

ONLINE BANKING SYSTEM IN SBI

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ABSTRACT

Online banking plays a vital role in banking. Online Banking is also known as e-banking, cyber banking, virtual banking, net banking, and internet banking. Banking services are accessible 24x7. Banks today operate in a highly globalized, liberalized, privatized and a competitive environment. online banking has emerged from such an innovative development. . Online banking is based on internet or web- based interaction to create a high volatile relationship in the banking sector. The study is based on secondary data. This paper outlines the concept of online banking with advantages and disadvantages.

Key words – online banking, Security, Customer satisfaction, Awareness

INTRODUCTION

Internet banking arrived in India in the late 1990s . ICICI was the first bank to champion its usage and introduced internet banking to its customers in 1996. With lower internet costs and increased awareness about electronic media, online banking established itself only in 1999. Online banking is the popular technology used by bank . online banking means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking functions.

LITERATURE REVIEW

AUTHOR	TITLE	PURPOSE	FINDINGS
Tejinderpal Singh & Mrs. Manpreet Kaur 2012	Internet banking: content analysis of selected indian public and private sector banks' online portals	The present paper aims to compare the pre login and after login features of selected banks 'online portals.	ICICI bank's online portal has upper hand as compare to SBI Bank.
Mannan, Syed Abdul 2010	Technology in Indian banks and customer perception: An empirical study in Maharashtra.	To analyse the implementation of technology in Indian banks	Customers were satisfied with technology oriented banks products and services.
Vikas Chauhan & Dr. Vipin Choudhary 2015	Internet Banking: Challenges and Opportunities in Indian Context	to understand the concept of internet banking as well as study the benefit of internet banking from perspective of consumers as well as banks.	The concept of internet banking has got attention in the Indian context. Most of the banks have already implemented the e-banking facilities, as these facilities are beneficial to both i.e. banks as well as consumers. But the adoption of e-banking by the consumers is still at the early stage due to

		various challenges.
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OBJECTIVE OF THE STUDY

1. To understand the concept of online banking and importance.
2. To study advantages and disadvantages of online banking.
3. To aware various aspects of online banking.

METHODOLOGY

In the present study both primary and secondary data are used. The present study is largely based on primary data. Required primary data have been collected in the course of interview with the bank customers through survey method. The required secondary data for the present study have been collected through the official website of SBI and RBI bank annual reports and bulletins, various journals and websites.

ANALYSIS

Table 1
Classification of the customers by Satisfaction

Satisfaction level	Numbers	Percent
Fully satisfied	66	55.0
Satisfied	40	33.3
Not satisfied	14	11.7
Total	120	100

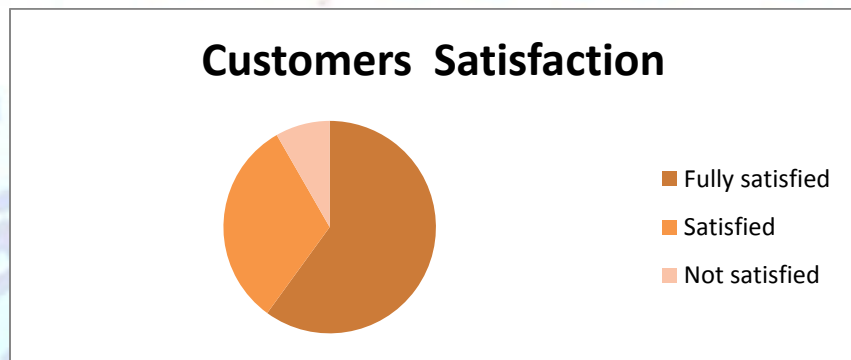


Table 2
Classification of the customers by Awareness

Satisfaction level	Numbers	Percent
Yes	72	60.0
no	38	31.7
No reply	10	8.3
Total	120	100

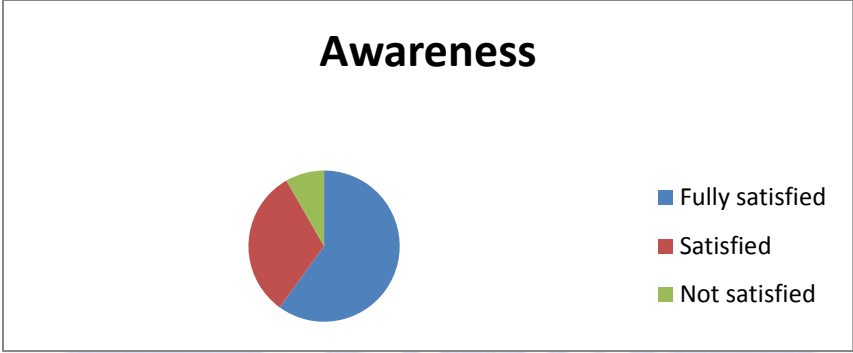


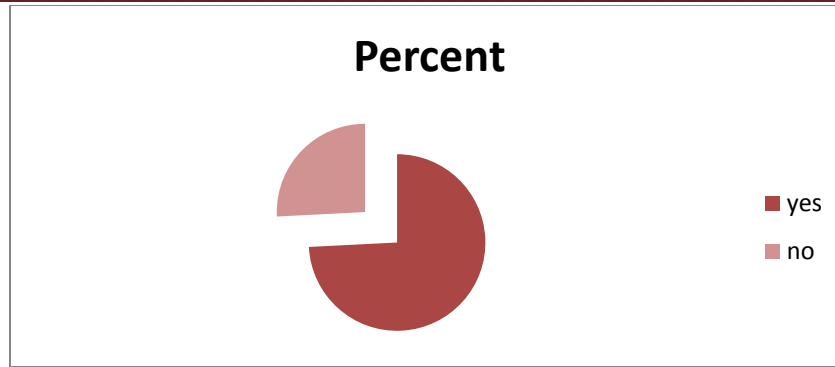
Table 3
Customers using online banking

particular	Numbers	Percent
yes	98	81.7
no	22	18.3
Total	120	100



Table 4
Use of online banking for online shopping

particular	Numbers	Percent
yes	89	74.2
no	31	25.8
Total	120	100



FINDINGS

The Table 1 shows that the satisfaction index of the customers after experiencing the online banking services. It shows that 55 percent are fully satisfied with the services and 11.7 percent are not satisfied. Table 2 shows that 60 percent of customers aware online banking and 31.7 percent of customer were not aware about online banking. Table 3 shows that 81.7 percent customers using online banking and Table 4 shows that 74.2 percent customers using banking for online shopping.

CONCLUSION

Online banking offers benefits for both banks and its customers. No doubt Indian banks are making sincere efforts for the adoption of advanced technology and installation of e-delivery channels but still masses are wary of the concept. Banks are making sincere efforts to popularise the e-banking services and products. Younger generation is beginning to see the convenience and benefits if online banking.

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