CUSTOMER PERCEPTION OF SBI IN THE PRESENT DIGITAL ERA.

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ABSTRACT

SBI is an Indian multinational, Public Sector banking and financial services company. SBI is one of India's major banks and is an industry leader in terms of size, business sector promotion and initiatives for the progress and economic enhancement of the Indian economy.

SBI is entering into many new businesses with strategic tie ups – Pension Funds, General Insurance, Custodial Services, Private Equity, Mobile Banking, Point of Sale Merchant Acquisition, Advisory Services, organized items and so on – every one of these activities having a massive potential for development. SBI is moving forward with forefront innovation and imaginative new saving money models, to strengthen its presence and widen its client base. The bouquet of services provided by SBI includes Personal Banking, International, Banking, Agriculture / Rural and Corporate Banking, SME, Government Business and Domestic Treasury. SBI is a universally acknowledged regional banking giant and has 20% market share in deposits and loans among Indian commercial banks.

INTRODUCTION

Marketing can get complex and intricate at times. This is because of the complication of the human brain and the way it functions. Customers are self-motivated in thought but incline to congregate while exhibiting certain feelings and actions. A lot of these intricate thoughts and behavioral patterns that the customers display can be united into a subject called as customer perception.

Customer Perception is a marketing concept that tells us what customers think about a brand or a company. It may be either positive or negative feelings, insights, inhibitions, tendencies, opportunities or understandings that a customer has.

If you comprehend the concept of customer perception, you will figure out that it is significantly the significant factor that concludes the triumph of a brand, product or a company as a whole. How a particular brand or company is placed also plays a dynamic role in this. The features of a brand and its personality play a big role.

RESEARCH METHDOLGY

Objectives of the study

- ➢ To analyze consumer awareness and perception of the customers towards SBI.
- ➢ To understand the customer satisfaction levels towards various modes of services (Traditional, mobile and online banking) offered by SBI.
- ➢ To analyze and suggest the best mode of promotional media for promoting the existing products and the future products.
- ➢ To analyze the use of 'YONO' as SBI's mobile banking app.

Hypotheses

1 H0: There is no significant association between the respondents Age and Ad compulsion in opening SBI account.

2 H0: There is no significant association between the respondents Occupation and Ad compulsion in opening SBI account.

3 H0: There is no significant association between the respondents Age and Preferred banking choice.

4 H0: There is no significant association between the respondents Occupation and Preferred banking choice.

Data collection

Primary data: The primary data will be taken by the help of questionnaire with the google forms and collecting their responses using the google forms. The sample size is of 150.

Secondary data: The secondary data is the data which is already existed in the internet sources which includes various journals, national articles, publications and the books.

Period of the study

The period of the study is done in two months. The sample size is of 154 responses.

The tools used for the study

1: Questionnaire

2: Chi-Square analysis.

Chi-square tests

1.   Respondents Age and Ad compulsion in opening SBI account

H0: There is no significant association between the respondents Age and Ad compulsion in opening SBI account.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.701^a	4	.153
Likelihood Ratio	6.613	4	.158
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	154		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.55.

From the above cross tabulation and the Chi-square tests for the respondents Age and Ad compulsion in opening SBI account the obtained P value is 0.153 which is more than 0.05. Therefore, it can be said that there isn't any significant relationship between the respondents Age and Ad compulsion in opening SBI account.

2.   Respondents Occupation and Ad compulsion in opening SBI account

H0: There is no significant association between the respondents Occupation and Ad compulsion in opening SBI account.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.592^a	6	.270
Likelihood Ratio	7.906	6	.245
Linear-by-Linear Association	3.485	1	.062
N of Valid Cases	154		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.90.

From the above cross tabulation and the Chi-square tests for the respondents Occupation and Ad compulsion in opening SBI account the obtained P value is 0.270 which is more than 0.05. Therefore, it can be said

that there isn't any significant relationship between the respondents Occupation and Ad compulsion in opening SBI account.

3. Respondents Age and Preferred banking choice

H0: There is no significant association between the respondents Age and Preferred banking choice.

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.666[a]	4	.155
Likelihood Ratio	6.957	4	.138
Linear-by-Linear Association	5.906	1	.015
N of Valid Cases	154		

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 3.82.

From the above cross tabulation and the Chi-square tests for the respondents Age and Preferred banking choice the obtained P value is 0.155 which is more than 0.05. Hence the null hypothesis is accepted Therefore, it can be said that there isn't any significant relationship between the respondents Age and Preferred banking choice.

4. Respondents Occupation and Preferred banking choice

H0: There is no significant association between the respondents Occupation and Preferred banking choice.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.867[a]	6	.031
Likelihood Ratio	15.882	6	.014
Linear-by-Linear Association	2.054	1	.152
N of Valid Cases	154		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.27.

From the above cross tabulation and the Chi-square tests for the respondents Occupation and Preferred banking choice the obtained P value is 0.031 which is less than 0.05. Hence the null hypothesis is rejected. Therefore, it can be said that there is significant relationship between the respondents Occupation and Preferred banking choice.

Findings:

- An approximate of 46% of the respondents, representing 71 people are from the age category of 20-30, which is almost half the total number of people who have been surveyed.

- An approximate of 43% of the respondents, representing 66 people are students. 25% of the respondents are salaried and 17% respondents are self-employed.

- The major part of people from survey voted prime strength of SBI as the largest chain of branches and ATM's and backing from government with a percentage of 39 and 31 respectively.

- 32% of respondents, representing 49 people Agree that the SBI is convenient to use. 34% representing 53 people agree that SBI services to easy to avail. 42% representing 65 people agree that SBI is accessible. 37% representing 57 people agree that SBI is trustworthy.

- The major percent of respondents do not agree with the SBI staff/services being responsive with a cumulative percent of 62 combining all the strongly disagree, disagree and undecided categories.

- The number of people who has relationship with SBI are majorly of 0-3 and 4-7 years combining to a total of 70% approximately which infers that SBI was successful in capturing the new market.

Statistical findings:

S.no	Hypothesis	Values	Result
1.	H0: There is no significant association between the respondents Age and Ad compulsion in opening SBI account.	0.153	Accepted
2.	H0: There is no significant association between the respondents Occupation and Ad compulsion in opening SBI account.	0.270	Accepted
3.	H0: There is no significant association between the respondents Age and Preferred banking choice.	0.155	Accepted
4.	H0: There is no significant association between the respondents Occupation and Preferred banking choice.	0.031	Rejected

CONCLUSION:

- According to the survey many people are using mobile banking but not the SBI mobile banking application YONO. This is because due to the availability of other SBI applications for each and every particular service. This should be taken into consideration to make people use the YONO application services.

- According to the survey the prime strength of SBI by most respondents is that SBI has largest chain of branches & ATM's followed by the strength backing from the government.

- According to the survey people who log into social media and browse the internet are more in number than the traditional media's and hence the digital media is the best way for the promotional activities of SBI.

- According to the survey the most preferred choice of banking by the respondents is the mobile banking choice followed by the internet banking.

- According to the survey nearly three fourths of the respondents use mobile banking app but the people who use YONO as mobile banking app are not even half the respondents of the sample survey.