

# Emerging Issues and Challenges in **COMMERCE AND MANAGEMENT**

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*Editor*  
**Dr. Rajender Katla**



# Emerging Issues and Challenges in Commerce and Management

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# A Study on Customers' Opinion towards Online Banking Services of State Bank of India with Special References to Khammam

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## Abstract

The technology has the potential to change methods of marketing, advertising, designing, pricing and distributing financial products and services and cost savings in the form of an electronic, self-service product-delivery channel. The technology holds the key to the future success of Indian Banks. Thus, "Electronic Banking" is the need of the hour, which cannot be lost sight of except at the cost of elimination from the competition. The existence of Electronic banking also becomes inevitable due to the standards required to be matched at the international level. Thus, the domestic as well as the international standards mandates the adoption of Electronic banking at the earliest possible moment. The adoption of Electronic Banking by commercial enterprises has been in existence since the mid-90's, much greater in number due to lower operating costs associated with it. Electronic banking has initially been in the form of automatic teller machines and telephone transactions. More recently, it has been transformed by the Internet, a new delivery channel for banking services that benefits both customers and banks. Internet banking system services can include: Open an account, Balance enquiry, Request for Cheque book, Beneficiary payments (EFT), Viewing monthly. Furthermore, customer's application for electronic banking facilities is expanding as the cost savings on transactions over the Internet are significant.

**Keywords-Applications, Banking Services, Commercial Enterprises, Customer, Electronic Banking.**

## INTRODUCTION

Now a day's information technology plays a vital role in banking sector. Day by day increasing change in technology world, it leads to improve digital banking services of various banks. Traditional branch model of bank is now changing into new form of digital banking services like inquiry about balance in his/her account, details about transaction, statement of account, and request for issues of cheque-books of SBI. It provides various advantages to customer of various banks. Now-a-days people are educated more than olden days, today human lives becomes digital oriented and they don't have enough time to visit bank branch than ever before. E-Banking means providing banking products and services through electronic delivery channels like ATM, Internet banking, Telephone banking and other electronic delivery channels. SBI has

over 4500 ATM centers in India approximately. Automated Teller Machine (ATM) is electronic computerized telecommunication device that allows a customer to directly use a secured method of communication to access their bank accounts or make cash withdrawals and other services.

The banking environment of today is rapidly changing and the rules of yesterday are no longer applicable. Most of the banks in India have adopted core-banking solutions (CBS) in a fully networked environment. Back office functions have been taken away from branches to a centralized place. While physical branches would continue to be relevant in the Indian scenario, the real growth driver for reducing the cost would be virtual branches i.e. Automated Teller Machines (ATMs), internet banking, mobile banking, kiosks, phone banking etc., which is made possible by few persons and run on 24 x 7 basis to exploit the real potential of these information technological utilities. New technologies cannot completely replace the branch network but it can support old methods of delivering the services to their customers.

## AUTOMATED TELLER MACHINES (ATM'S)

Automatic teller machines have transformed the concept of banking in India. It has eliminated the requirement of to stand in long queue and filling of forms for routine banking transaction. Now customers of banks can access their money with the scratch of a ATM card. An automated teller machine (ATM) is an electronic computerised device that allows banks customers to directly use a secured method of communication to access their bank accounts. Entry of Automated teller machines (ATM's) has changed the office atmosphere of the branches of banks. There is no need for a customer to visit branches for their day to day banking transaction like cash deposits, cash withdrawals, balance enquiry, dropping cheque etc. Electronic channels have opened new avenues for banks. ATM's are electronic machines which are operated by customer himself to withdraw or deposit cash.

## REVIEW OF LITERATURE

**Amruth Raj Nippatlapalli** on her study Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. Satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

**Lakshmi Narayana** on her study in recent years, the banking industry around the world has been undergoing a rapid transformation. The deepening of information technology has facilitated better tracking and fulfillment of commitments, multiple delivery channels for online customers and faster resolution of issues. This study also helps in assessing the power of these factors in the context of Online (Internet) banking and would, therefore, help the bank management not only in improving the level of satisfaction but also strengthening the bond between the banks and their customers.

**Yashasvi Rajnikant Rajpara** on her study in the world of banking, the development of information technology has an enormous effect on development of more flexible payments methods and more-user friendly banking services. Internet banking involves, consumer using the Internet to access their bank account and to undertake banking transactions.

## STATEMENT OF THE PROBLEM

The digital marketing plays a vital in a world and mainly in the bank sides. On 2016 Nov 08 PM Narendra Modi change the money system he bands the 500 and 1000 rupees notes in that period the peoples are get affected. So, that time STATE BANK OF INDIA(SBI) introduce the android apps for their use like., inquiry about balance in his/her account, details about transaction, statement of account, request for issues of cheque-books, and also other purpose the apps are SBI PAY, SBI BUDDY, SBI ANYWHERE, SBINOQUEUE, SBIAPPKART.

## OBEJECTIVES OF THE STUDY

1. To study the customer preference towards online products of SBI.
2. To understand the customer satisfaction towards online services of SBI.
3. To assess the acceptance level of online products of SBI among the customers.

## SCOPE OF THE STUDY

Personal visit to the branch of SBI bank to collect the first-hand information. Study is done with the special reference to the area, Khammam City. This study is mainly confined to the customer preference and satisfaction towards banking services only, who have been using the particularly ATM, and mobile banking in SBI bank.

## RESEARCH METHODOLOGY

Data Source both primary and secondary data were collected for the study. Primary data were collected through method using a structured questionnaire. Secondary data were collected from sources like State Bank of India Khammam.

**Sampling Size** 150 samples were taken for the research study.

**Table 1: Classification of respondents based on gender**

Gender	Frequency	Percentage
Male	76	50.7
Female	74	49.3
Total	150	100.0

Source: Field Study

It observed that above table among the respondents majority of the respondents 50.7% were male and 49.3% were female respondents.

**Table 2: Classification of respondents based on occupation**

Occupation	Frequency	Percentage
Businessman	29	19.3
Salaried Person	67	44.7
Pensioner	2	1.3
Student	34	22.7
Others	18	12.0
Total	150	100.0

Source: Field Study

It is observed that 44.67% of customers are salaried person, 22.67% of customers are Student, 19.33% of customers are business people, 12.00% of customers are others, 1.33% of customers are pensioner category.

**Table 3: Classification of respondents based on SBI products**

SBI Products	Frequency	Percentage
Business loan	27	18.0
Car loan	34	22.7
Fixed Deposit	37	24.6
Home/Personnel loan	26	17.3
Gold loan	24	16.0
Others	2	1.3
Total	150	100.0

Source: Field Study

It is observed that 24.6% of customers are having fixed deposit, 22.7% of customers are having car loan, 18.00% of customers are having business loan, 17.33% of customers are having home/personnel loan, 16.00% of customers are having gold loan, 1.33% of customers are another category.

Table 7: Classification of respondents based on purpose of online banking

Purpose of online banking	Frequency	Percentage
Online ticket booking	40	26.7
Online bill payment	55	36.7
Balance check	30	20.0
Request for cheque book	16	10.7
Others	9	6.0
Total	150	100.0

Source: Field Study

It is observed that 36.67% of customers are using online bill payments 26.67% of customers are using the online banking for ticket booking, 20.00% of customers are using online banking for balance check, 10.67% of customers.

### SUGGESTIONS

- From the above findings it was found that one of the SBI products provided services were online transactions. That is not much known to the customers, therefore the Bank management should take efforts to make awareness among the public about online facilities.
- While discussing with the customers about suggestions they want more information on loans with interest rates provided by the Bank. So, the Bank should employ some contact persons through a toll-free number.
- Advertisement of SBI is very less when compared with the competitors. It may lead to switching on other Banks. To overcome the Bank management should promote more advertisements through various advertisement vehicles.
- Most of the customers felt that opening of an account is very difficult in the Bank. So, the management should take care on new customers as well as old customers.

### CONCLUSION

This study says that younger generation were using electronic banking services are more as compared to older generation because of innovation in information technology and their adoption level is high in e-banking. Above 60 age group categories were using e-banking services are less than others. Risk is one of the factor customer were consider while opening an internet bank account. They didn't feel secure in the internet banking. The respondents preferred ATM, Online banking, Mobile banking, SMS banking for their financial transactions. From customer point of view that private bank provides better services as compared to public banks, but for secured transaction public banks will be preferred by most of the respondents.

Table 4: Classification of respondents based on type of services taken from SBI

Services taken by SBI	Frequency	Percentage
Saving A/C	94	62.7
Current A/C	42	28.0
NRI A/C	10	6.7
Others	4	2.7
Total	150	100.0

Source: Field Study

It is observed that 62.67% of customers are having saving a/c, 28.00% of customers are having current a/c, 6.67% of customers are having NRI a/c, 2.67% of customers are another category.

Table 5: Classification of respondents based on facility provided by SBI

Facility provided by SBI	Frequency	Percentage
Yes	78	52.0
No	34	22.7
Cannot say	38	25.3
Total	150	100.0

Source: Field Study

It is observed that 52.00% of customers are satisfied facility, 22.67% of customers are not satisfied by the facility, 25.33% of customers are cannot say about the facility of SBI.

Table 6: Classification of respondents based on using banking services online

Using banking services online	Frequency	Percentage
Yes	83	55.3
No	67	44.7
Total	150	100.0

Source: Field Study

It is observed that 55.3% of customers are using online banking services, 44.67% of customers are not using the online banking services.

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