

**STUDY OF CUSTOMER SATISFACTION OF E-BANKING  
SERVICES OF SOUTH INDIAN BANK WITH RESPECT TO  
KALAMASSERY BRANCH**

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(Affiliated to Mahatma Gandhi University, Kottayam)

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**C E R T I F I C A T E**

This is to certify that this Dissertation entitled “STUDY OF CUSTOMER SATISFACTION OF E-BANKING SERVICES OF SOUTH INDIAN BANK WITH RESPECT TO KALAMASSERY BRANCH” has been prepared by EBY PETER, SUSHIN SHAJI and AROMAL TOMS ANTO under my supervision and guidance in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship etc.

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# DECLARATION

We hereby declare that the project “**STUDY OF CUSTOMER SATISFACTION OF E-BANKING SERVICES OF SOUTH INDIAN BANK WITH RESPECT TO KALAMASSERY BRANCH**” is our original work and has not been submitted earlier to MG University or to any other Universities. We have undertaken this project work in partial fulfilment of the requirement of B.com 2021-2024 in Bharata Mata College, Thrikkakara Ernakulam affiliated to MG University, Kottayam.

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# CONTENT

SL NO.	TITLE	PAGE NO.
1	LIST OF TABLES	6
2	LIST OF FIGURES	7
3	INTRODUCTION	8
4	REVIEW OF LITERATURE	14
5	THEORETICAL FRAMEWORK	21
6	DATA ANALYSIS AND INTERPRETATION	28
7	FINDINGS, SUGGESTIONS AND CONCLUSION	43
8	BIBILOGRAPHY	47
9	ANNEXURE	50

## LIST OF TABLES

<b>TABLE NO.</b>	<b>TITLE OF TABLE</b>	<b>PAGE NO.</b>
4.1	AGE GROUP	29
4.2	GENDER	30
4.3	NO. OF YEARS	31
4.4	AWARENESS	32
4.5	DEVICE USED	33
4.6	FREQUENCY	34
4.7	SATISFACTION OF E- BANKING SERVICES	35
4.8	LEVEL OF SECURITY	36
4.9	USER FRIENDLINESS	37
4.10	SATISFACTION OF CUSTOMER SUPPORT	38
4.11	PLATFORMS	39
4.12	ISSUES FACED BY CUSTOMERS	40
4.13	FEEDBACK	41
4.14	SUGGESTIONS	42

## LIST OF FIGURES

<b>FIG NO.</b>	<b>TITLE OF FIGURES</b>	<b>PAGE NO.</b>
4.1	AGE GROUP	29
4.2	GENDER	30
4.3	NO. OF YEARS	31
4.4	AWARENESS	32
4.5	DEVICE USED	33
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4.7	SATISFACTION OF E- BANKING SERVICES	35
4.8	LEVEL OF SECURITY	36
4.9	USER FRIENDLINESS	37
4.10	SATISFACTION OF CUSTOMER SUPPORT	38
4.11	PLATFORMS	39
4.12	ISSUES FACED BY CUSTOMERS	40
4.13	FEEDBACK	41
4.14	SUGGESTIONS	42

**CHAPTER 1**  
**INTRODUCTION**



## **Abstract**

Our study is about the topic of E-banking services of South Indian Bank. The goal was to find the satisfaction of customers towards South Indian Bank. Now a days people are using online mode of banking more than offline banking and our main objective was to find their response towards online banking platform of South Indian Bank.

### **1.1 Introduction**

Electronic banking, or "E-Banking," has become a disruptive force in the financial sector in the rapidly evolving digital age, revolutionizing the way both individuals and corporations handle their money. Through the use of technology, e-banking services give consumers quick, safe, and easy access to a variety of financial services and transactions.

The use of technology and electronic means to carry out different banking operations and financial transactions is referred to as electronic banking services, or e-banking services. With its ability to provide consumers and financial institutions with efficiency, accessibility, and ease, e-banking has grown to be an essential component of today's banking environment. These are a few essential features of online banking:

Furthermore, the way financial institutions run has been completely transformed by e-banking. It has improved security, reduced internal procedures, and created new opportunities for consumer interaction and creativity. Banks are using technology to provide individualized, frictionless, and value-added services to their customers. Examples of these services include automated loan approvals and chatbots with artificial intelligence that serve customers around-the-clock.

In light of this, the project seeks to explore the various facets of online banking in greater detail. We aim to investigate the effects of e-banking on the banking sector, look at new developments in the field, evaluate the advantages and disadvantages for banks and customers, and suggest ways to optimize e-banking's potential while reducing related risks.

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## **1.2 Statement of study:**

We plan to investigate in this study the factors that led to the adoption of South Indian Bank's E-banking services as well as the issues that its customers encounter. The study focuses on ability of South Indian Bank's E banking services satisfy their client demands and how it helps to retention their customers. We aim to get a better understanding of the customer needs and what all improvements they want to see implemented in the services which are available to them. Customers can be retained only by providing them top notch service and satisfying their needs and also resolving any inconvenience faced by the customers.

## **1.3 Objectives**

- 1.To assess the range of e-banking services provided by South Indian Bank.
- 2.To evaluate the usability and effectiveness of these services from the perspective of customers.
- 3.To identify challenges and opportunities for improving e-banking services in South Indian Bank.
- 4.To propose recommendations for enhancing the quality and accessibility of e-banking services offered by South Indian Bank.

## **1.4 Scope of study**

This study is based on the data collected from the users of South Indian bank of Kalamassery branch of Ernakulam during the period of 4 months that is from December 2023 to March 2024. The sample size of study is 50.

## **1.5 Significance of study**

Customers are switching banks these days as a result of subpar services they get from them or dissatisfaction with bank policies or offerings. Banks face challenges, and the goal of our research is to determine how satisfied customers are with banks and their online banking services and applications. We can determine the degree of client dissatisfaction with online, internet, and mobile banking thanks to our study. It will be useful to us to see how satisfied consumers are with the bank and the online banking services they use.

## **1.6 Research methodology**

### **a) Sample**

A total of 50 customers in different parts of Kalamassery were selected as respondents. Tables and charts were used to examine and understand the data that was collected. Kalamassery branch was chosen for the study because of it is much more convenient for collecting data due to its location. 50 response was received in total from the questionnaire.

### **b) Sampling technique**

Convenient sampling is adopted as all the members of population does not get the chance of being selecting as respondents. For the of the research

### **c) Source of data**

Primary data are used in this investigation. Customers of South Indian bank are given questionnaires in order to collect primary data.

### **d) Tools of analysis**

- Classification
- Tabulation
- Percentage
- Diagrams and charts

### **e) Tools for presentation**

- Table
- Pie diagram

### **f) Area of the study**

In Ernakulam district, Kalamassery is the focus of the research. The Kalamassery branch was selected for the study because of its location, which makes data collection considerably more convenient. There were fifty responses to the questionnaire overall.

## **1.7 Limitation**

- The data analysis statistical techniques have limits of their own.
- This study is subject to all main data restrictions.
- Time constraints for data collection and analysis limit the study's depth and scope, which increases the risk of missing significant details or patterns.
- Study is limited to kalamassery branch.
- Only a small sample was received as response therefore it may affect generalization of the findings

## **1.8 Chapterisation**

### **Chapter 1**

First chapter deal with introduction to topic a study on E-banking services of South Indian Bank.

### **Chapter 2**

Second chapter deals with the review of literature done by other researchers on online banking facilities.

### **Chapter 3**

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

### **Chapter 4**

The analysis and interpretation of data gathered from individuals is covered in the fourth chapter.

### **Chapter 5**

Fifth chapter deals with the findings and suggestion made after analysis and interpretation of the data.

**CHAPTER 2**  
**REVIEW OF LITERATURE**

1)Saluja, M. S., & Wadhe, T. found that Technology (IT) has emerged as the central component of the banking industry, which in turn forms the backbone of every healthy economy. The economy will also collapse if it does. Electronic banking has the potential to boost bank profits by decreasing banking expenses. This study looks into how E-banking affected Indian scheduled commercial banks' profits between 2006 and 2014. 31 banks from four significant bank groupings of India's scheduled commercial banks are included in the study. To investigate the impact of E-banking services on bank profitability, multiple regression analysis is employed. The analysis's conclusion is that e-banking has a beneficial impact on the profitability of both old and nationalized private sector banks. It demonstrates how having more ATMs has a favorable impact on profitability. However, there is little correlation between bank profitability and the number of branches in the case of branch banking.

2)Suja, P., & Raghavan, N. analysed that the establishment of physical branches and the associated overheads have resulted in banks adopting E-banking as a substitute for their conventional branch banking delivery channel. Prior to implementing any new service channel .One of the main things a consumer expects from a service provider is service delivery. The benefits are compared and the prices of the service are evaluated by the customer. Traditional banking services are progressively being replaced by online banking services. Through e-banking services, the banks are constantly enhancing their offerings to obtain a competitive edge over other banks. This study looked at reviews that were gathered in the field of electronic banking services, such as mobile, ATM, and internet banking.

3)Hyde, A. M. figured out that the world of today has more and more services accessible online. Online banking is one aspect of this that is expanding quickly. When coupled with online retailers, a significant amount of money is exchanged only through online communication. This is really practical. and the implementation and uptake of these services are being fueled by the easy access to the internet in all first-world nations as well as the financial savings from eliminating bank branches. However, purchases conducted just online carry a higher risk. There are none of the typical protections seen in real-world transactions.

4)Rana, P., & Pandey, D. claimed that the Indian banking industry has undergone numerous changes in recent years. The primary goal of banks is to add value for their clients, which is why the majority of them have started to use new strategies to achieve this goal. Within the realm of financial and banking Nothing remains motionless. Banking operations these days involve more than just taking deposits from clients and making loans to them. Aside from typical business, banks offer a broad range of services to meet the needs of all kinds of clients, from the smallest account holder to the largest organization, and occasionally even non-clients,

for both financial and non-financial needs. The banking sector has undergone a complete restructuring in response to current events, and in order to remain competitive, new technologies are also being implemented. The revolution in information technology has allowed banks to provide their customers convenience and flexibility in their operations, simplifying their lives and enabling them to take use of a wider range of products and services.

5) Amutha, D. this shows that In addition to non-bank financial intermediaries and other financing sources, banking institutions also compete with one another. The expanding and shifting requirements and expectations of customers along with rising levels of education and wealth represent another strategic challenge for financial companies today. Customers are become more sophisticated and actively involved in their financial choices. This study looks into the variables influencing consumers' acceptance of online banking services and assesses how concerned they are about security and privacy in the Indian setting. easing people's lives to enable banks to offer a range of goods and services to clients

6) Ashima, J. found that this study paper's goal is to investigate Indian customers' preferences and satisfaction levels with e-banking services travelled a great distance to reach its current position. A comparative study has been conducted between male and female clients about the basic online banking services offered by each branch. A correlation between the demographic characteristics and the bank's choice has also been examined.

7) Singh, S. K. figured out that the Customers require immediate financial solutions for a better living in today's demanding society. Complete control over bank and credit card accounts is provided via online banking services. bank today from the comfort of their clients' homes or offices, whether they are in India or elsewhere in the globe: anywhere, whenever, and whenever it's most convenient. E-services are essential for improving the caliber of services that businesses offer to their clients. This boosts client happiness and trust, which gives businesses a competitive advantage. The success of an online business is largely determined by the quality that customers perceive in the e-services they receive.

8) Kumar, G. claimed that the Indian banking sector is more impacted by the country's advances in information technology. The most popular channel for communication between customers and banks these days is the internet. India's technological progress has led to a significant growth in both the availability and usage of the internet. Online banking is quickly replacing traditional in-person banking thanks to the internet. Studying the e-service quality of banks is essential to understanding the bank's quality. The quality of online banking and e-services as perceived by customers and how that affects consumer satisfaction are the topics of this study.



9) Kavitha, S. analysed that in this day of fierce competition, the only businesses that can thrive are those that can identify and meet their customers' demands. Consumers are a company's most valuable asset. Businesses should use the appropriate tactics to meet customer needs of their patrons. The current corporate environment has made this procedure fairly simple due to the rapid rise of information technology solutions that may be leveraged to meet client requests more quickly. The banking industry in particular is putting a lot of effort into utilizing information technology tools and procedures to their fullest potential.

10) Sinha, I., & Mukherjee, S. identified that this article aims to assess and explore the reasons behind India's low adoption rate of off-branch e-banking compared to developed nations. Even with the advantages of online banking outside of branches, India's electronic banking market is nevertheless growing slower than anticipated. Numerous findings from the literature suggest that users are unsure and hesitant to embrace and use the system. It is believed that using off-branch electronic banking rather than traditional banking will be crucial to the banking industry's growth. The diffusion of innovation (DOI), trust theory, and technological acceptance model (TAM) constructs are all included in this study. Surveys were used to gather data, which were then subjected to multiple regression analysis.

11) Kaur, J. (2017). claimed that the technology is playing a major role in the quick changes that the world economy is experiencing. Every aspect of life is being impacted by the technological revolution, and the banking industry is no exception. The banking industry in India has also collapsed. Traditional brick and mortar banking is becoming less common as brick and click and virtual banking become more prevalent. The banks are utilizing the internet to offer new services. The rising rate of internet usage in India is one of the factors contributing to the growth of e-banking. Because electronic banking has so many benefits, many these days choose to use it.

12) Sachdeva, K., & Kumar, P. S. found that the introduction of financial and economic reforms has altered how India's banking sector operates. One of the most significant and cutting-edge applications, e-banking has seen tremendous growth in the Indian banking industry. The primary means of service provided by the banks is e-banking system. Nonetheless, there is a paucity of literature in India now available for evaluating the effect of e-banking on bank performance. In light of this, the current study looks at how Indian commercial banks performed between 2009 and 2015 in relation to electronic banking. While the number of installed ATMs, the total number of online transactions, and the total amount of online transactions are regarded as e-banking factors, return on equity and return on asset are considered bank performance metrics.

13) Dittrich, Y., Vaidyanathan, L., Gonsalves, T. A., & Jhunjhunwala, A. identified that Around the world, information and communication technology, or ICT, is a major factor in the inclusion of marginalized people in societal and economic growth. Our study examines various banking service initiatives that are creating technological solutions for India's rural areas. This poster includes an experience report that was triangulated with extra documentation and was based on a comprehensive debriefing of the project leaders and initiators who were involved. The idea of the Socio-Technical Prototype is developed and applied to demonstrate how to lessen the difficulties in providing ICT-based financial services for communities who are socially disadvantaged. The term "socio-technical prototype" goes beyond the definition of a prototype because it refers to a fully operational service implementation that involves all pertinent parties.

14) Chandrasekaran, S., & Narayanan, S. M analysed..The swiftly developing emerging economy is bringing with it quickly evolving technologies, a rise in information intensity across all corporate domains, and customer service delivery channels like online banking. These days, e-banking services include 360-degree, touch, and smart banking. Online, mobile, and virtual banking services that are always available. Since foreign banks and recently founded private sector banks are leading the way in the implementation of e-banking services, the competition has been particularly fierce for public sector banks. The rapid advancement of the global information infrastructure has made it possible for electronic commerce to flourish globally. The article attempts to concentrate on the online banking services offered by the Indian banking sector.

15) Devulapalli, S., & Oruganti, S. K. found that the Following the implementation of demonetization, digital currency has become extremely popular among Indian citizens. In the current market environment, e-banking and digital banking are greatly impacted by digital currency and online transactions. The use of online banking services and electronic financial transfers are the two primary components of e-banking. International banks were the first to offer electronic banking because, prior to demonetization, digital currency was not widely used in the Indian market. A significant portion of today's banking capabilities is e-banking. Comparing electronic banking to physical banking, it is assumed to be safer and more secure. In contrast to traditional banking, e-banking guarantees high-quality banking operations. In contrast, it has its own set of drawbacks and difficulties when it comes to security.

16) Chauhan, V., & Choudhary, V claimed that ollowing the implementation of demonetization, digital currency has become extremely popular among Indian citizens. In the current market environment, e-banking and digital banking are greatly impacted by digital currency and online

transactions. The use of online banking services and electronic financial transfers are the two primary components of e-banking. International banks were the first to offer electronic banking because, prior to demonetization, digital currency was not widely used in the Indian market. A significant portion of today's banking capabilities is e-banking. Comparing electronic banking to physical banking, it is assumed to be safer and more secure. In contrast to traditional banking, e-banking guarantees high-quality banking operations.

17) Gowthaman, D. P figured out that The banking industry's financial services division is now experiencing a number of innovations. The purpose of the paper is to ascertain how customer satisfaction is affected by online banking. This study aims to ascertain the impact of E-banking elements on customer satisfaction. In this study, a descriptive research design is employed. 117 respondents provided data, which was gathered on a probability basis. The SPSS program was used for analysis. Statistical tools such as frequency analysis, mean analysis, independent sample test, one-way Anova, and regression analysis were used to classify, tabulate, and analyse the acquired data. The findings indicated that the majority of responders, who use online banking, were female and between the ages of 18 and 25. Regression study results show that parameters related to online banking have an impact on customer satisfaction.

18) Biradar, J. P. this shows that To provide banking services, the banking industry and bankers have begun utilizing cutting-edge technologies. Modern technology is being used by banks in e-banking to facilitate banking activities and operations while offering their clients high-quality services. The foundation of this research is both primary and secondary data. To gain a quantitative understanding of consumers' perceptions and factors influencing their use of e-banking services, a five-point Likert scale was employed. According to the study, consumers are more at ease using ATMs and debit card facilities than they are when using online banking services. Additionally, the use of e-banking services, such as mobile banking, credit card facilities, and internet banking services, has grown in popularity in recent years.

19) Suresh, A., & Rani, N. J found that The banking of the future is going to be electronic. Customers benefit greatly from it in terms of transaction cost and comfort. However, it also presents new challenges for national organizations in terms of modifying and supervising the budgetary plan as well as planning and implementing macroeconomic guidelines. Both online retailers and consumers anticipate simple, secure, and efficient purchasing and selling procedures. That's getting easier and more seamless thanks to new technologies. However, user requests for more choices and capabilities when making payments drive growth in several ways. This article focuses on the obstacles and difficulties facing India's e-banking services industry.

This essay examines the obstacles and difficulties associated with online banking in a descriptive manner, attempting to pinpoint the underlying reason of these issues.

20) Purushothaman, S., Priyadharshini, G., Hemavathi, M., & Gowrishankar, J analysed that the . E-banking services, which increase the banking industry's competitiveness, are the new standard for doing business in the digital economy. However, new technology does not necessarily come with benefits. There are a number of security risks associated with it, and some consumers find it difficult to use E-Banking services. These difficulties need to be addressed. This study's primary goal is to examine how aware and how often SBI bank account customers in the Chennai area use internet banking.

**CHAPTER 3**  
**THEORETICAL FRAME WORK**

## **E-Banking**

E-Banking allows you to conduct financial transactions via the internet, usually via a website or specialised app. You can do this through a bank, credit union, or online-only bank. Given that it may be completed using a tablet or smartphone, it is also occasionally referred to as mobile banking. It is the process of using the internet to carry out financial transactions. To complete banking operations like depositing money, moving funds, or paying bills, you use a secure website or app to interact with your financial institution rather than going to a physical location.

You can manage your accounts online with E-Banking at any time of day or night, including on bank holidays and outside of regular business hours. The type of transaction you're doing and the hours your bank is open will determine. E-Banking, sometimes referred to as virtual banking, web banking, internet banking, or home banking, is a system that lets clients of banks and other financial institutions use their website or mobile app to do a variety of financial operations. This has emerged as the most popular method for clients to access their bank accounts since the early 2000s. To give consumers access to banking services in addition to or instead of traditional branch banking, E-Banking systems usually integrate with or are a part of a bank's core banking system. By lowering reliance on a branch network, E-Banking dramatically lowers operating costs for banks and, for some customers, provides convenience by minimising the need to visit a branch.

E-Banking offers both personal and business banking services, with capabilities such as electronic bill payment, account balance monitoring, statement retrieval, recent transaction monitoring, and fund transfers across accounts. You may check your account balances, make transfers, see your transaction history, and access our online bill pay with State Bank E-Banking. Every day, you can access your accounts through E-Banking at any time of day. You may complete your transactions quickly and easily from any computer with an Internet connection, wherever you are and at any time. The Internet is a global wide area network of interconnected computers that allows for the sharing and transfer of data. Owing to the Internet's open nature, all web-based services, including BSB Online Banking, are intrinsically

## **Factors affecting E-Banking**

E-Banking has a ton of advantages, but there are a few more things that influence those advantages. However, it is crucial to comprehend the dangers and security issues associated with online banking. Identity theft, fraud, using weak passwords, phishing attacks, insecure networks and devices, ignorance, insider threats, and system weaknesses are some of the major security challenges. To lower these risks, financial institutions need to implement robust security measures including encryption, multifactor authentication, and regular security assessments. The best practices that users should adhere to are making strong passwords, avoiding phishing scams, and keeping their software and hardware up to date.

## **Customer loyalty towards E-Banking**

Customers can access certain bank services by connecting with the bank online through internet banking. It is the use of technical developments to make financial information resources available in an electronic manner. The development of technology also gives banks the ability to rapidly and effectively provide particular services to their clients from any location at any time, without requiring them to physically visit their bank premises. The requirement for human interaction when conducting financial transactions is a key distinction between traditional banking and online banking. In traditional banking, customers must physically visit the bank to get specific services including making cash deposits and/or withdrawals, requesting information, creating a savings account, etc. However, on the internet

## **Indian banking system**

With roots in the 18<sup>th</sup> century, the Indian banking system has a long and illustrious history. The Bank of Hindustan is regarded as one of the oldest banks, having been founded in 1770. However, the 19<sup>th</sup> and 20<sup>th</sup> centuries saw a number of important developments. Presidential Banks Three presidency banks were founded in the first part of the 1800s: the Bank of Calcutta (1806), the Bank of Bombay (1840), and the Bank of Madras (1843). They established the groundwork for contemporary banking in India. Indian Imperial Bank The three presidential banks amalgamated to establish the Imperial Bank of India in 1921. For Indian commercial banks, it functioned as a central bank. India's Reserve Bank (RBI) The RBI replaced the Imperial Bank as the nation's primary banking organisation when it was founded in 1935. Liberalisation Economic liberalisation brought about by the 1990s

made it possible for international and private banks to conduct business in India. Competition and contemporary banking procedures resulted from this. Banks of the New Generation, New private sector banks like ICICI Bank and HDFC Bank began to appear in the late 20<sup>th</sup> century, completely changing the banking scene. Technological Progress With the advent of internet, mobile, and digital payment technologies, the banking industry underwent a dramatic transition in the twenty-first century, becoming increasingly technology-driven. India's banking industry now consists of a combination of foreign, private, and state institutions, all of which support the nation's financial stability and economic expansion.

### **History of South Indian Bank**

Since its founding in 1929, the South Indian Bank Limited (SIB) has been one of India's oldest private sector banks, having a lengthy and illustrious history. An outline of the bank's past is provided below:

#### **The founding and the initial years (1929–1940s):**

Thrissur, Kerala, India serves as the headquarters of the South Indian Bank, a private sector institution that was established on January 29, 1929. To meet the financial needs of the area, a group of entrepreneurial Thrissur businessmen led by V. Sundararajan Iyer and the Maharaja of Travancore founded the bank.

#### **Growth and Extension (1950s–1970s):**

In order to meet the financial needs of people, companies, and institutions, South Indian Bank grew its branch network and varied the products it offered after independence. The bank was crucial in assisting South India's economic growth, especially in the states of Kerala, Tamil Nadu, Karnataka, and Andhra Pradesh.

#### **Technological advancements and Modernization in the 1980s and 1990s:**

South Indian Bank adopted modernization measures and implemented computerized banking systems to improve operational efficiency and customer service, in keeping with the technical improvements in the banking sector. In order to meet the changing needs of its clients in the digital era, the bank concentrated on implementing new technologies and growing its online banking offerings.

#### **Stock exchange listing (1990s–2000s):**

In 1998, South Indian Bank went public by listing its shares on several of India's top stock markets.

The bank's stock exchange listing improved corporate governance and transparency, and also



made capital raising efforts easier.

### **Beyond South India's Border (2000s–Present):**

Early in the new millennium, South Indian Bank opened branches both domestically and abroad as part of a calculated strategy to broaden its reach beyond its long-standing bases in South India.

The bank served a wide range of clientele by establishing a presence in significant global financial hubs and major cities.

### **Innovation in Products and Services (2000s–Present):**

Through the introduction of new financial products, digital channels, and customer-centric initiatives, South Indian Bank has continued to innovate its offerings of goods and services.

The bank prioritized improving the client experience by offering individualized services, effective distribution methods, and creative solutions.

### **Acknowledgment and Prizes:**

South Indian Bank has won honours and recognition over the years for its achievements, inventiveness, and support of India's banking sector.

The bank has received praise for its dedication to best practices, corporate social responsibility, and customer service.

With a long history of reliability, honesty, and client focus, South Indian Bank is a major force in the Indian banking industry today.

### **Major E-banking services provided by South Indian Bank:**

#### **1. Internet Banking:**

Account balance inquiry

Fund transfers within the bank and to other banks

Online bill payments

Statement downloads

Online loan and credit card applications

#### **2. Mobile Banking:**

Mobile apps for various platforms (iOS, Android)

Fund transfers and bill payments through mobile devices

Mobile check deposit

SMS banking services

### **3.ATM Services:**

Cash withdrawals

Balance inquiries

Funds transfer

Mini statements

### **4.Online Bill Payment:**

Facility to pay utility bills, credit card bills, etc., online through the bank's portal

### **5.Debit and Credit Cards:**

Debit and credit card services with online transaction monitoring

Card blocking and unblocking

### **6.Investment and Wealth Management:**

Online access to investment portfolios

Mutual fund investments

Online trading facilities

Customer Support:

### **7.Online chat support:**

Email and phone support for account-related queries

Frequently Asked Questions (FAQs) and online help resources

### **8.Security Measures:**

Multi-factor authentication for online transactions

Secure Socket Layer (SSL) encryption for data protection

One-time passwords (OTPs) for certain transactions

## **9. Alerts and Notifications:**

Email and SMS alerts for account activity

Transaction confirmation alerts

## **10. Electronic Funds Transfer (EFT):**

Real-time gross settlement (RTGS) for large-value transactions

National Electronic Funds Transfer (NEFT) for smaller transactions

**CHAPTER 3**  
**DATA ANALYSIS AND INTERPRETATION**

## 1.CLASSIFICATION ON THE BASIS OF AGE GROUP

AGE	NO. OF RESPONDANTS	PERCENTAGE
18-25	37	74%
25-40	9	18%
40-60	3	6%
ABOVE 60	1	2%

Table 4.1 AGE GROUP

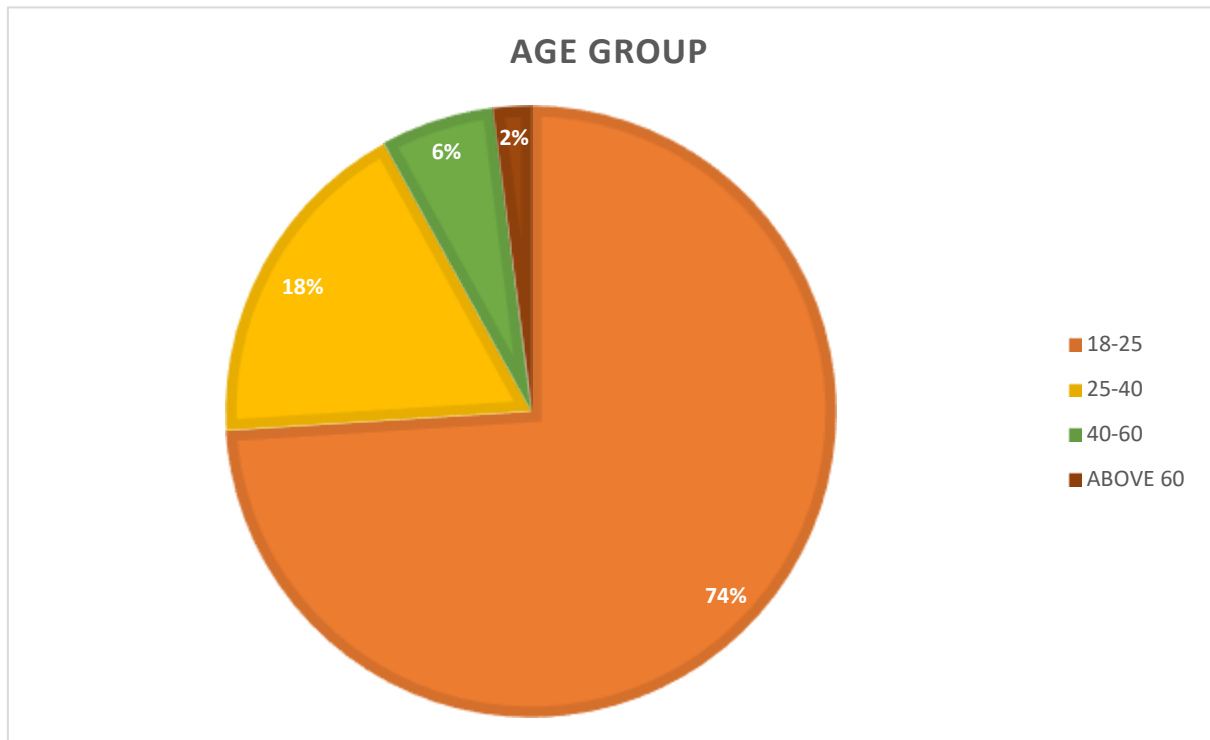


Chart 4.1

### **INTERPRETATION:**

According to the above data, 74% of respondents are between the ages of 18 and 25, 18% are between the ages of 25 and 40, 6% are between the ages of 40 and 60, and 2% are over the age of 60. The study mostly got response from the people below 60 of age.

## 2.CLASSIFICATION ON THE BASIS OF GENDER

GENDER	NO. OF RESPONDANTS	PERCENTAGE
MALE	35	70%
FEMALE	15	30%

Table 4.2 GENDER

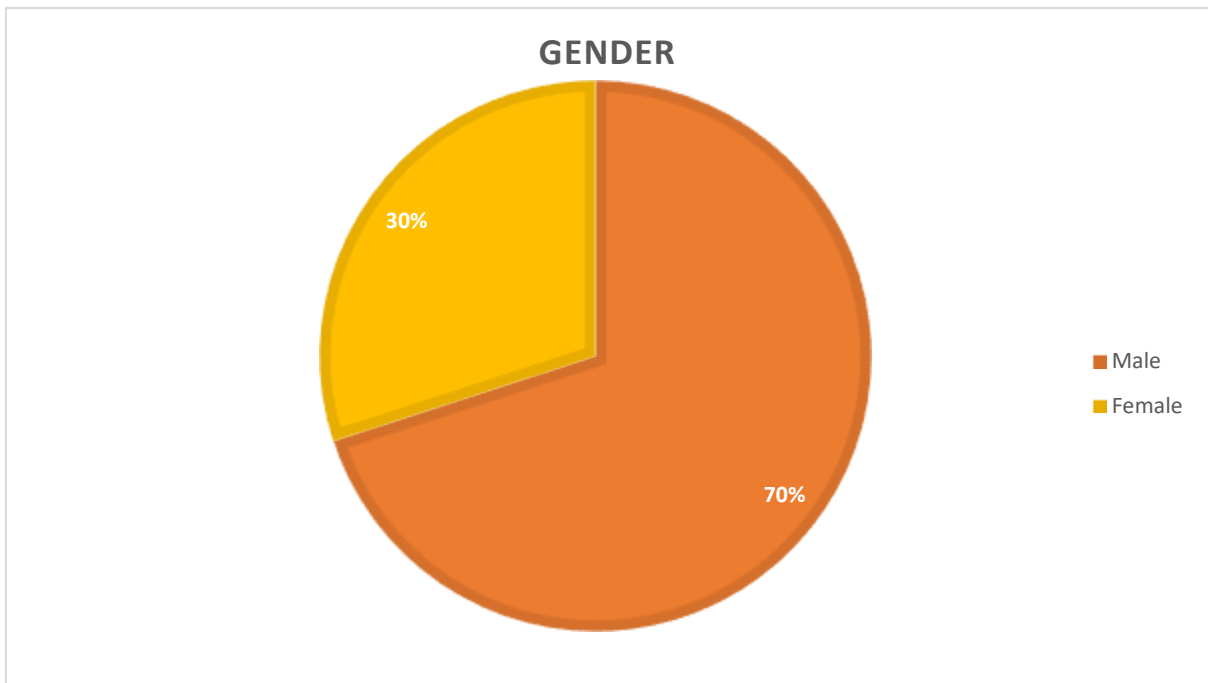


Chart 4.2

### INTERPRETATION:

From the above table, 75% of respondents are male and 30% are female. Under this study the majority of the customers are male, the bank should introduce programs to increase female customers as it will also help make more women financially independent and stable.

### 3. HOW LONG HAVE YOU BEEN A CUSTOMER OF SIB BANK?

NO. OF YEARS	NO. OF RESPONDANTS	PERCENTAGE
0-5	35	70%
5-10	11	22%
MORE THAN 10	4	8%

Table 4.3 NO. OF YEARS

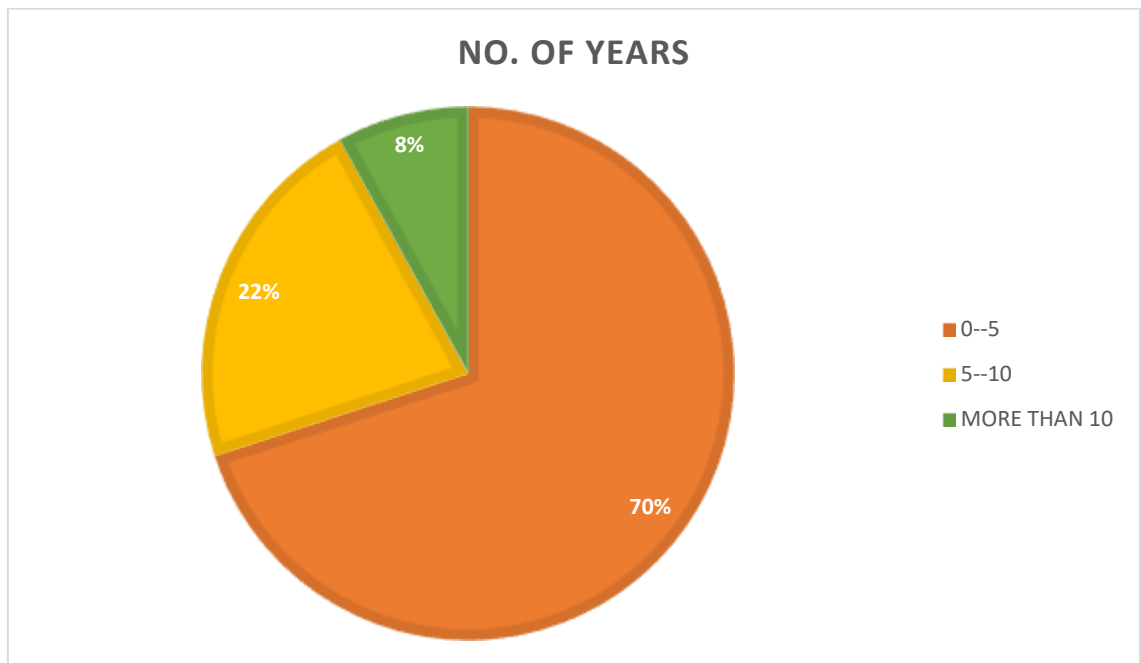


Chart 4.3

#### INTERPRETATION:

From the above table, 70% of respondents have been customers for 0-5 years, 22% have been customers for 5-10 years, and 8% have been customers for more than 10 years. The majority of customers have been part of South Indian Bank for more than 1 year.

#### 4. ARE YOU AWARE OF THE E-BANKING SERVICES PROVIDED BY SIB?

RESPONSE	NO. OF RESPONSE	PERCENTAGE
YES	44	88%
NO	6	12%

Table 4.4 AWARENESS

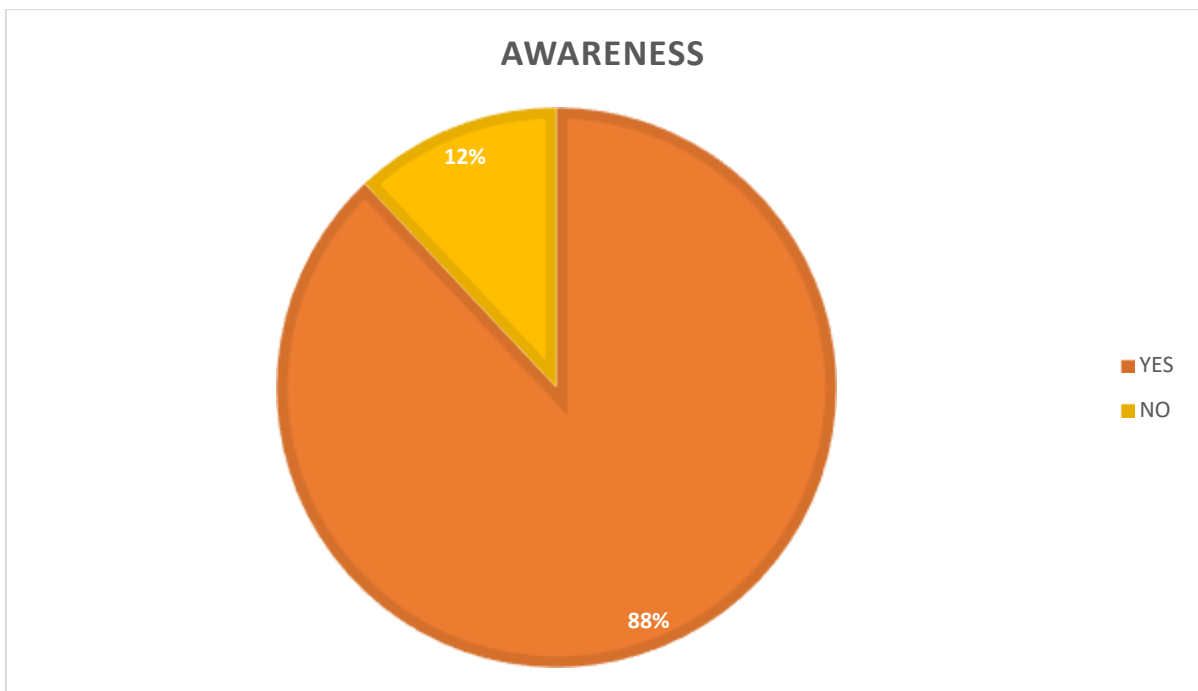


Chart 4.4

#### INTERPRETATION:

From the above table ,88% of respondents are aware of E-Banking services,12% are not aware of the same. The majority of the customers are aware of the E-Banking services and some are not. The bank should conduct campaigns or make use of offline methods to make sure every customer is aware of the services.



## 5.WHAT DEVICES DO YOU PRIMARILY USE FOR E-BANKING SERVICES?

DEVICES	NO. OF RESPONDENTS	PERCENTAGE
DESKTOP COMPUTER	6	10%
LAPTOP	10	17%
SMARTPHONE	43	72%
TAB	1	2%

Table 4.5 DEVICE USED

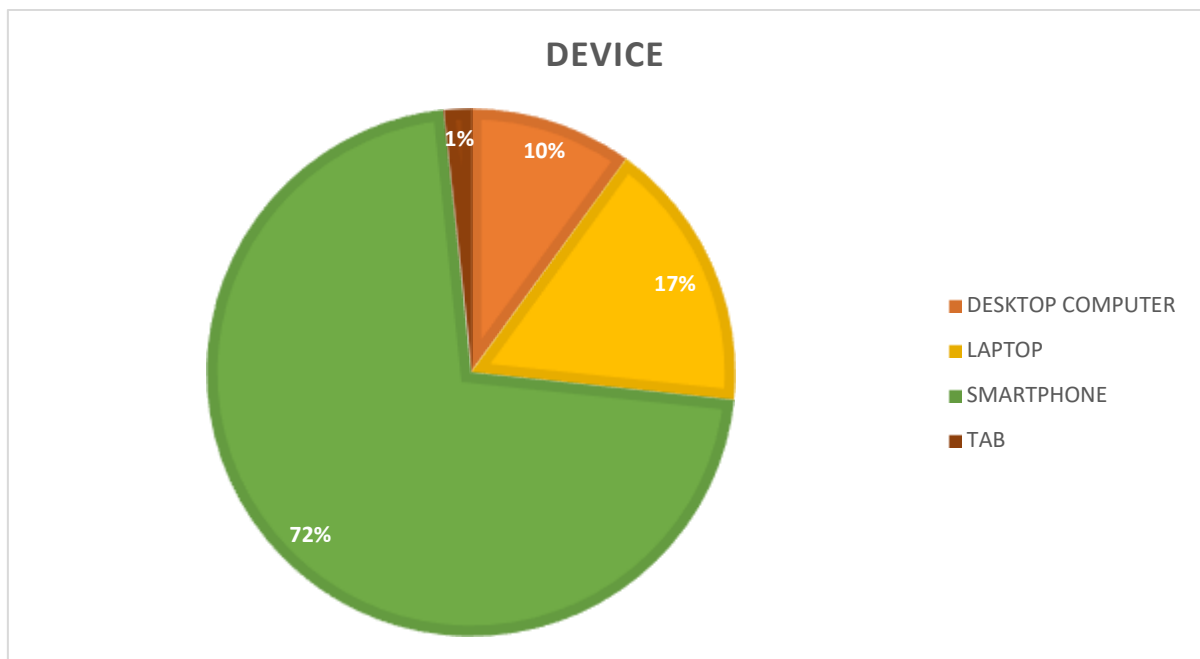


Chart 4.5

### INTERPRETATION:

From the above chart, 72% of the respondent uses smartphone for e-banking services 17% uses laptop, 10% uses desktop computer and 1%uses tab. Most of the customers uses smart phones for availing E- Banking services therefore the bank should concetrate more on the services provider through smart phones.

## 6.HOW FREQUENTLY DO YOU USE E-BANKING SERVICES?

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
DAILY	17	34
WEEKLY	15	30
MONTHLY	13	26
YEARLY	4	8
NEVER	1	2

Table 4.6 FREQUENCY

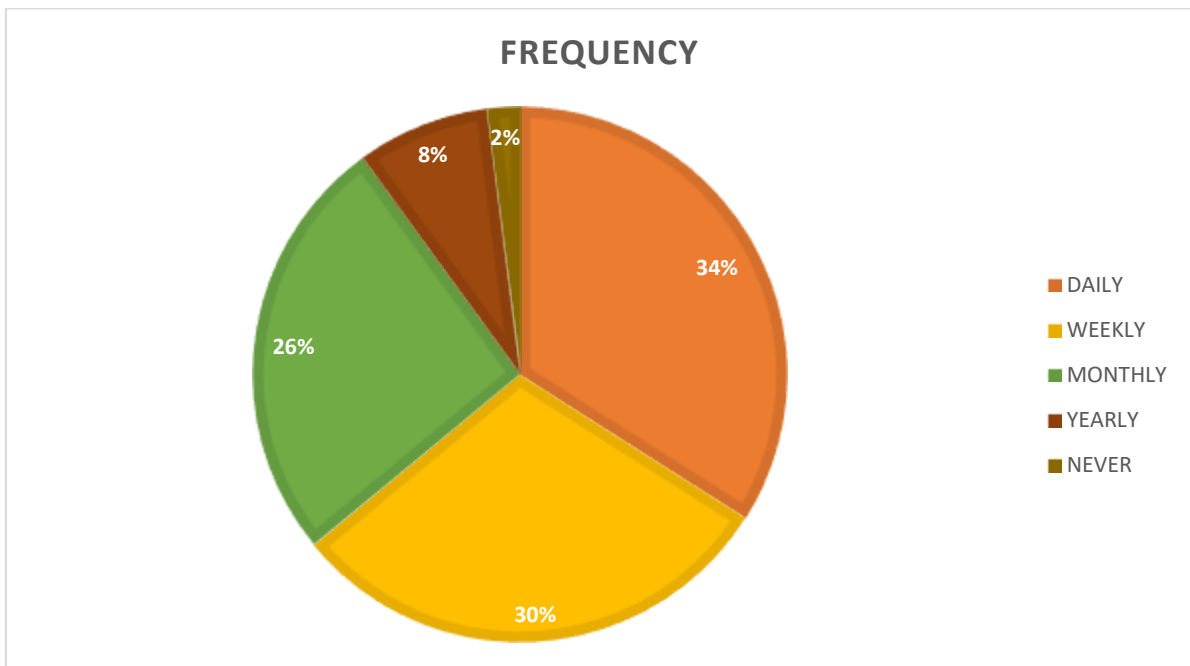


Chart 4.6

### INTERPRETATION:

From the above the chart, 34% of the respondent are using E- Banking services on a daily basis, 30% uses on a weekly basis, 26% uses on a monthly basis ,8% uses on a yearly basis and 2% has never used e- banking services. Most of the customers uses E - Banking services on daily basis .

## 7.HOW SATISFIED ARE YOU WITH THE OVER ALL E-BANKING SERVICES PROVIDED BY SIB?

	NO. OF RESPONDANT	PERCENTAGE
VERY SATISFIED	7	14%
SATISFIED	26	52%
NEUTRAL	15	30%
DISSATISFIED	1	2%
VERY DISSATISFIED	1	2%

Table 4.7 SATISFACTION LEVEL OF CUSTOMERS

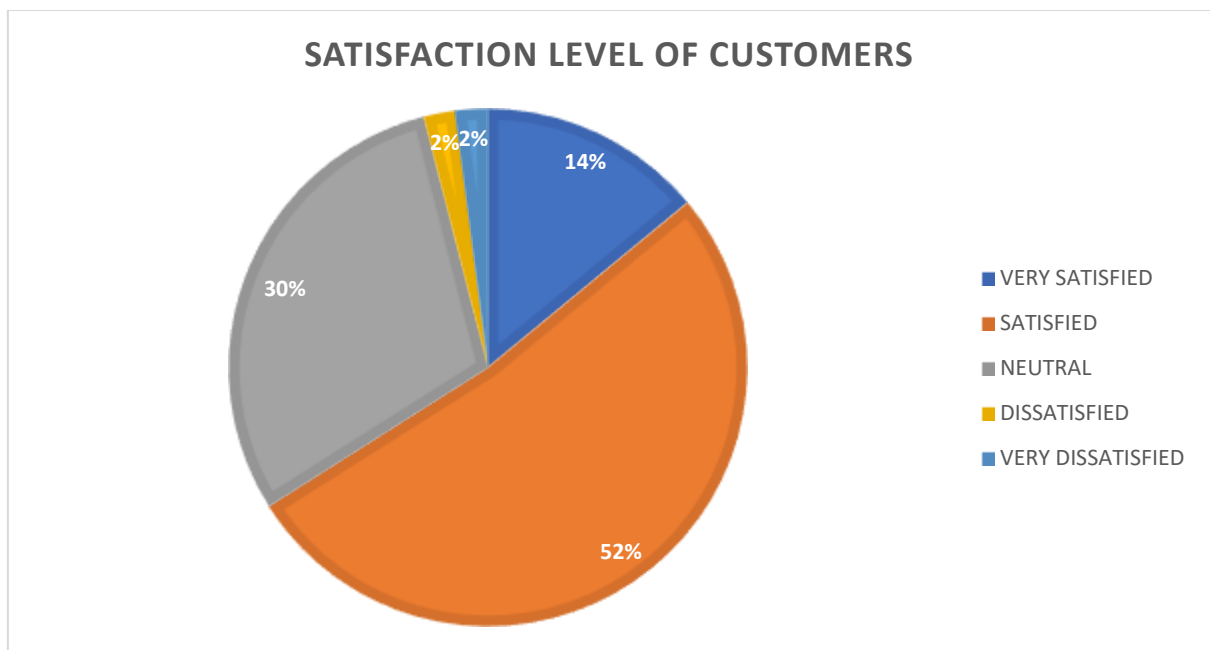


Chart 4.7

### INTERPRETATION:

From the above the chart, 14 % of the respondents are very satisfied with the overall E-Banking services, 52% are satisfied and 30% are neutral, 2% are dissatisfied and 2% are very dissatisfied. Most of the customers are satisfied with E- Banking services.

**8. HOW WOULD YOU RATE THE SECURITY MEASURES IMPLEMENTED IN E-BANKING SERVICES OF SIB?**

	NO. OF RESPONDENTS	PERCENTAGE
EXCELLENT	6	12%
GOOD	32	64%
AVERAGE	11	11%
BELOW AVERAGE	1	2%
POOR	0	0

Table 4.8 LEVEL OF SECURITY

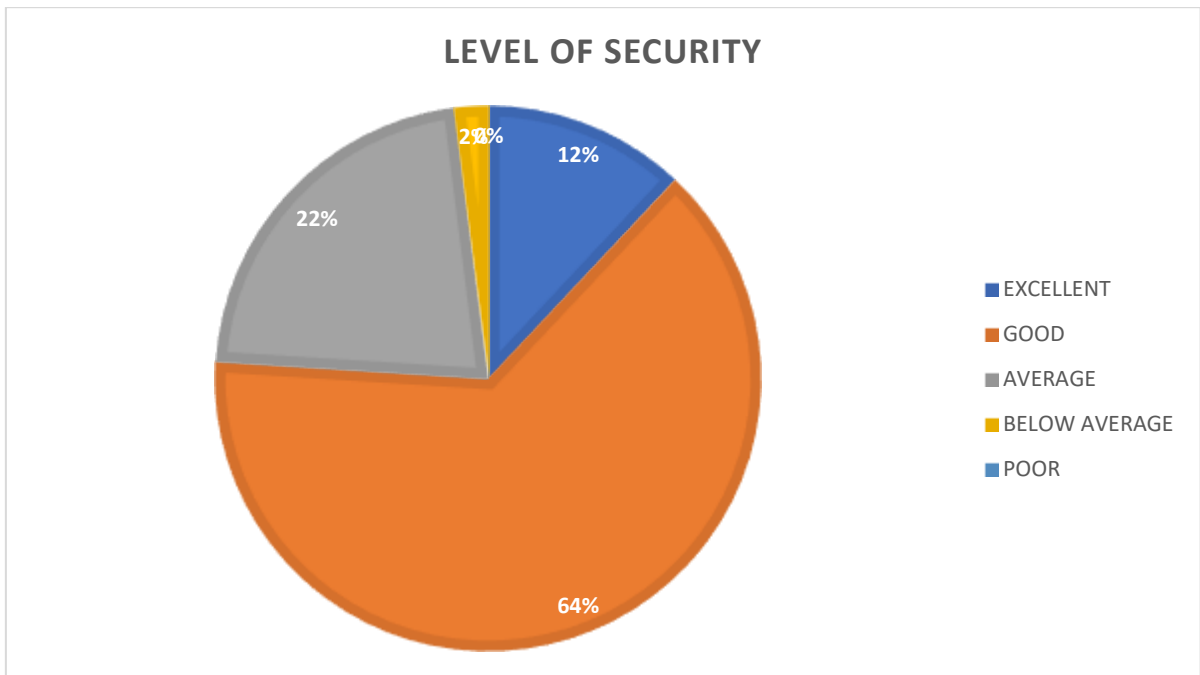


Chart 4.8

**INTERPRETATION:**

From the above the chart, 12% of the respondents rate excellent level of security measures, 64% rate, 22% rate average, and 2% rate below average. Most of the customers has a good opinion on the security measure implemented in E-Banking services.

**9. HOW WOULD YOU RATE THE ACCESSIBILITY AND USER FRIENDLINESS OF THE E- BANKING SERVICES OF SIB?**

	NO. OF RESPONDENTS	PERCENTAGE
EXCELLENT	8	16%
GOOD	35	70%
AVERAGE	7	14%
BELOW AVERAGE	0	0
POOR	0	0

Table 4.9 USER FRIENDLINESS

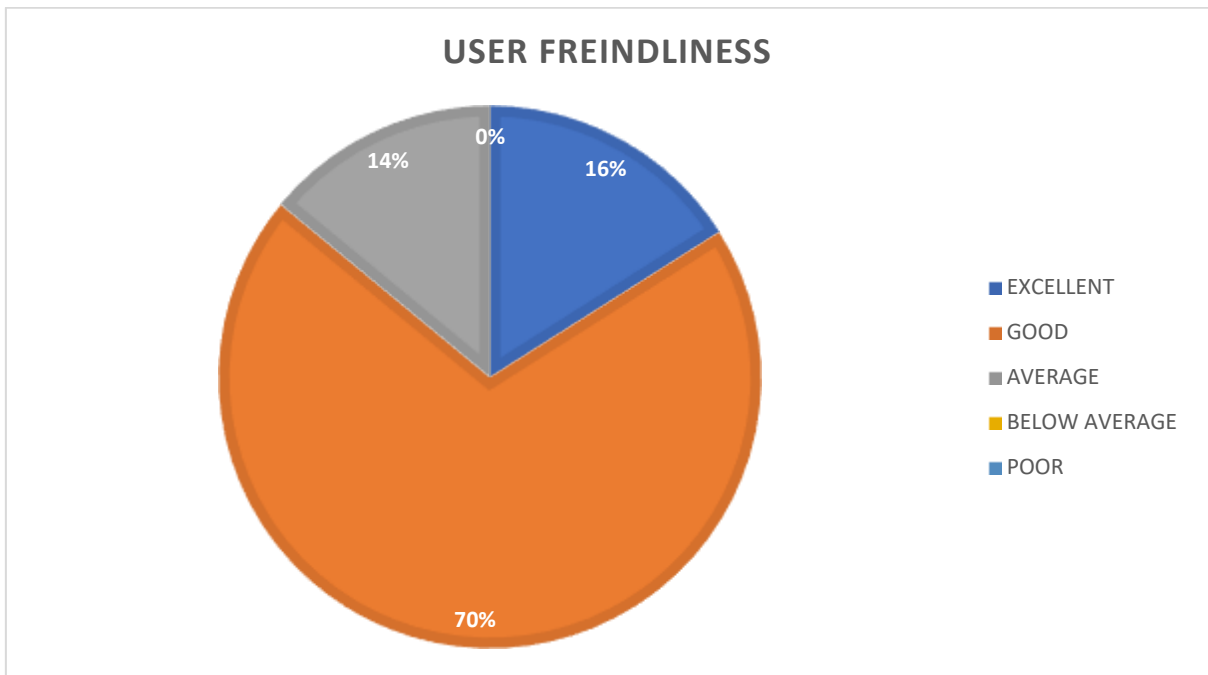


Chart 4.9

**INTERPRETATION:**

From the above the chart, 16% of the respondents rate excellent for the user friendliness of E-Banking services ,70% rate good and 14% rate average. Majority of customers have a good opinion on the user friendliness and accessibility of E-Banking services.

**10.HOW SATISFIED ARE YOU WITH THE CUSTOMER SUPPORT PROVIDED FOR E-BANKING RELATED QUERIES OR ISSUES?**

	NO. OF RESPONDENTS	PERCENTAGE
VERY SATISFIED	3	6%
SATISFIED	30	60%
NEUTRAL	16	32%
DISSATISFIED	0	0
VERY DISSATISFIED	1	2%

Table 4.10 SATISFACTION OF CUSTOMER SUPPPORT

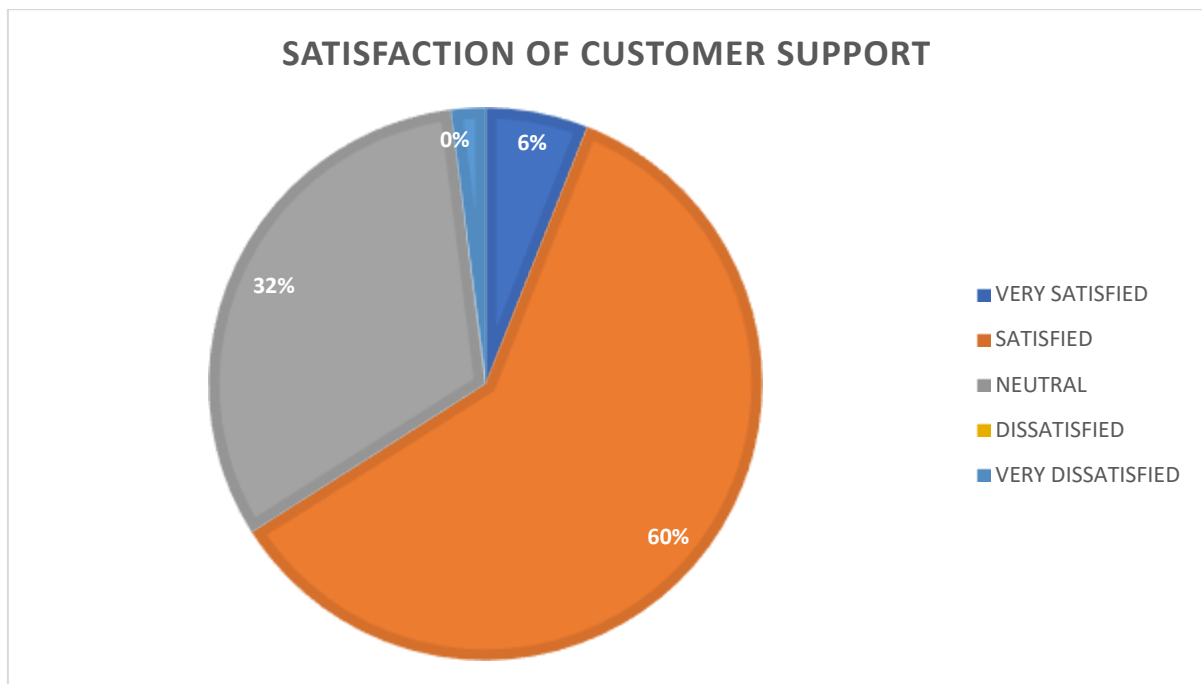


Chart 4.10

**INTERPRETATION:**

From the above the chart, 6% are very satisfied with the customer support provided for the E-Banking services ,60% are satisfied, 32% are neutral and 2% are very dissatisfied. Most of the customers are satisfied with the customer support provided for E-Banking related queries or issues.

**11.WHICH TYPE OF E-BANKING PLATFORM DO YOU FIND MOST USEFUL?**

PLATFORM	NO. OF RESPONDENTS	PERCENTAGE
ATM	32	42
SMART CARD	5	7
EFT	3	4
INTERNET BANKING	35	47

Table 4.11 PLATFORMS

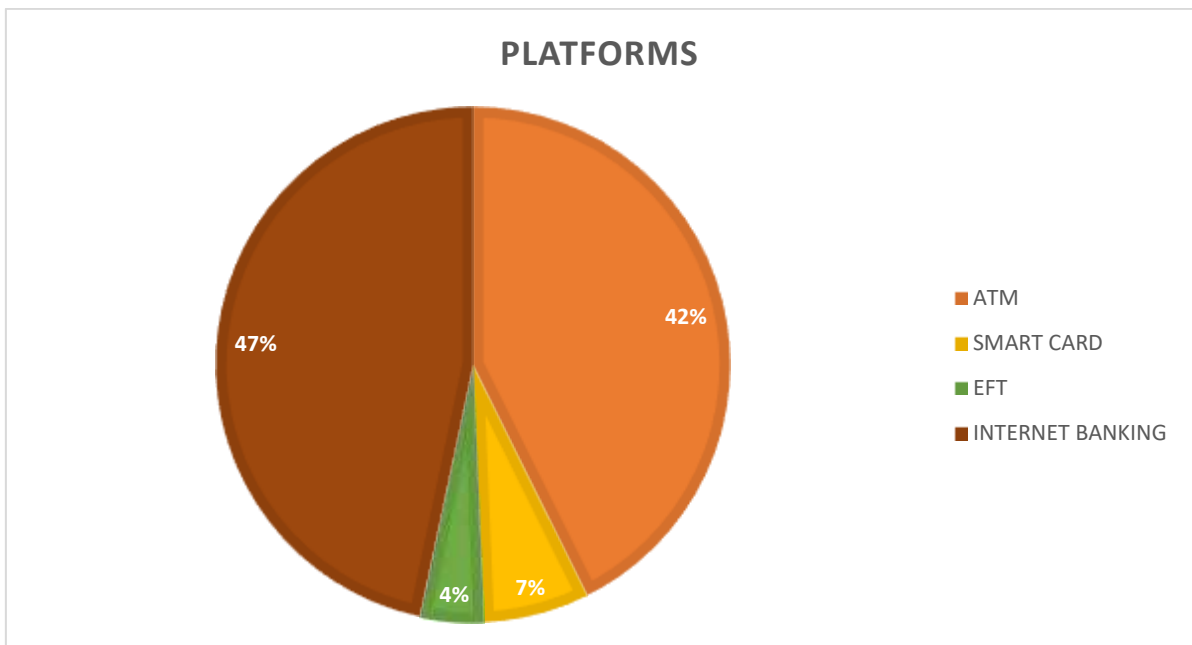


Chart 4.11

**INTERPRETATION:**

From the above the chart, 42% find ATM service most useful ,7% find Smart Card most useful, 4% find EFT to the most useful and remaining 47% find internet banking most useful. Majority of the customers find the internet banking and ATM as the most useful platforms of E-Banking. The bank should focus more on this platform.

**12. HAVE YOU EXPERIENCED ANY TECHNICAL DIFFICULTIES WHILE USING E-BANKING PLATFORMS? IF YES PLEASE DESCRIBE?**

ISSUES	NO. OF RESPONDENTS	PERCENTAGE
SERVER DOWN	8	16%
BUFFERING	2	4%
TRANSACTION FAILED	10	20%
NO ISSUES	30	60%

Table 4.12 ISSUES FACED

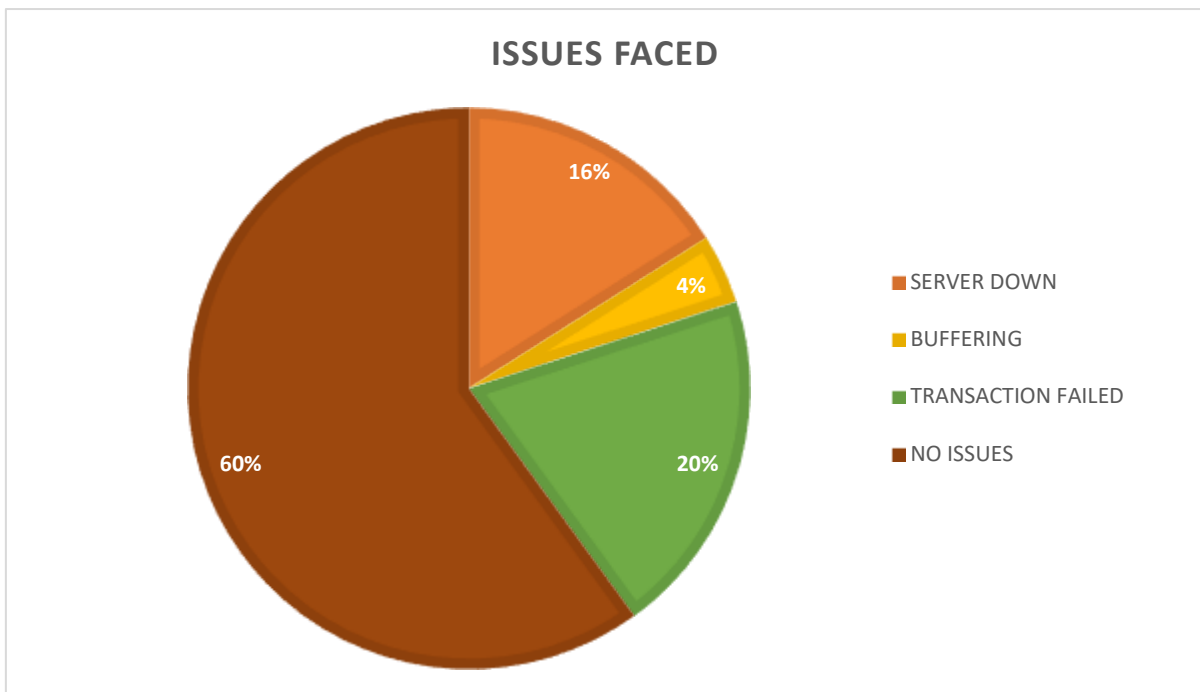


Chart 4.12

**INTERPRETATION:**

From the above the chart, 16% faced server down issues ,4% faced buffering issue, 20% faced a failed transaction issue and 60% of respondents did not face any issues. Majority of the customers has no issues regarding the E-Banking services and some had reported issues like server down buffering transaction Failures.The bank has to focus on the remedials for these issues



### 13.OVERALL HOW LIKELY ARE YOU TO RECCOMEND OUR E-BANKING SERVICES TO OTHERS?

FEEDBACK	NO. OF RESPONDENTS	PERCENTAGE
VERY LIKELY	6	12
LIKELY	29	58
NEUTRAL	12	24
UNLIKELY	3	6
VERY UNLIKELY	0	0

Table 4.13 FEEDBACK OF CUSTOMERS

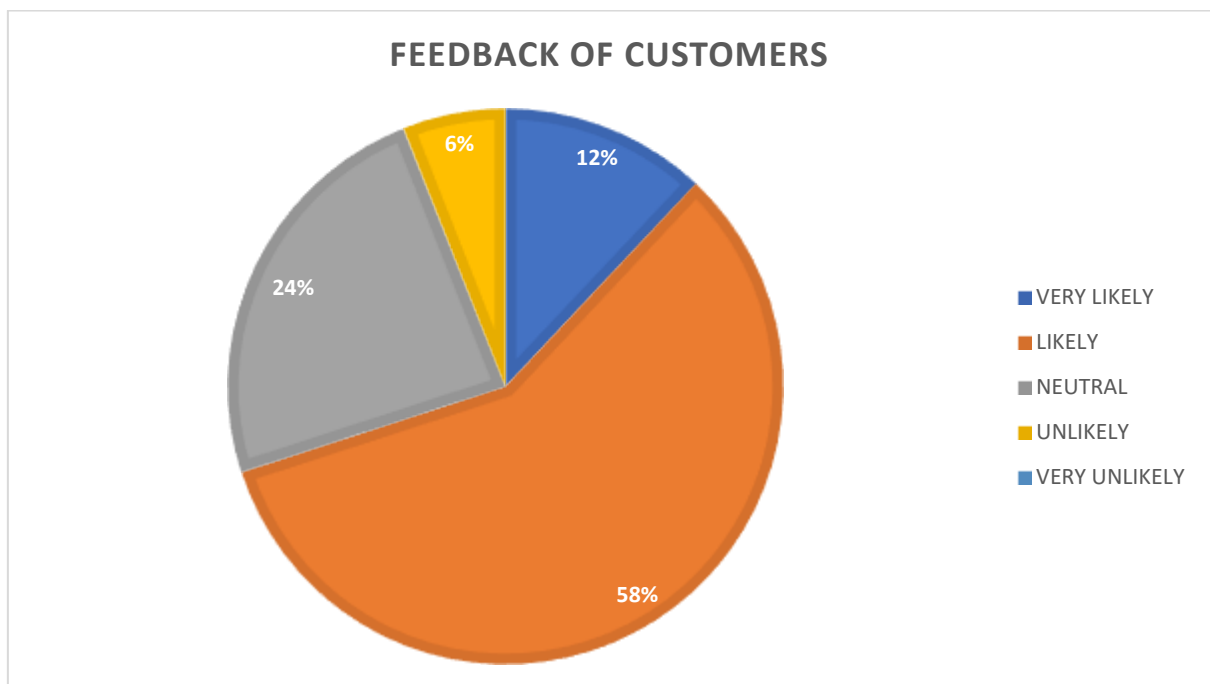


Chart 4.13

#### INTERPRETATION:

From the above the chart, 12% of respondents are very likely to recommend E-Banking services, 58% are likely to recommend, 24% are neutral, 6% of respondents are unlikely to recommend.

**14.WHAT IMPROVEMENT OR ADDITIONAL FEATURES WOULD YOU LIKE TO SEE IN E-BANKING SERVICES?**

IMPROVEMENT	NO. OF RESPONDENTS	PERCENTAGE
SERVERS	8	16%
SECURITY	10	20%
AC IN ATMS	2	4%
NO NEED FOR IMPROVEMENT	30	60%

Table 4.14 SUGGESTIONS

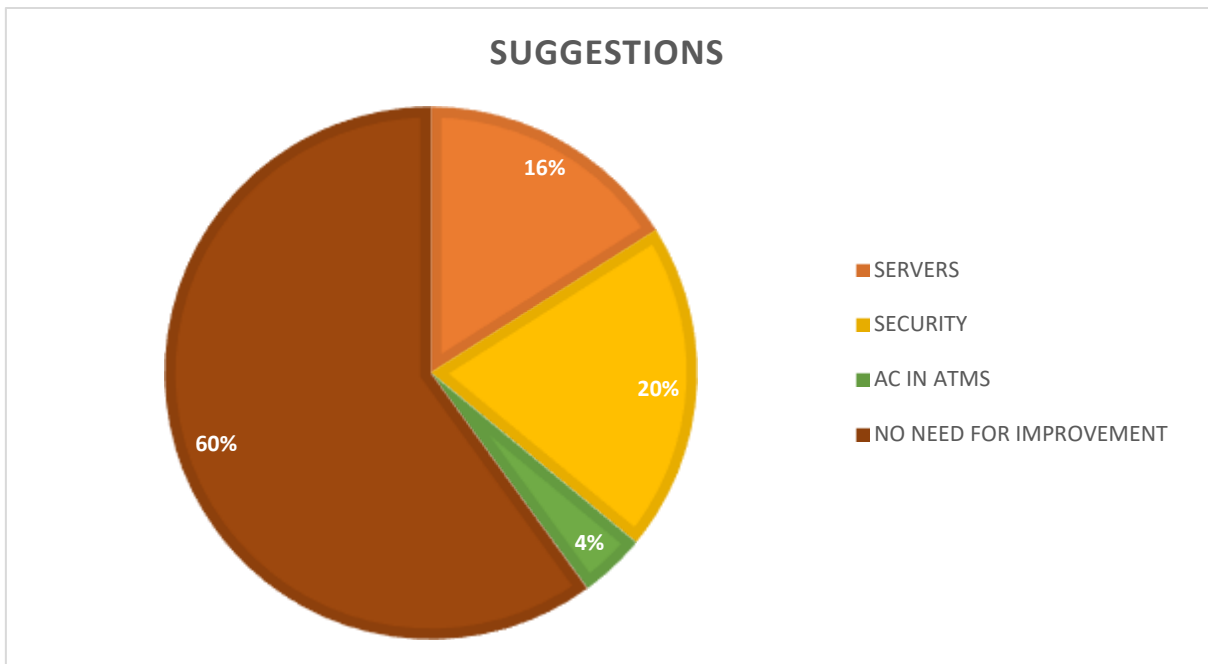


Chart 4.14

**INTERPRETATION:**

From the above the chart, 16% suggests improving the servers ,10% suggests improving the security,4% suggests improving the ATM user experience and 60% of respondents did not suggest any need for improvement..

**CHAPTER 5**  
**FINDINGS, SUGGESTIONS AND CONCLUSION**

## **5.1 FINDINGS**

- 88% of South Indian Bank clients are aware of the availability of online banking services.
- Out of the clients, 34% use online banking services every day.
- South Indian Bank customers have had their accounts open for longer than a year.
- The majority of clients access e-banking services via smartphones.
- The majority of clients are pleased with how easy and convenient e-banking services are to use.
- The majority of clients believe that the most beneficial E-Banking platforms are internet banking and ATM services.
- The majority of clients are content with the security precautions South Indian Bank has put in place for its online banking services.
- Poor maintenance of ATMs and server outages are the primary complaints from customers.
- The majority of clients recommend adding a reward system and improving the service methods.

## **5.2 SUGGESTIONS**

- If concerns with transactions and server outages are resolved, customers will be far happier with E-Banking services.
- Perform user testing on a regular basis and collect feedback to find areas that need work and improve the overall E-Banking service user experience.
- To make banking operations more efficient and convenient for clients, include features like peer-to-peer transactions, bill payments, and fast fund transfers.
- To guarantee the protection of consumer data, implement strong security measures like encryption methods, two factor authentication, and biometric verification.
- Make sure you explain all fees, charges, and terms related to E-Banking services in detail to consumers in order to maintain transparency and prevent unpleasant surprises.
- Perform routine maintenance inspections and repairs to guarantee ATMs are consistently dependable and fully functional, minimizing consumer inconvenience and downtime.
- Install a redundant power supply and a reduced server system to guarantee that operations continue even in the case of a power outage or service interruption.

### **5.3 CONCLUSION**

The examination of South Indian Bank's e-banking makes it evident that the bank offers convenient and easily accessible digital banking services. A detailed analysis of components including the user interface, security measures, and customer support is required in order to make an informed choice based on individual preferences and priorities. More generally, the study shows that for E-Banking services to be successful, client expectations must align with the functionality and efficiency of digital platforms. In order to offer a more comprehensive comprehension of the benefits and drawbacks of the current E-Banking experiences, future studies may concentrate on specific aspects including transaction speed, mobile app functionality, ATM user experience, and customer satisfaction.

In conclusion, a thorough examination of South Indian Bank's online banking offerings provides a nuanced picture of the organization's advantages and possible growth opportunities. delivering a satisfying and efficient E-Banking experience to customers. With its easy-to-use interface, seamless navigation, and wide range of financial services, South Indian Bank is truly remarkable. Contemporary worries over cyber threats are met with a focus on cutting-edge security solutions that give users peace of mi

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**ANNEXURE**

## QUESTIONARE

### 1.AGE

- 18-25
- 25-40
- 40-60
- Above 60

### 2.GENDER

- Male
- Female
- Other

### 3.HOW LONG HAVE YOU BEEN A CUSTOMER OF SIB BANK?

- 0-5
- 5-10
- More than 10 years

### 4.ARE YOU AWARE OF THE E-BANKING SERVICES PROVIDED BY SIB?

- Yes
- No

### 5.WHAT DEVICES DO YOU PRIMARILY USE FOR E-BANKING SERVICES?

- Desktop Computer
- Laptop
- Smartphone
- Tab

### 6.HOW FREQUENTLY DO YOU USE E-BANKING SERVICES?

- Daily
- Weekly
- Monthly
- Yearly
- Never

### 7.HOW SATISFIED ARE YOU WITH THE OVER ALL E-BANKING SERVICES PROVIDED BY SIB?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

8. HOW WOULD YOU RATE THE SECURITY MEASURES IMPLEMENTED IN E-BANKING SERVICES OF SIB?

- Excellent
- Good
- Average
- Below Average
- Poor

9. HOW WOULD YOU RATE THE ACCESSIBILITY AND USER FRIENDLINESS OF THE E-BANKING SERVICES OF SIB?

- Excellent
- Good
- Average
- Below Average
- Poor

10. HOW SATISFIED ARE YOU WITH THE CUSTOMER SUPPORT PROVIDED FOR E-BANKING RELATED QUERIES OR ISSUES?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

11. WHICH TYPE OF E-BANKING PLATFORM DO YOU FIND MOST USEFUL?

- ATM
- Smart Card
- EFT
- Internet Banking

12. HAVE YOU EXPERIENCED ANY TECHNICAL DIFFICULTIES WHILE USING E-BANKING PLATFORMS? IF YES PLEASE DESCRIBE.

13. OVERALL HOW LIKELY ARE YOU TO RECCOMEND OUR E-BANKING SERVICES TO OTHERS?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

14. WHAT IMPROVEMENT OR ADDITIONAL FEATURES WOULD YOU LIKE TO SEE IN E-BANKING SERVICES OF SIB?