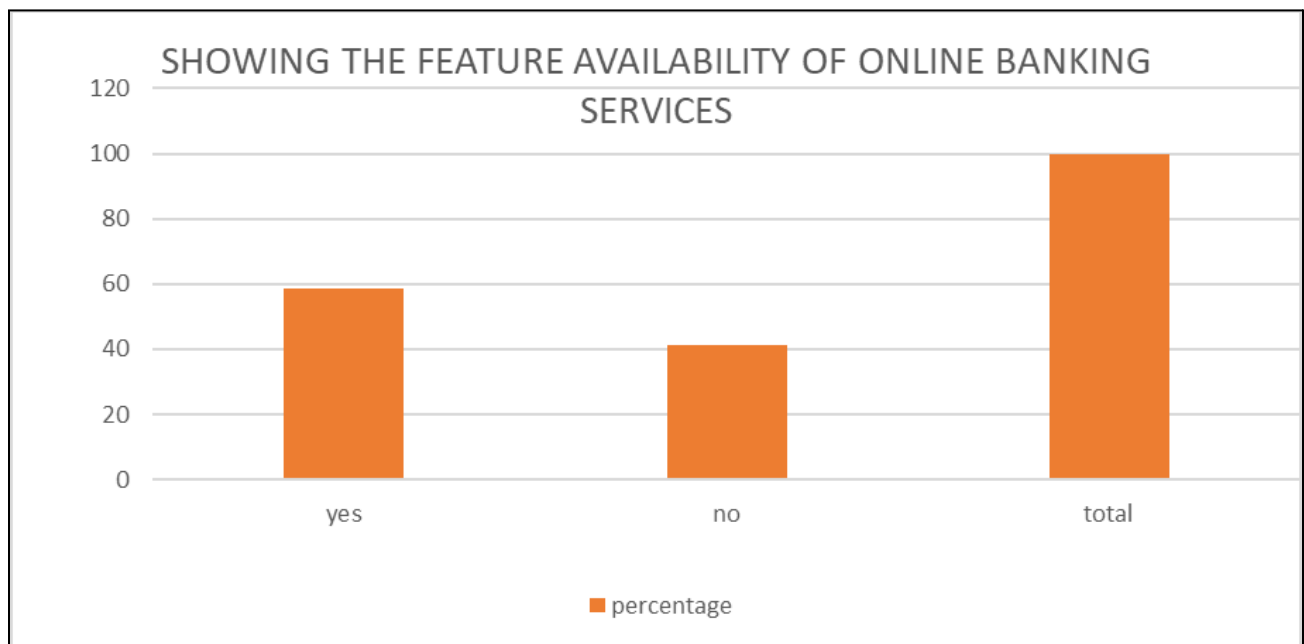


INTERPRETATION:

This chart shows the risk privacy of the respondents. From the above chart it is clear that the majority of the respondents have risk privacy(51%) and(49%) have risk privacy.

TABLE 4.24 SHOWING THE FEATURE AVAILABILITY OF ONLINE BANKING SERVICES

OPTIONS	FREQUENCY	PERCENTAGE
Yes	30	58.82
No	21	41.18
Total	51	100

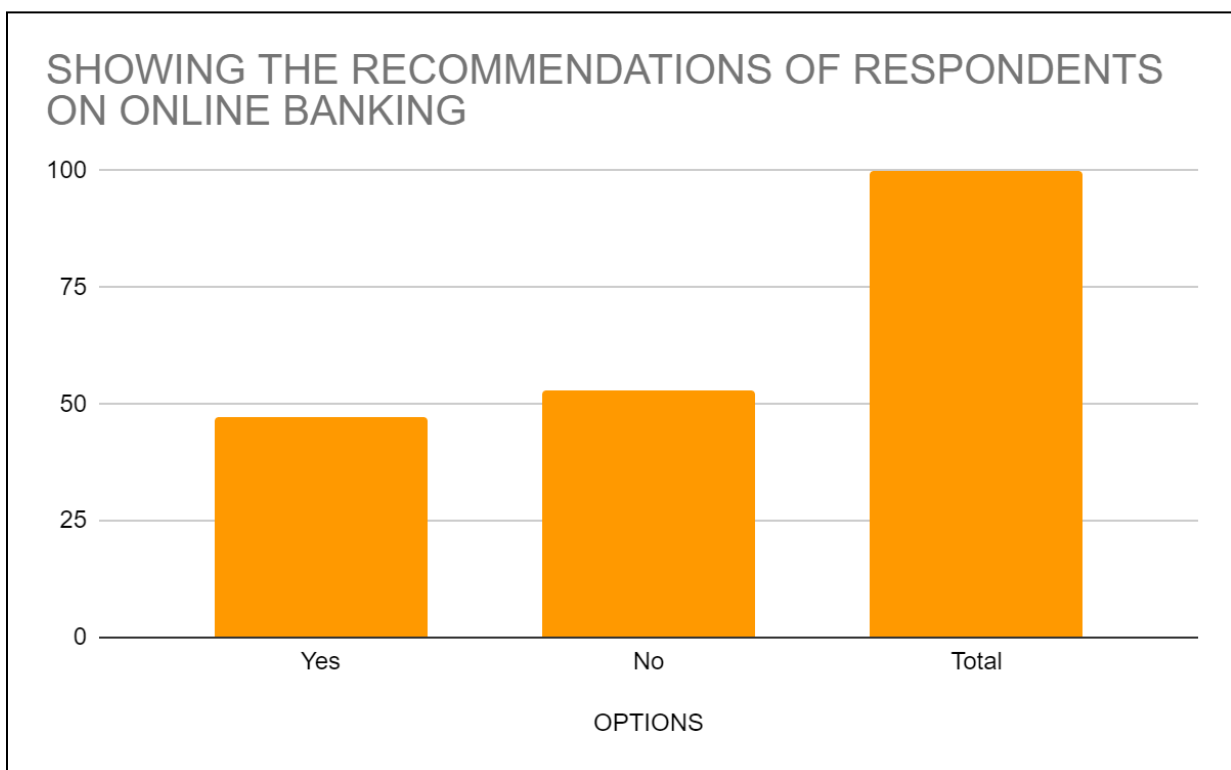


INTERPRETATION:

This chart shows the feature availability of online banking. From the above chart it is clear that majority of the respondents have feature availability(58%) and (42%) do not have feature availability.

TABLE 4.25 SHOWING THE RECOMMENDATIONS OF RESPONDENTS ON ONLINE BANKING

OPTIONS	FREQUENCY	PERCENTAGE
Yes	24	47.06
No	27	52.94
Total	51	100



INTERPRETATION:

This chart shows whether the respondents recommend online banking to friends, relatives, associates for starting an account. From the above chart it is clear that majority of the respondents will not recommend (53%) and (47%) will recommend.

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. This chart shows the age of the respondents. Majority of the respondents are 18-30(58%) and 11% of respondents are less than 18.
2. This chart shows the gender of the respondents. From the above chart it is clear that the majority of the respondents are male(55%) and female respondents are 45%.
3. This chart shows the educational qualification of the respondents. Majority of the respondents are graduates (49%) and the lowest are SSLC (9%).
4. This chart shows the area of living of the respondents. From the above chart it is clear that the majority of the respondents are from rural areas (53%) and (47%) are from urban areas.
5. This chart shows that the majority of respondents are from below 10000(35%) and the lowest are from 10000 - 25000(19%).
6. This chart shows the occupational status of respondents. From the above chart it is clear that the majority of respondents have other occupations(33%) and the lowest are business(5%).
7. This chart shows whether the respondents have a bank account. from the above chart it is clear that majority of the respondents have a bank account (93%) and (7%) does not have a bank account.
8. This chart shows the preferred bank of the respondents. Majority of the respondents use Federal bank(45%) and less people use ICICI bank(19%).
9. This chart shows the preferred bank of the respondents. From the above chart it is clear that the majority of the respondents use Federal bank (45%) and less people use ICICI bank (19%).
10. This chart shows whether the respondents get banks online services faster. From the above chart, the majority of the respondents get faster services (93%) and (7%) have an issue with the speed of online services.
11. This chart shows whether the respondents use a savings account or current account. From the above chart it is clear that the majority of the respondents use a savings account (57%) and the remaining (43%) use a current account.
12. This chart shows the frequency of transactions of the respondents. From the above chart it is clear that the majority of the respondents are (23%) and the lowest is (9%).
13. This chart shows the satisfaction of the customers. From the above chart it is clear that the majority of the people are highly satisfied (29%) and only (3%) are highly dissatisfied.
14. This chart shows whether the competitors als provide similar services with respect to the respondents. From the above chart it is clear that the majority of respondents are (75%) and the remaining are (25%).
15. This chart shows whether online banking provides more reach and frequency than traditional

banking. From the above chart it is clear that the majority of the respondents get more reach and frequency than traditional banking (70%) and (30%) do not get more reach and frequency compared to traditional banking.

16. This chart shows what kind of services respondents get from online banking. From the above chart it is clear that the majority of the respondents does online purchase (39%) and only (13%) does not online bill payment.
17. This chart shows whether online banking is well fitted in the respondents. From the above chart it is clear that the majority of the respondents are satisfied with long term transactions (83%) and the remaining (17%).
18. This chart shows whether online banking is getting more used service by the customers. From the above chart it is clear that the majority of the respondents agree on it (35%) and (9%) disagree on it.
19. This chart shows whether the respondents are getting benefits from online banking. From the above chart it is clear that the majority of the respondents are getting benefits (80%) and the remaining (20%) are not getting any benefits.
20. This chart shows whether the bank has a transaction tracking system helpful in online checking transactions. From the above chart it is clear that the majority of respondents have a tracking system (63%) and (37%) do not have a tracking system.
21. This chart shows the customers' feelings about the overall services quality of the online banking. From the above chart it is clear that the majority of the respondents rated good (39%) and (27%) rated poor.
22. This chart shows the cost saved by the customers. From the above chart it is clear that the majority of the respondents saved cost (68%) and (32%) couldn't save cost.
23. This chart shows whether online banking has risk privacy. From the above chart it is clear that (50%) of the respondents have risk privacy and (50%) don't have risk privacy.
24. This chart shows the feature availability of online banking. From the above chart it is clear that the majority of the respondents have feature availability (59%) and (41%) don't have feature availability.
25. This chart shows whether the respondents recommend online banking to friends, relatives, associates for starting an account. From the above chart it is clear that the majority of the respondents do not recommend (52%) and the remaining (47%) would recommend.

5.2 SUGGESTIONS

Here are some suggestions for the study on customer satisfaction towards online banking facilities in selected private sector banks, Ernakulam:

1. To give proper attention towards customer problems, the bank shall improve the grievance redressal mechanism.
2. Sufficient number of ATMs should be arranged by the banks with smooth flow of cash.
3. The bank shall increase the number of advertisements and promotions on the products and services which will bring progress to the industry.
4. Special training programs for the customers shall be arranged, regarding the products and services and they can be taught to handle online banking.
5. The banks shall give more attention towards the problems like ATMs 'out of cash', card blocks etc.

5.3 CONCLUSION

However, in general, studies on customer satisfaction towards online banking facilities can provide insights into how well private sector banks are meeting the needs of their customers in the digital age. Based on previous studies, some possible general conclusions could include:

1. Online banking facilities have become an essential part of banking services, and customers expect a seamless and user-friendly digital experience.
2. Customers who are satisfied with their online banking experience are more likely to remain loyal to their bank and recommend it to others.
3. Security concerns remain a significant barrier to online banking adoption, and banks need to invest in robust security measures to earn customers trust.
4. Personalized services and features such as mobile banking apps, digital wallets and online investment platforms can enhance customer satisfaction and engagement.
5. Private sector banks need to continuously innovate and upgrade their online banking services to keep up with changing customer needs and preferences.

Overall, the findings of the study can help banks understand the strength and weakness of their online banking services and identify areas for improvement to enhance customer satisfaction and retention.

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WWW.Federalbank.com

WWW.Southindianbank.com

WWW.icicibank.com

APPENDIX

1. Name

2. Age

Less than 18

18 – 30

30 – 50

Above 50

3. Gender

Male

Female

4. Educational qualification

SSLC

+2

Graduation

Post graduation

Other

5. Areas

Rural

Urban

6. Monthly income

Below 10000

10000 – 25000

25000 – 50000

Above 50000

7. Occupation

- Business
- Government sector
- Private sector
- Self employed
- Other

8. Do you have bank account

- Yes
- No

9. Which of the following is your bank account

- Federal Bank
- South Indian Bank
- ICICI Bank

10. Do you use online banking services

- Yes
- No

11. Are you getting banks online services faster

- Yes
- No

12. What type of bank account do you have

- Savings account/ yes / no
- Current account/ yes / no

13. State the frequency of transactions in the bank per month

- Less than 5

- 5 – 10
- 10 – 15
- 15 – 20
- 20 – 25
- 25 above

14. What do you feel about the employee's attention towards your queries regarding online banking

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

15. Does your competitors also provide similar services with respect to you

- Yes
- No

16. Does online banking provides more reach and frequency than traditional banking

- Yes
- No

17. What kind of services are you getting from online banking

- Online bill payment
- Online fund / money transfer
- Online booking
- Online payroll direct deposit
- Mobile recharge
- International payments
- Online purchase

18. Is online banking well fitted in your long term transactions

Yes

No

19. Online banking is getting more used service by the customers do you agree Agree

Strongly agree

Strongly disagree

disagree

20. If agreeing, you getting benefits from online banking

Yes

No

21. Does your bank have a transaction tracking system helpful in online checking transactions

Yes

No

22. What do you feel about the overall service quality of the online banking

Employee's behavior (good/ average/ poor)

Infrastructure facilities (good/ average/ poor)

Banking apps (good/ average/ poor)

Security of online transactions (good/ average/ poor)

23. Cost saved

Internet banking is a cheaper way to conduct banking (yes/ no)

My bank offers additional benefits for internet banking services (yes / no)

My bank does not offer incentives to use internet banking services (yes/ no)

My bank encourages me to use internet banking (yes / no)

24. Risk privacy

I am concerned about the security of internet banking services (yes / no)

- I don't trust internet banking services (yes / no)
- I am concerned about the privacy of internet banking services (yes / no)
- I prefer personal and face to face banking (yes / no)

25. Feature availability

- Internet banking makes conducting banking transaction easier (yes / no)
- My bank does not offer training to use internet banking services (yes / no)
- I do not know how to use internet banking services (yes / no)
- My bank does not offer internet banking services (yes / no)
- Internet banking does not resonate with me (yes / no)

26. Do you recommend online banking to friends, relatives, associates for starting an account

- Yes
- Maybe
- No