



Analyzing the Perception, Awareness, and Attitude of customers towards E-Banking in State Bank of India in the Raipur Division

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Abstract: E-banking is a product designed for online banking that allows its users to access their bank accounts easily, conveniently, and efficiently. E-banking provided by banks is very convenient, easily accessible, and effective, allowing the customer to access their bank account anytime, anywhere 24/7. The main purpose of this study is to better understand e-banking and 120 SBI customer was asked target questions by Google questionnaire for the research objective about the knowledge, benefits & satisfaction with the work people get through E-banking. Convenience and simple sampling techniques were used to collect information from the customers. Through the objective questions in the article, the understanding, knowledge, and satisfaction level of customers regarding e-banking were determined.

Keywords: E-banking, SBI.

Introduction

The State Bank of India provides many conveniences to its customers through e-banking. While transactions can be made anytime and anywhere in electronic banking provided by The State Bank of India to customers, in the normal banking process, customers need to visit the bank often. Today, all banks offer their customers electronic banking facilities where they can open an online account, issue debit, and credit cards, shop online, buy tickets online, pay online loans, and pay their debts online. Socially more emphasis is placed on cashless transactions. E-banking is a tool for customers to use the internet. Through electronic commerce, banks provide their customers with secure online convenience, and easy 24/7 online transactions, with less time and cost, and they only need to press the button to complete other tasks and they can get away with help. The solution to the problem of wasting time and money going to the bank frequently.

Literature Review

Torane, Vishakha (2019) In this study, it has been analyzed that banks provide secure service through an online banking system, through this system, they have started using different types of digital platforms to increase their business and by using digital platforms, it has become possible to develop business by attracting customers by giving attractive offers to them. Through this study, it has been told that in the future, customers will consume

new digital technology and trends by using smartphones, so there will be a need to simplify banking facilities. There is a need to make banking facilities and services more simple, convenient, and helpful for those customers who live in remote areas and those customers who are old age.

Sekhar, S. Chandra (2020) has explained in his article that a lot of conveniences are provided to customers by the e-banking method from the bank. Customers have to provide their account details to use e-banking, so those customers who render transactions through this facility should also be aware of the risks related to it. If customers are aware of the risks and their problems, they will be able to do better and safer online transactions. Private and public banks provide the facility of e-banking under the guidelines of RBI and their employees believe that e-banking is necessary for the strong development of the bank. a large number of bank employees give a positive response to e-banking and say that it enhances the quality of the bank's work and increases its efficiency, accuracy, and productivity.

Kalaiselvi, S. (2020) in this article it has been examined that Information and Communication Technology has brought drastic changes in the banking system. Banks are trying to provide different types of facilities to their customers by using different types of IT solutions. Digitization has started being used more by the customers of the bank in the work of the bank. Today, due to more work done by mobile, mobile itself has become the medium to avail banking facilities and customers are being enticed more by connecting social media channels through online channels. Through this study, the focus has also been on video conferencing, through which the reach of the customers can be increased and the customers get better facilities at the cost of work, which can be convenient for them.

Pathak et. al (2014) it has been found that the facility of e-banking was introduced by ICICI Bank and other public sector banks were left behind & keeping in view its declining market share, State Bank of India launched the facility of e-banking due to customer demand and competition with other banks. State Bank of India is India's largest public sector bank and by providing an e-banking facility through it, both the customer and the bank benefited a lot, the bank continued to increase its customer base and was able to retain the customers. Those customers who feel more secure in the old banking tradition, need to be given special online training by The State Bank of India and those security standards which can cause any problem need to be resolved immediately.

Kaushik, Arun Kumar (2012) it has been examined that e-banking service, provides a lot of convenience to customers and it reduces paper cost, labor, and time for the bank. It is understood that no system has been considered as a perfect system. E-banking is one in which the personal information of the customers is contained and it is necessary to be technically secure. If the State Bank of India fails to provide security to them, then its consequences can be very dire, as a result of which they may even have to stop their work. State Bank of India should make its supremacy by taking advantage of its credibility for itself. The State Bank of India needs to improve its position, increase its profit along with better service, and satisfy its customers and its investors.

Arya, Himanshu (2019) it has been analyzed in this study that most banks have adopted the facility of e-banking as this facility provides many benefits to the banks as well as to the customers, stakeholders, and investors. Many types of facilities like Automated Teller Machines, Credit Card, Debit Card, RTGS, NEFT, and Internet Banking

have changed the functioning of the bank in a big way because today's time has become customer-oriented, therefore, given this, banks need to change their attitude from their traditional system and bring simple, safe and convenient banking system for the customers. With the use of e-banking, the need of the customers has been met, as the need for the customers to visit the physical bank, again and again, has ended. Therefore, in the coming time, in the technological era of digitalization, a lot of use of e-banking will be accepted by the people of the society.

Kaur, Kamaljeet et. al (2015) Under this article, it has been explained that through different types of analysis and comparative study, it has been found that it is very difficult to tell which electronic payment system is better, this is very difficult because some platforms are very similar and some may have small differences. In more than 10 years of research, it has been found that the internet will play a role in society in the coming future. This study shows that access to customers increases through electronic e-payment, feedback is also easily available in this facility, and service and quality are also improved.

Ranjith, S. (2019) in this article, has examined that the types of problems and difficulties can be faced while implementing the facility of e-banking. The possibility of using e-banking in the future is very high, in the future, the trend of the young generation towards the facility of e-banking will increase, they will do most of the work through the internet and the customers will accept it as the better and convenient system of the bank.

Objectives

1. To understand e-banking and its related concepts.
2. To understand the perception, awareness, and acceptance of customers of E-banking in SBI.

Research Methodology

These research papers are based on primary and secondary data. Primary data is collected directly from the 120 SBI e-banking customers in the Raipur division who were asked target questions related to this research paper through Google Questionnaire Forms and for this study, a convenience sampling technique has been used in the selection of customers and secondary data is collected from various sources like research papers, theses, official websites, government sites, magazines, newspapers, articles, etc.

Need of the study

In this study, we will be able to better understand the e-banking possibilities provided by the State Bank of India and understand the attitude and perception level of customers about e-banking. Due to the increase in the way customers use the internet in recent years The way the use of the internet by the customers has increased in the last years, it is necessary to evaluate the online banking services of banks from time to time, because there is every possibility of using more e-banking by the customers in future.

State Bank of India

Bank of Calcutta was established in India on 02/06/1806, after that, it was reorganized as Bank of Bengal on 02/01/1809. Bank of Madras (1843) and Bank of Bombay (1840) were established during the British period.

Amalgamated these three banks and established the Imperial Bank of India as such on 27/01/1921. Subsequently, the State Bank of India was incorporated on 01/07/1955 by passing the State Bank of India Act, 1955. The State Bank of India is a multinational banking sector and financing company headquartered in Mumbai. Presently, The State Bank of India has more than 22,000 branches in India and The State Bank of India has a total of 62,617 ATMs in India. State Bank of India has established 229 branches in 31 countries to increase its reach abroad and to build its reputation among foreign banks. State Bank of India has 1/4th market share due to which it has achieved the status of one of the largest Indian Banks. The State Bank of India has more than 45 crore customers.

Due to the use of computer technology by banks under the banking system, there has been a continuous jump in efficiency and accuracy in working style. State Bank of India had run a technology update program of Rs. 800cr for technical and digital changes in its banking system. In the year 2001, The State Bank of India entrusted Kleinveld Piet Marvik Goerdeler (KPMG) Consultant in Computer Technology with the responsibility of building technology for its bank, and with its help, it became the largest bank to make a centralized core banking solution for 3,300 branches. KPMG has provided the facility of networking interconnectivity in all the branches and ATMs of State Bank of India to the customers to get the service of any type of transaction at any place.

In 2008, 95% of the business in 6,500 State Bank of India branches moved towards core banking solutions, and in 2008 itself, an Internet banking facility was launched to increase the convenience of corporate customers.

Efforts were made to increase connectivity through e-commerce in many ways and all foreign branches were linked with a centralized solution. The great digital connectivity of The State Bank of India plays a key role in making it work better and more conveniently.

In 2020, The State Bank of India won 3 awards at the Digixx Virtual Summit and was awarded the State Bank Bhawan Award 2020 by the Indian Green Building Council (IGBC). In 2021, The State Bank of India was made the Iconic Brand of India 2021 by Economic Times.

E-Banking

Electronic banking means that the facilities and services of banks are available electronically over the Internet, that is, the customers can perform all their bank functions through electronic transaction mode in place of the old manual banking system. With the service of e-banking, there are facilities like account information, account transfer, and online payments and by this, there is a reduction in time, labour, and cost of customers and banks. In e-banking facilities, there are no geographical boundaries in front of the customers, they are also able to access the information of their accounts and banks.

In 1997, ICICI Bank was the first bank in India to offer an electronic banking system called “INFINITY”. Today, all the banks offer electronic banking to better serve their customers.

Types of E-banking:

Level 1- It is the basic level and is provided on the bank's official website. With this site, banks can offer their customers their products and services, and some banks can answer questions via e-mail.

Level 2- Here the customer has applied to various places and can see his balance. At this stage, customers are no

t allowed to trade with funds in the account.

Level 3- At this level, banks provide customers with related services such as opening accounts, paying bills, purchasing and redemption of securities, and sending money.

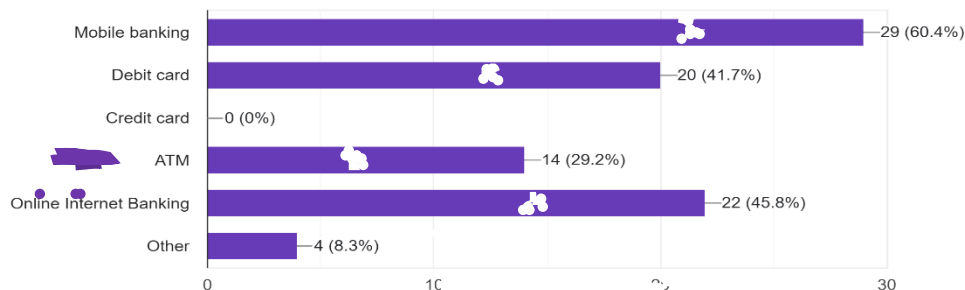
Data Analysis & Interpretation

Total No. of participants		120
Gender	Male	52
	Female	68

A. Services provided by State Bank of India

1. Customers use most e-banking services provided by the SBI.

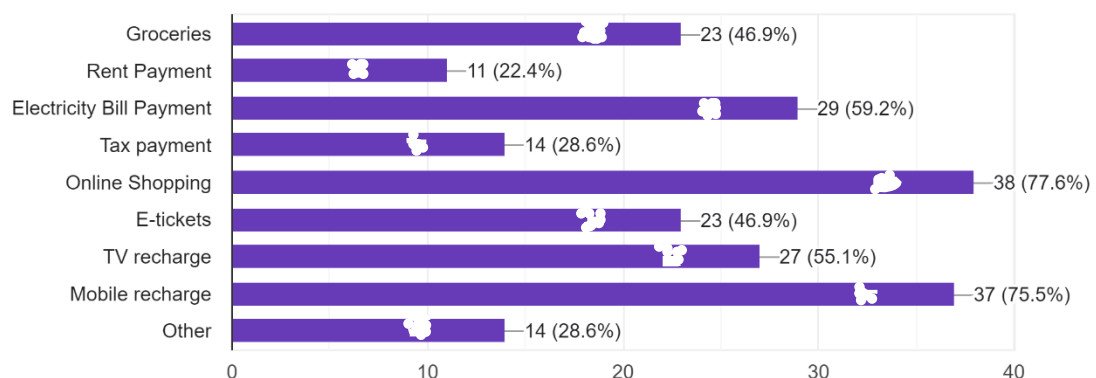
Which one do you use the most in e-banking services provided by the SBI?
48 responses



Discussion-120 E-Banking customers 2.1% (Mobile Banking, Other), 4.2% (Mobile Banking & Online Internet Banking), 2.1% (Other), 20.8% (Online Internet Banking), 6.3% (Mobile Banking, Debit Card), 8.3% (Mobile Banking, Debit Card, ATM, Online Internet Banking), 22.9% (Mobile Banking), 10.4% (Mobile Banking, Debit Card, ATM), 4.2% (ATM, Online Internet Banking) & 8.3% (debit card) is mostly used for e-banking.

2. Customers use most payments through e-banking.

Which e-banking service do you use mostly for payment? (Multiple options can be chosen)
responses



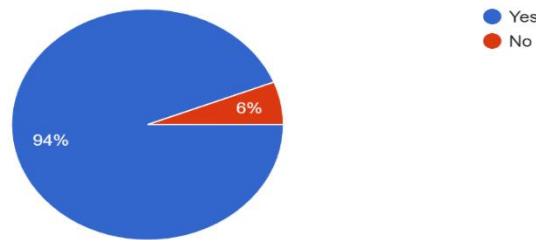
Discussion- 120 E-banking customers 2.0% (Online Shopping, Mobile recharge), 2.0%(E-tickets, Mobile recharge, Other), 6.1%(Groceries, Rent Payment, Electricity Bill Payment, Online Shopping, E-tickets, TV recharge, Mobile recharge), 2.0%(Groceries, Electricity Bill Payment, E-tickets, TV recharge, Mobile recharge), 2.0%(Rent Payment, E-tickets) 4.1%(Electricity Bill Payment, Online Shopping, TV recharge, Mobile recharge), 2.0%(Groceries, Electricity Bill Payment, Online Shopping, E-tickets, TV recharge, Mobile recharge), 2.0% (Tax

payment, Online Shopping, E-tickets, TV recharge, Mobile recharge), 4.1%(Mobile recharge), 6.1%(Groceries, Rent Payment, Electricity Bill Payment, Tax payment, Online Shopping, E-tickets, TV, mobile recharge), 2.0%(Groceries, Electricity Bill Payment, Tax payment, Online Shopping, E-tickets, TV recharge, Mobile recharge), 8.2%(Other), 2.0%(Electricity Bill Payment, TV recharge, Mobile recharge), 10.2%(Online Shopping), 2.0%(Groceries, Electricity Bill Payment, Online Shopping, E-tickets, Mobile recharge), 6.1%(Groceries, Electricity Bill Payment, Tax payment, Online Shopping, E-tickets, TV recharge, Mobile recharge, Other), 2.0%(Rent Payment, Electricity Bill Payment, Tax payment, Online Shopping, E-tickets, TV recharge, Mobile recharge), 4.1%(Groceries, Electricity Bill Payment, Online Shopping, TV recharge, Mobile recharge) Most pay through e-banking.

B. Awareness, Perception & Attitude of customers towards e-banking in SBI

1. Do customers know about the word e-banking

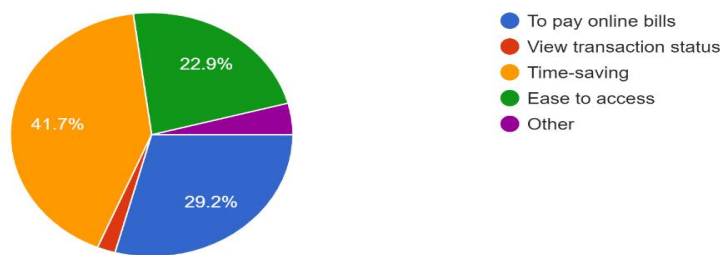
Are you aware of the word e-banking?
50 responses



Discussion-Out of 120 e-banking customers, 94% of customers are aware of the term e-banking while 6% of customers are not aware of it.

2. Why do customers prefer e-banking

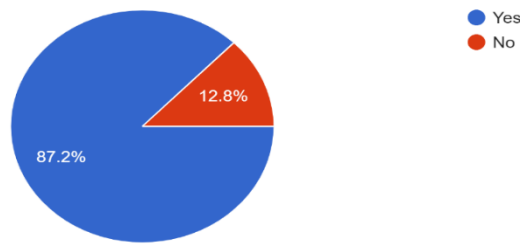
Why do you prefer e-banking?
48 responses



Discussion- Among 120 e-banking customers, 41.7% preferred e-banking due to time savings, 22.9% to assess, 29.2% to pay bills online, 2.1% to view transaction status, and 4.2% for others, because of which they prefer e-banking more.

3. Are customers satisfied with e-banking

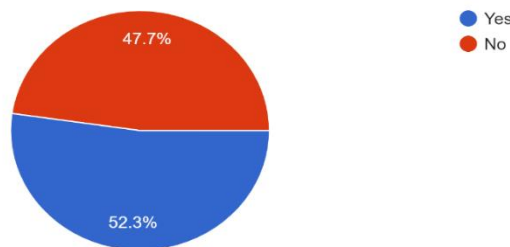
Are you satisfied with the e-banking facility provide by SBI?
47 responses



Discussion- Out of 120 customers, 87.2% of customers are satisfied with e-banking services while 12.8% of customers are not satisfied with it.

4. Does SBI conduct training programs for e-banking

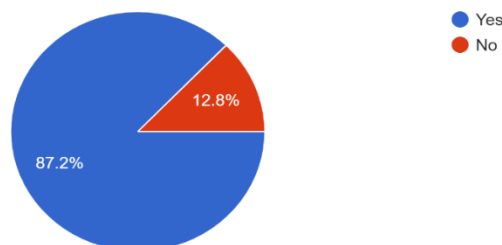
Does SBI run a training program related to the facility of e-banking?
44 responses



Discussion- Out of 120 customers, 52.3% of customers agree that SBI conducts training programs regarding e-banking facilities while 47.7% of customers do not agree to it.

5. Are customers satisfied with the e-banking services

Are you satisfied with the e-banking facility provide by SBI?
47 responses



Discussion- Out of 120 customers, 87.2% of customers are satisfied with the SBI facility while 12.8% of customers are not satisfied with it.

Suggestions

Banks are required to give information related to the customers from time to time to know more details about the important services and facilities provided to the customers through their e-banking.

Providing security, authenticity, firewall, and protection to the customers in the facility of e-banking is essential. It is difficult to provide a completely safe environment, but it should be the duty of the banks to reduce the possibility of any kind of fraud through e-banking.

It is necessary to educate customers of different age groups about online banking and train them on the right strategy to use. It is the responsibility of the bank to make the customers aware of conducting banking transactions through insecure internet so that money theft and fraud can be avoided and encourage customers to use antivirus on their computers as well.

Along with providing information and facility for e-banking to the customers, there is also a need to provide practical training for using the official websites of the bank.

Conclusion

E-banking provides high convenience to the customers to access it from any place at any time. This facility was first started by ICICI Bank and other public sector banks were left behind in this matter. Due to the provision of this facility by SBI, provides a lot of comfort to the customers by cutting the cost of paper documentation and saving time, labour, and cost.

State Bank's technology and digital upgradation have provided various facilities to the customers as well as to the employees of the bank. State Bank of India is one of the largest banks in the country in terms of branches and they have tried to implement e-banking very effectively through which they have been able to provide digital services as well as retain their customer base.

People of different ages have different ideas about e-banking, older people feel better and safer working in banks and feel reluctant to use e-banking due to lack of technology, security, and complete knowledge. It is the responsibility of the banks to provide practical training to the customers for the use of e-banking and to solve all the inconveniences faced by the customers while using e-banking. By making the customers aware of the security standards of e-banking by the State Bank of India, it will be able to win the trust of the customers and will also be able to retain them.

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