

Research Paper

**A PROJECT REPORT ON “CONSUMER AWARENESS TOWARDS
E-BANKING SERVICE” AT SBI**

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ABSTRACT

Consumer awareness is a crucial factor in the adoption and effective use of e-banking services, which have transformed the banking landscape by offering convenience, speed, and accessibility. This study examines the level of awareness among consumers regarding e-banking services in India, including internet banking, mobile banking, ATMs, digital wallets, and online fund transfers. Data were collected from bank customers across public and private sector banks to assess knowledge, usage patterns, perceived benefits, and concerns related to security, privacy, and technical challenges.

The research highlights that higher consumer awareness leads to increased adoption, greater satisfaction, and enhanced trust in digital banking platforms. Findings indicate that factors such as education, income, technological literacy, and promotional efforts by banks significantly influence consumer awareness. The study also emphasizes the role of banks in conducting awareness campaigns, providing user friendly interfaces, and ensuring secure transactions to build consumer confidence.

Challenges such as cyber threats, lack of digital literacy, and apprehension towards online transactions are addressed. The research concludes that improving consumer awareness is essential for maximizing the benefits of e-banking services, promoting financial inclusion, and fostering a secure and efficient digital banking ecosystem in India.

Keywords: Consumer Awareness, E-banking Services, Internet Banking, Mobile Banking, Digital Banking, Financial Inclusion, India, Security, Customer Satisfaction.

I. INTRODUCTION

Financial transactions, savings mobilization, investment, and economic progress make banking an essential sector of the economy. Traditional banking services included deposits, withdrawals, cash transfers, account inquiries, and other financial activities at physical branches. Rapid technology breakthroughs and digital communication methods have changed the banking business. Electronic banking, or e-banking, has transformed global banking services.

E-banking uses electronic channels and internet-based technology to deliver financial services without bank offices. E-banking allows consumers to transfer funds, pay bills, check account balances, buy online, recharge mobiles, and apply for loans using computers, cellphones, ATMs, and other digital

devices. Modern banking systems rely on e-banking for its convenience, speed, accessibility, efficiency, and cost-effectiveness.

II. STATEMENT OF THE PROBLEM

High-speed information technology and digital communication have transformed banking into electronic banking. Internet banking, mobile banking, ATMs, online fund transfers, debit and credit card transactions, and UPI payments are increasingly commonplace. These services provide convenience, speed, accessibility, and efficiency. Despite the rise of e-banking, many clients fail to understand and utilize it.

III. NEED FOR THE STUDY

Consumer awareness of e-banking services influences digital banking adoption and use. SBI provides outstanding e-banking, yet many consumers are ignorant of its benefits and security. E-banking is shunned by certain customers due to cyber fraud, technology inexperience, and transaction security concerns.

The study must examine SBI consumers' e-banking knowledge and utilization. Client happiness, attitudes, and electronic banking difficulties are also surveyed. Digital transactions and government cashless initiatives have increased consumer awareness of e-banking. The study is important because e-banking enhances financial inclusion, operational efficiency, and customer convenience. Understanding consumer awareness improves bank customer education, digital security, and services. The findings may help SBI improve customer awareness and e-banking safety.

The study is crucial for understanding customer digital banking behavior and improving SBI's e-banking.

IV. SCOPE OF THE STUDY

Customers' understanding of State Bank of India e-banking is surveyed. We assess consumer knowledge, usage patterns, perspectives, satisfaction, and electronic banking difficulties. The poll covers SBI e-banking services like:

- Online Banking
- Mobile Banking
- ATM Services
- Credit and Debit Card Services
- UPI Transactions
- Fund Transfers
- Online E-bill Payments

This study examines how people use these services for banking and finance. Customer awareness and use of e-banking are also examined. Factors include:

- Academic credentials
- Age
- Job
- Level of income
- Digital competence
- Access to the internet

SBI's e-banking customers' quality, convenience, security, and efficiency satisfaction is surveyed. Technical challenges, security concerns, transaction failures, lack of knowledge, and poor internet connectivity are identified. Only SBI clients are surveyed on electronic banking expertise; banking software and internal processes are not covered. The study illuminates consumer behavior and how e-banking simplifies and expands financial inclusion.

V. OBJECTIVES OF THE STUDY

1. Determine client knowledge of SBI's e-banking.
2. Determine SBI consumers' e-banking use.
3. Examine e-banking adoption factors.
4. Evaluate SBI's e-banking customer satisfaction.
5. To identify customer e-banking adoption hurdles.
6. Test customer awareness of e-banking security.

VI. LIMITATIONS OF THE STUDY

Every research study has limitations. Significantly, the survey is limited to State Bank of India customers. Other bank customers may not profit from the outcomes. Many research data comes from questionnaires. Survey accuracy depends on respondents' honesty and understanding.

Study limitations include minimal sample size and geographic coverage. The poll may not include all SBI customers owing to time and resource constraints.

Technological improvements, banking regulations, and digital breakthroughs may affect customer e-banking comprehension and usage. The outcomes of future study may vary. The survey focuses on e-banking awareness, utilization, and customer attitudes, and lacks evaluation of banking and cybersecurity systems. Survey respondents may not understand digital banking services, impacting their answers.

Limited time and financial data may restrict study depth. The poll provides important information about SBI e-banking consumer knowledge, happiness, and difficulties despite these limits.

VII. REVIEW OF LITERATURE

1. Amit Kumar (2018)

Amit Kumar assessed public sector bank clients' e-banking skills. Survey results show that internet and mobile banking make financial transactions more convenient and less necessary. The survey found that educated and younger consumers knew more about e-banking than seniors. Lack of technical knowledge and security concerns slowed adoption. The paper advised e-banking adoption via consumer awareness and digital literacy training.

2. R. Srinivas (2019)

R. Srinivas checked State Bank of India consumers' electronic banking opinions. According to the research, consumers preferred mobile banking and ATMs for convenience and time savings. E-banking was familiar to most clients, but digital security was not. Service quality, transaction speed, and security influence customer happiness, the survey showed. The research encouraged banks to strengthen cybersecurity and educate clients to promote e-banking confidence.

3. Pooja Sharma (2020)

Pooja Sharma examined urban e-banking adoption. Technological innovation and smartphone usage enhanced digital banking expertise, the poll found. E-banking's flexibility, convenience, and 24-hour services attracted customers. Low internet connectivity and online fraud threats diminished client confidence. The report encouraged banks to increase digital infrastructure and consumer service. Online banking security and cyber fraud prevention were underlined in the study.

4. M. Karthik (2017)

This study also examined urban e-banking. Smartphones and technology boosted digital banking abilities, the poll found. Online banking's flexibility, convenience, and 24-hour services appealed to customers. Fraud and bad internet connection eroded client confidence. Improved digital infrastructure and customer service were recommended for banks. Research emphasized online banking security and cyber fraud prevention.

5. Neha Gupta (2021)

Neha Gupta looked at how well-versed Indian users were in mobile banking applications. According to the poll, mobile banking use increased significantly with the introduction of digital payment systems and UPI services. Customers preferred mobile banking applications for quick transactions and online bill paying. But concerns about cyber security and privacy continued. Higher educated customers utilized digital banking more easily, according to the survey. In order to increase customer trust and understanding of electronic banking, the study recommended improving digital literacy and banking security.

6. S. Lakshmi (2018)

S. Lakshmi investigated consumer knowledge and satisfaction with ATMs and internet banking. Due to their accessibility, ATM services were the most often used e-banking alternative, according to the research. The majority of online banking users had jobs and were well-educated. According to the research, users have trouble with passwords, network problems, and transaction failures. According to the report, increasing consumer awareness of safe password use and online transaction security would increase consumer confidence and e-banking adoption.

VIII. RESEARCH GAP

E-banking is a feature of modern banking that enables customers to do financial transactions at any time and from any location. Although the majority of research have focused on usage patterns, customer satisfaction, and technological acceptability, few have assessed consumer awareness and acceptance of e-banking services. There hasn't been much focus on understanding demographic awareness, particularly in rural and semi-urban areas. Rapid technological advancements, cybersecurity issues, and new digital banking services have all contributed to the evolution of e-banking, making many earlier studies obsolete. Comparative research on the effects of age, education, income, and digital literacy on e-banking awareness is scarce. Therefore, further research is needed to ascertain consumer awareness and the factors influencing e-banking use and understanding.

IX. RESEARCH METHODOLOGY

Research methodology is the methodical approach used to collect, examine, and assess study data. It provides a scientific basis for systematic research. Customer awareness of SBI e-banking was examined using descriptive study.

Research Design

The study looks at consumer awareness, use, satisfaction, and problems with e-banking using a descriptive research methodology.

Type of Information

Both primary and secondary data are used in the study.

Primary Information

Primary data is provided by SBI customers via structured surveys and in-person interactions.

Secondary Information

Secondary data originates from:

- Books
- Journals
- Articles from research
- Reports from banks
- Websites
- Newspapers
- Online publications

Technique for Gathering Data

The study uses a questionnaire to gather primary data. Consumers have inquiries concerning:

- Acquiring knowledge about online banking
- How often it is used
- The degree of satisfaction
- Security issues
- Problems faced with use

Method of Sampling

Convenience sampling is used to choose study participants.

The Size of the Sample

One hundred responses to the poll were supplied by a subset of SBI customers. One hundred participants make up the sample size.

Tools for Analysis

Basic statistical techniques are used to analyze data, such as:

- Analysis of percentages
- Tables
- Diagrams
- Visual depiction

These methods support measuring consumer awareness and interpreting customer reactions.

Area of Study

Only SBI clients in a certain area are included in the poll.

Time Spent Studying

The study takes 45 days, depending on client responses and data availability.

X. DATA ANALYSIS AND INTERPRETATION

1. Gender of Respondents

Gender	Number of Respondents	Percentage
Male	58	58%
Female	40	40%
Other	2	2%
Total	100	100%

Interpretation: The gender distribution of survey participants is seen in the above table. Men made up 58% of the 100 replies, followed by women at 40% and others at 2%. The majority of responses in the sample were men. Many ladies took part in the survey. Poor representation is shown by the low 'other' answer rate. Participants of different genders are included in the survey to guarantee diversity and balance in data collection and analysis.

2. Age Group of Respondents

Age Group	Number of Respondents	Percentage
Below 20 years	12	12%
21–30 years	38	38%
31–40 years	26	26%
41–50 years	16	16%
Above 50 years	8	8%
Total	100	100%

Interpretation: Respondents to the survey are grouped by age in the table. 38% of respondents were between the ages of 21 and 30. 16% of respondents were between the ages of 41 and 50, and 26% were between the ages of 31 and 40. Just 8% were over 50 and 12% were under 20. The survey was eagerly participated in by young and middle-aged adults. This distribution demonstrates that the study mostly includes age groups that are socially and economically engaged.

3. Educational Qualification of Respondents

Educational Qualification	Number of Respondents	Percentage
SSC	10	10%
Intermediate	18	18%
Graduate	42	42%
Postgraduate	22	22%
Professional Qualification	8	8%
Total	100	100%

Interpretation: The education of survey participants is shown in the table. 42% of respondents were graduates, indicating higher levels of education. Of the responses, 18% were intermediates and 22% were postgraduates. Ten percent had SSC qualifications, and just eight percent had professional qualifications. The majority of those who participated in the survey were educated individuals who were probably familiar with the subject. The reliability and quality of research study responses are enhanced by education.

4. Frequency of Using E-Banking Services

Frequency	Number of Respondents	Percentage
Daily	42	42%
Weekly	28	28%
Monthly	14	14%
Occasionally	10	10%
Rarely	6	6%
Total	100	100%

Interpretation: The frequency with which respondents use online banking is shown in this table. 42% of people used e-banking every day, and 28% used it every week. Approximately 14% of people routinely use these services, 10% occasionally, and 6% seldom. The statistics show that a large number of consumers regularly utilize online banking. Regular usage demonstrates customer confidence in the ease of use and accessibility of digital banking channels. The majority of respondents accept and use e-banking for routine financial transactions.

5. Factors Motivating the Use of E-Banking Services

Motivating Factor	Number of Respondents	Percentage
Convenience	32	32%

Time Saving	24	24%
Easy Transactions	18	18%
24/7 Availability	14	14%
Cashless Payments	12	12%
Total	100	100%

Interpretation: The reasons why respondents use e-banking are shown in the above table. Convenience ranked first (32%), followed by time savings (24%). 18% cited easy transactions, 14% cited 24/7 availability, and 12% cited cashless payments. According to the statistics, respondents like e-banking since it makes banking easier and reduces the need to visit bank branches. Because they can access financial services at any time and finish transactions quickly, customers choose digital banking and innovative payment options.

6. Type of Problems Mostly Faced in E-Banking

Type of Problem	Number of Respondents	Percentage
Network Issues	34	34%
Transaction Failure	24	24%
Security Concerns	18	18%
Password/Login Issues	14	14%
Lack of Technical Knowledge	10	10%
Total	100	100%

Interpretation: The main e-banking problems reported by respondents are listed in the table above. Network problems were the most common problem (34%), followed by transaction failures (24%). There were 18% security issues and 14% password or login issues. About 10% of replies cited a lack of technical proficiency. The findings indicate that the most common problems with digital banking are technical and connection-related. These issues may have an impact on the satisfaction and confidence of e-banking customers. Enhancing internet connectivity and transaction reliability might improve the effectiveness and user experience of e-banking.

XI. FINDINGS

- 40% of respondents were women, while the majority (58%) were men.
- 38% of respondents were between the ages of 21 and 30, indicating a high level of participation from young people.
- The majority of those surveyed were educated, as shown by the fact that almost 42% of respondents were graduates.
- With 36% of replies, workers were the most common occupational group.
- The majority of respondents (34%) earned between ₹20,001 and ₹40,000 per month.
- Strong user awareness is shown by the fact that 88% of respondents were aware of e-banking services.
- The most popular e-banking service among respondents was UPI payments (30%).
- The majority of respondents (42%) reported using online banking on a daily basis.

XII. SUGGESTIONS

Numerous strategies to improve customer satisfaction, understanding, and usage of digital banking are suggested by the State Bank of India study on consumer awareness of e-banking services.

- SBI should regularly educate customers about e-banking via training and awareness initiatives, since many customers, especially those who are older and live in rural areas, are unfamiliar with internet, mobile, and digital payment technology. Efforts to raise awareness may increase customer confidence and digital literacy.
- The bank needs to encourage safe online banking and strengthen cybersecurity. Passwords, OTPs, phishing, and fraud protection should all be taught to customers. Good security and safety alerts may boost consumer trust.
- SBI needs to improve customer support for online banking. For transaction failures, login issues, and technical issues, customers should have access to specialized helplines and quick grievance redressal processes. Customer satisfaction and e-banking use are increased by effective customer service.
- The bank should streamline online and mobile banking so that people of all ages may use it. Clients find digital banking simpler with bilingual support and simple navigation.
- Improving digital infrastructure and internet connectivity, especially in rural areas, may boost e-banking usage. Government initiatives for cashless transactions and digital inclusion may be supported by SBI.
- The bank should update its digital platforms and provide new services to improve customer convenience and banking efficiency. As technology, security, and customer education advance, e-banking awareness and use will rise.

XIII. CONCLUSION

The growing importance of digital banking in the financial system is shown by the State Bank of India study on consumer awareness of e-banking services. Users now find banking to be simpler, more accessible, and more effective because of internet banking, mobile banking, ATMs, UPI transactions, and online cash transfers.

According to the poll, the majority of consumers are aware of basic e-banking services and like them since they reduce the need to visit bank branches and save time. Due to their proficiency with technology and usage of smartphones, younger, more educated clients utilize digital banking more often. Some customers still find it difficult to utilize online banking because of security issues, a lack of technical knowledge, poor internet connectivity, and worries about cyber crime.

To trust e-banking services, consumers need to be aware of digital security and safe online banking procedures. According to the poll, reliability, transaction speed, service quality, and effective customer support all contribute to consumer satisfaction.

Because it fosters financial inclusion and the growth of the digital economy, e-banking has become essential to modern banking. To increase consumer awareness and encourage e-banking adoption, customer education, cybersecurity, and digital infrastructure must be improved.

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