

Project Report On

AN ANALYSIS ON E-BANKING SERVICES

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Delhi Technological University

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CERTIFICATE

This is to certify that the dissertation report titled “**An Analysis on E-Banking Services**” is a bonafide work carried out by Mr. Rohan Tanwar & Mr. Lakshya Singh of **Master of Business Administration (Business Analytics) 2018-20** and submitted to University School of Management and Entrepreneurship, Delhi Technological University, Bawana Road, Delhi - 110042 in partial fulfilment of the requirement for the award of the degree of Master of Business Administration (Business Analytics).

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DECLARATION

I hereby declare that the project conducted on '**An Analysis on E-Banking Services**' under the guidance of Dr. Priya Malhotra, Assistant Professor submitted in partial fulfilment of the requirements for the degree of Master of Business Administration (Business Analytics) is true and original to the best of my knowledge and belief.

I further declare that the information presented in this project has not been submitted for the award of any other degree/diploma/fellowship or other similar titles or prizes.

Date: 4th May 2020

Place: Delhi

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I am thankful to the **Participants** who have been very humble in answering to my queries and filling up of the questionnaire provided to them.

Last but not least, I would like to thank my parents who supported and encourage me at each step of my project work.

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EXECUTIVE SUMMARY

Consumers all around the world have become more quality conscious; hence there has been increased customer demand for higher quality service. Service operations worldwide are affected by this new wave of quality awareness and emphasis (Lee 2004). Therefore service-based companies like the banks are compelled to provide excellent services to their customers to have a sustainable competitive advantage, especially in the current trend of trade liberalization and globalization.

The high success of services depends on the level of satisfaction customers derive from service. Sales are directly related to customer satisfaction, sales increase requires improvement in the quality of service delivery to encourage continuous success.

The financial services, particularly banks, compete in the marketplace with generally undifferentiated products. Using Internet banking therefore Online service quality becomes a primary competitive weapon (USP).

The general objective of this project is to assess the level of Online service quality delivered at HDFC bank and SBI bank. The outcome of the study will enhance the bank's competitive position in the banking industry and ensure its survival. It helps us to understand what the shortcomings of the bank are and what advantages it has over its competitors.

The project starts with a brief introduction to the banking industry. The theoretical framework taken up for the study has been talked about. It mainly consists of the online service quality of the bank as the basis of the study.

Furthermore, a layout of the study structure has been presented. The method of sampling, the mood of the questionnaire has been evaluated. The study is basically of a descriptive nature. The sample consisted of businessmen, salaried professional housewives and students. The area taken for the study was Delhi and the questionnaires were filled by 100 respondents. The questionnaires were analyzed and interpreted to reveal the key findings. Graphical representation of the result of each question has been undertaken. Further, a list of suggestions is provided to supplement the inferences drawn. The limitations faced in the project are also enumerated. Lastly, a list of references and secondary information is appended to validate the study conducted.

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CHAPTER 1

INTRODUCTION

1.1 Industry Profile

E-Banking:



Fig 1.1.1 E-Banking

E-banking is can be done from anywhere. It's a type of bank related activity which can be done from anywhere and which enables the user to connect with the bank or its website which can help perform the banking activity virtually. Banks have their centralized databases And due its mobility user can perform banking activity from anywhere.

All the branch offices are connected through network a which enables its customers or we can say has freedom to manage its account from anywhere, anytime or anyhow.

Its delivery channels include public networks, private networks etc.

Recently there has been a increase in the no. of E-banking users. Internet nowadays is being used as a channel to receive the instructions and delivery their products and to as internet banking. We can say that increase in the percentage in E- banking is also impacting financial institution positively. More people are indulged in using products and services offered by banks.

In further studies we will discover types of products offered by Banks to enable the electronic banking in the market.

What is electronic banking?

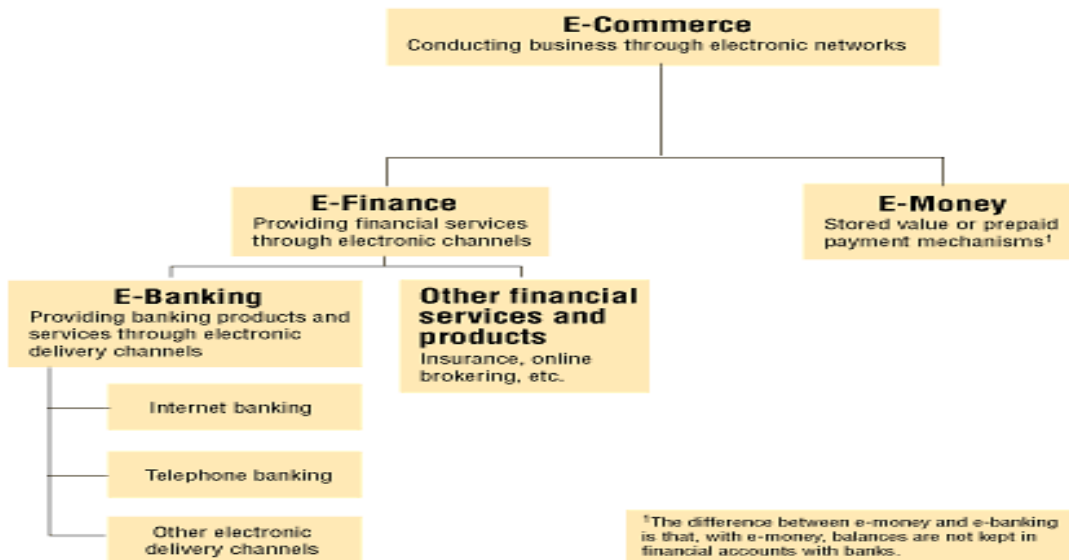


Fig 1.1.2 E-Commerce

Here are the some basic features which can be highlighted to discover what are the advantages of E-banking in current time when the time is less and cost is more :

- 1.) Fast cash transfer or transaction.
- 2.) Low cost
- 3.) 24/7 service availability
- 4.) Reduces error
- 5.) Increase the sense of loyalty among users.
- 6.) Geographical barrier doesn't affect.
- 7.) Better productivity
- 8.) Frauds in transactions are eliminated.

Products Offered By Banks

- 1.) Electronic Fund Transfer (Eft)
- 2.) Tele-Banking
- 3.) Smart Cards
- 4.) Credit-Cards
- 5.) Debit-Cards
- 6.) E-Cheques
- 7.) Atm

Electronic Fund Transfer

It is a method of transferring cash from one a/c to another a/c electronically. Rather than using cheques or cash. And it also gives freedom to customer to transfer the cash to one bank to some other bank. Let's say from SBI TO HDFC or even multiple financial institution.

Features and Benefits

The **EFT** module offers these benefits:

- Transfer to Multiple Employee Accounts
- Third Party Payments
- Supports Most Financial Institutions
- Process Multiple Payrolls
- Print Employee Pay Stubs
- Pay Employees by EFT and/or Cheque
- Employee Share Option Plan (ESOP)

Fig 1.1.3 EFT benefits

Telephone Banking



Fig 1.1.4 Tele-Banking

Telephone banking is a service or a product offered by the bank to do all banking related tasks or activities through phone calls without even literally going to the bank. Telephone banking helps customer indulge in the banking activity without including any cash, financial instruments and supports customer providing the services while he's travelling or maybe not in the condition to visit bank. All the queries of the customers is solved through the phone call. Therefore Telephone banking is considered very efficient and effective services for both the customer and bank. Telephone banking is can be done from anywhere. It's a type of bank related activity which can be done from anywhere and which enables the user to connect with the bank or its call which can help perform the banking activity on call. Banks have their centralized databases of customer calls And due its mobility user can perform banking activity from anywhere.

All the branch offices are connected through network a which enables its customers or we can say has freedom to manage its account from anywhere, anytime or anyhow.



Fig 1.1.5 T-Banking Services



Smart Cards

Smart cards are the cards made up of plastic which has an embedded 8bit microchip. Microchips are the replacement of magnet strips which were earlier fixed to cards for the transaction purposes.

Microchip enforces the data on the chip which is connected to account of the user. Suppose smart card is inserted into transaction machine while making a purchase the chip connects to account of the user and then deducts the amount which has to be paid for the purchase that he has made. It is also used for encryption, authentication etc.

Basically, smart card can exchange the data, store it and manipulate data anywhere, anytime and anyhow.

Features of smart cards

- It's a card which contains a chip and has a value in it. Sometimes monetary value.
- When a transaction is made using the card, the cash is deducted automatically from the account of the person whose making a purchase.
- Can be used to purchase products or goods without the need of the pin
- It an extremely effective card which can act like debit or credit card.



Fig 1.1.6 Smart Card

Credit-Cards



It is a card used to make payments for the purchasing services, products, goods or households item etc. Basically credit card is issued to customer and the customer has the cash limit in it. And whenever the customer makes a purchase via card that means he took a credit from the bank and has to return the amount which he took from the bank including extra charges.

In simple words we can credit card a payment card which helps user take credit from the bank to make purchase. We can say it's a like small loan which has to be returned to bank every month at the agreed date including all the relevant charges. When bank issues a credit card to a customer a revolving account is created by the bank.

Adding more to it, credit card is very different from debit cards. Debit card is customers own money he has in his savings account but credit card is more like loan which he returns every month including interest or charges respectively.

Bank is also very particular about issuing credit cards to its customers. Banks review all the history and credit scores of the customer and also checks whether he's not a defaulter because if customer doesn't pay back the money it would be a loss for the bank. Features of credit card:

- 1.) No need to carry cash when you have credit card.
- 2.) Can also pay in foreign currency
- 3.) Cash withdrawals can be costly because extra charges are included.
- 4.) Service tax is inclusive
- 5.) Bonus points

Debit-Cards



Fig 1.1.8 Debit Card

Debit cards are also called check cards sometimes and looks similar and identical to credit cards but debit cards is completely different from credit cards. As we discussed earlier that credit cards are the cards are used to take credit from the bank and has to be returned to bank accordingly. But whereas on the other hand debit card or check cards are totally different. Debit card are issued to all the savings account holder these days. In the case of debit card money you spend or withdraw is your own money saved in your savings account.

Like for example, your salary is transferred directly to your savings account so that you can withdraw it through debit card anytime anywhere any how Via ATM.

Let's highlight some of the features of debit card:-

- Connected to your savings account
- Spending of cash depends on the availability of the cash in a/c
- Zero interest or extra charges since it's your own money
- Access to cash VIA ATM
- Sometimes can be beneficial. Includes cash back or rewards

E-Cheques

Enter customer email to send receipt

Customer Email (optional)

Account Holder Name

Street Address

City State

Zip code Phone Number

Check Number

\$ Amount

Pay to the Order of: **MCG Inc**

For: Memo 1

Routing # Checking Account # Confirm Checking Account #

Save Check

“E-CHEQUES” are the electronic cheques which doesn’t require any kind of paper or physical touch. These types of cheques are used for transaction for E-commerce related activities and are totally done through devices like computer, tabs etc. Echeques are written by account holder or payer and electronically transmits to payee. Signed by payer and payee endorses it.

E-CHEQUES are useful when the payer and payee both have geographical dilemma and cant physically meet each other but due to business related issues has to make transactions. Like for example, in import and export business echeques are commonly used since sometimes buyers are in America and sellers are in India.

Let’s highlight some of the major features of echeques.

- Echeques are identical to paper cheques. It’s like a picture of paper cheque.
- It’s a secured type of check and can be only digitally signed by the authenticated user.
- Some times has biometric signatures.
- Drawer needs to digitally sign.
- Minimum asymmetrical crypto systems are prescribed.
- Reduces geographical barriers.
- Can be used anywhere, anytime and anyhow.

Automatic Teller Machine (Atm)



Automatic teller machine or we can say ATM is a cash withdrawal machine which is located around the cities to make cash withdrawals, deposits etc easy for their customers. ATM are the electronic telecommunication system which helps their customer to do bank related activities like fund transfer, cash withdrawal, deposits at their near ATM'S whithout even physically going to bank.

Credit, debit cards are inserted into to ATMS to make it function and then ATMS shows the balance of your respected account on the screen and also shows the menu which you'd like to choose at that moment.

ATMS reduces the efforts of their customer and are the effective service provided to their customers.

BENEFITS OF ATM

1. You can withdraw cash at any time, day or night
2. ATMs offer the convenience of multiple locations. ...
3. Your ATM card is protected by a PIN, keeping your money safe.
4. You don't need to fill out withdrawal and deposit slips as is required at the bank.
5. ATMs are faster than going to the bank—no long lines.

Internet Banking Or Web Banking



Fig 1.1.9 Internet Banking

Internet banking is an option given to customers of the bank to do all the bank related activities at their location without even visiting the bank. All the relevant transactions can be done through your personal devices at your home and your devices can even be used to give insight of your bank account. Customer has the freedom to access and perform various bank related task through his personal computer sitting at home. Customer enjoys the mobility and effectiveness of the Internet banking service provided by the banking institution.

NET banking is can be done from anywhere. It's a type of bank related activity which can be done from anywhere and which enables the user to connect with the bank or its website which can help perform the banking activity virtually. Banks have their centralized databases And due **its mobility user can perform banking activity from anywhere.**

All the branch offices are connected through network which enables its customers or we can say has freedom to manage its account from anywhere, anytime or anyhow. Its delivery channels include public networks, private networks etc.

Recently there has been an increase in the no. of NET-banking users. Internet nowadays is being used as a channel to receive the instructions and deliver their products and to do internet banking. We can say that increase in the percentage in NET-banking is also impacting financial institutions positively. More people are indulged in using products and services offered by banks.

Features of net banking

- Removes geographical barriers
- Secured transaction and reduces fraud.
- Efficient, effective and low cost
- Reduces human effort
- Tasks other than transaction can also be done

Let's look at the graphical view of the users indulged in net banking

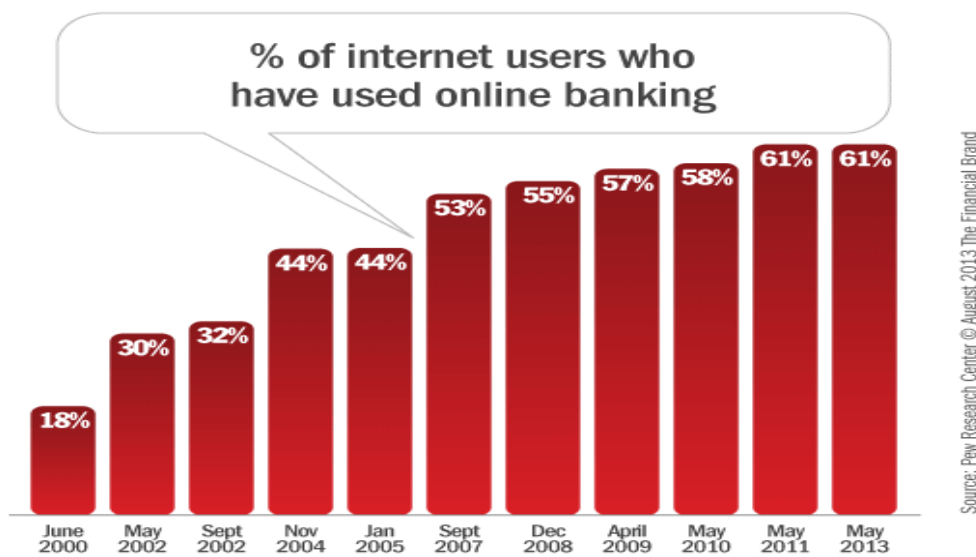


Fig 1.1.10 Internet Banking users

1.2. Organization Profile

There are many banks which provide online banking but I have picked Top 2 banks in terms of Market share :

- 1)SBI
- 2)HDFC



STATE BANK OF INDIA (SBI)

SBI is the largest financial institution of India which has more than 13000 branches all over the India even including remote areas which are connected to each other through a large network. SBI offers large variety of services to its customers.

The **State Bank of India (SBI)** is an Indian multinational, public sector banking and financial services statutory body. It is a government corporation statutory body headquartered in Mumbai, Maharashtra. SBI is ranked as 236th in the *Fortune Global 500* list of the world's biggest corporations of 2019. It is the largest bank in India with a 23% market share in assets, besides a share of one-fourth of the total loan and deposits market.

The bank descends from the Bank of Calcutta, founded in 1806, via the Imperial Bank of India, making it the oldest commercial bank in the Indian subcontinent. The Bank of Madras merged into the other two "presidency banks" in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it the State Bank of India.

Therefore this was the history of SBI and SBI is one of the top financial institution across India.

Fig 1.2.1 SBI History

Headquarter of SBI,Mumbai

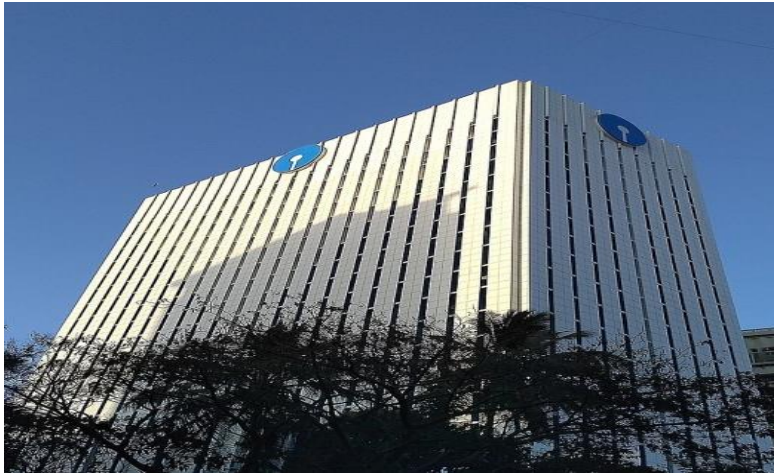


Fig 1.2.2 SBI Headquarter

Now let's highlight some of the services offered by SBI:

E-banking facilities of SBI provide variety of retail financial services like;

- Online demand draft
- Money can be transferred to own or third party accounts
- Benefits like RTGS and NEFT are available for customers
- Customers can generate a/c statements on their own
- Customer has right to configure profile setting
- E-tax feature enables customer to pay tax.
- Customer has epay options to automatically pay all the relevant bills like electricity, water etc.
- Customer can enjoys easy railway or airlines reservation
- IPO, STOCK OR DEMAT services
- Customer can easily pay visa card mostly credit card bill

The SBI has various services to offer for its corporate clients:

- Customer can access his/her account in any branch across the nation with single sign on feature
- Customer can upload a bulk folder to make payments to his importers, suppliers, vendors, third parties etc.
- Customer enjoys inter bank or intra bank transaction feature.
- Bills can be paid via NET
- Transaction can be modified or even can be set to a particular time or can be delayed as per the instructions of the customer.
- Customers can generate a/c statements on their own
- Customer has right to configure profile setting

SBI also offers net banking for visually challenged people:

- Description
- Press Alt1 is for help
- Press Alt0 to lock internet access to the a/c
- Press alt2 to sign in
- Press alt7 to open instruction manual
- Press alt 8 to open frequently ask questions

The following shortcut keys are used to login pages

- Press Alt0 to lock internet access to the a/c
- Press alt2 to sign in
- Press alt7 to open instruction manual
- Press alt 8 to open frequently ask questions

SBI Transaction with security

SBI ONLINE

About OnlineSBI | Forms | Net Banking Branches | A+ |

Home Corporate Banking - Home How Do I Security Tips Sitemap

You are here: **Secure Card Transactions** Login →

Secure Card Transactions

State Bank of India offers the following services for safe and secure paperless banking:

State Bank ATM-cum-Debit Card: State Bank of India offers unparalleled convenience through State Bank ATM-cum-Debit card. With this card, there is no need to carry cash in your wallet. You can now withdraw cash and make purchases anytime you wish to with your ATM-cum-Debit card. You can use your ATM-cum-Debit card to transact for FREE at any of over **20,000 ATMs** of any bank in State Bank Group within the country.

Verified by Visa (VBV) is an easy to use, secured online payment service from State Bank of India in association with VISA that lets you shop securely online with your existing State Bank of India Visa Debit Card. This service through a simple checkout process, confirms your identity when you make purchases on the Internet. **Verified By VISA Service allows you to create a password and it protects your online transactions just like you use your PIN at the ATM.**

Maestro Card/Master Card Secure Code is a new service from State Bank of India, in association with MasterCard® that lets you shop online securely with your existing State Bank of India Debit Card which may be used only on merchant websites that subscribe to services of "MasterCard® SecureCode™". Secure Code Service confirms your identity through a simple check process when you make online purchases. Secure Code Service allows you to create a password and it protects your online transactions just like you use your PIN at the ATM.

Service Offerings

- ATM cum Debit Cards
- Maestro Card / Master Card Secure Code
- RuPay - PaySecure

- e-TDR/e-STD
- SBI e-Tax
- Demat
- ASBA
- Mobile / DTH Recharge
- Contact Us
- Safe Online Banking
State Bank empowers you with Knowledge, Tips and Features.
- Merchant List for Online Payment

Fig 1.2.3 SBI Transaction

HDFC BANK



HDFC Housing Development Finance Corporation. HDFC started in 1994. India's largest banking company HDFC is the one of the private companies who received approval from RBI 'in principle'. The bank was initiated in 1995 as a commercial bank under the liberalization policy of Reserve Bank of India (RBI).

In 2008 HDFC bank acquired Centurion Bank of Punjab which had more 1000 branches across the nation. Bank amalgamated and emerged with 1,22,000 CR and net advance around 89,000 CR. And then Balancesheet was approx 1,63,000 CR.

HDFC is a major financial institution in the country, which was established in 1994, right after when RBI gave freedom to private sectors to establish their business in financial sector.

HDFC was established by Housing Development Financial Corporation, earlier it was a financial company focusing on housing finance which dated back to its inception 1977.

HDFC bank has 1989 branches and over 5700 ATMs in 990 cities in India, and all the branches of the bank is connected and linked to each other through its online real time basis.

In 2008 30thsept , the bank had total assets of Rs.1006 billions. For the fiscal year 2010-11, the bank reported net profit of Rs. 3,935 crore up by 33.17% from the previous fiscal year. Total yearly earnings bank rose by 20.7 % reaching around 24,264 crore in 2010-11.

E-Banking Products and Services Offered By HDFC

Net banking on mobile

HDFC has provided mobile applications to users to access their bank account and can do all the bank related tasks including transfer, paying bills.

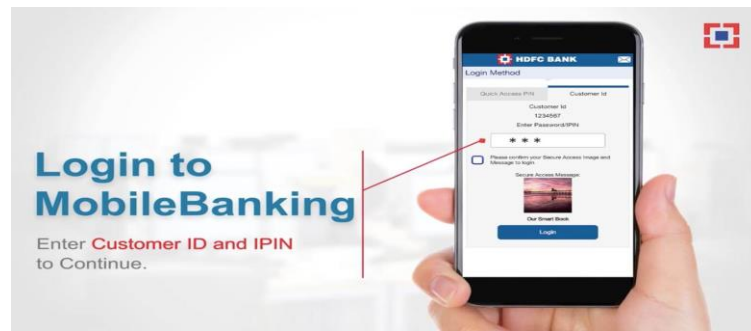


Fig 1.2.4 HDFC E-banking

Services offered in to customers in mobile banking:

- Transferring of funds
- Bank a/c details can be viewed
- Last 3 transactions information can be seen
- Check status can be enquired
- a/c statement can be requested
- Fixed deposit details
- Transfer funds from one a/c to other a/c
- Payments can be requested to stop
- Utility bills payment
- Creating fixed deposit online

Credit cards online

HDFC bank has provided net banking features for credit cards also. Customer can perform all the relevant tasks for their credit card account. Sitting anywhere, anytime or anyhow. This feature is largely appreciated by its customers.

And all these features and facilities are absolutely free.

Features:-

- A/C INFO
- UNBILLED TRANSACTIONS
- STATEMENT FOR CREDIT CARD
- CARD STAMENT CAN BE DOWNLOADED EASILY(UPTO 6 MONTHS)
- AUTO PAY REGISTER REQUEST
- AUTOPAY DEREGISTER REQUEST
- STATEMENT CAN BE EMAILED REQISTER
- ATM PIN FOR YOUR CARD REQUEST
- CREDIT CARD PAYMENT REQUEST

Insta Alert

Now customers are enjoying insta alert features that don't even have to visit the branch or ATM to find out about transaction related quesries. They can easily get all the updates in their mobile phones.

Customer can register for any of the following request:

- 1.) Debit transaction greater than Rs5000-Rs50000
- 2.) Credit to A/C greater than Rs. 5000-50000
- 3.)weekly account balance updates

ATM

HDFC has a widely spreaded network of its ATMs across the nation. It has around 6250 ATMS in India.

And following are the benefits customers enjoy:

- 24/7 cash withdrawal
- Personalization of cash withdrawal
- Viewing of A/C balance and statement
- Cash or check deposits
- Change ATM pin
- Order a cheque book
- Credit card payment
- Transfer funds between between various A/cs

REFILL PREPAID MOBILES

PAYING UTILITY BILLS

CHEQUE STATUS ENQUIRY

REQUESTION NET BANKING PASSWORD

CASH@SHOP

EMAIL STATEMENTS

Benefits Of /Concerns Of E-Banking

For Banks:

- Price- Money can be saved because E-banking reduces human efforts and also reduce the maintenance of ATM'S and branches
- Customer base- Since there are no geographical boundaries it's easier for the banks to maintain such a big customer base. Even the small banks can also do well by maintaining and increasing their customer base.
- Efficiency- Increases the efficiency because every customers query can be solved very easily.
- Customer service and satisfaction
- Image- Image of the bank becomes more better when customers find out that their bank is upgrading its systems and it impacts customers positively.

For Customers:

- Bill payment has become more easier for customers because they don't have to visit Branch Everytime For The Small Transactions.
- Other important facilities are selling and buying of securities, srtock market enauiry, currency rate status, checking balances of your accounts.

Tools used in Ebanking:

- Telebanking
- Mobile banking
- Home banking
- Internet banking
- Mail banking

1.3. Objective Of The Study

- To enlighten the concept of E-banking and importance to customers and bank itself
- To study about the product and services offered under E-banking
- To get Insight of the Net banking
- To Build SWOT ANALYSIS of E-BANKING
- To build up various solutions for disadvantages in net banking

CHAPTER 2

LITERATURE REVIEW

Meaning of Literature Review

- Provides foundation of research topic
- Scrutinizing a of literature in order to classify it by themes or categories, rather than simply discussing individual works one after.
- Presents the research and ideas of the field rather than each individual work or author by itself.

A literature review often forms part of a larger research project, such as within a thesis (or major research paper), or it may be an independent written work, such as a synthesis paper.

Reason for a writing literature review:

A writing literature review arranges your theme corresponding to past research and lights up a spot for your exploration. It achieves a few objectives:

- provides foundation for your point utilizing past research.
- shows you know about past, important research.
- evaluates the profundity and expansiveness of the exploration with respect to your subject.
- determines remaining inquiries or parts of your subject needing research Connection between a writing survey and an examination venture

Scholastic research at the alumni level is in every case some portion of a discourse among analysts. As an alumni understudy, you should along these lines show that you know where your subject is situated inside your field of study.

In this way, a writing literature review is a key piece of most research ventures at the alumni level.

There is regularly a corresponding connection between a writing survey and the examination venture for which it is composed:

- An examination venture is frequently embraced in light of a writing audit. Doing the writing survey for a point frequently uncovers regions requiring further research. Along these lines, composing the writing survey assists with figuring the examination question.

- A writing survey assists with setting up the legitimacy of an examination venture by uncovering holes in the current writing on a subject that offer open doors for new research. An investigation on open and private segment banks and their examination shows that quality hole between desires for customers and view of administration conveyed is most elevated in open division banks and least in private segment banks(using hole 5). Another investigation discovered that open area banks are better than private segment banks. Different investigations and their discoveries are given underneath:

Joseph M. et al (1999)- The examination explores job of innovation on Australian financial part and 300 clients were studied. The discoveries proposed that aside from comfort/exactness and proficiency e banking administrations didn't coordinate with significance rating indicated by clients.

Lassar, et al (2000)- The investigation looked at two models, that is , SERVQUAL and specialized/practical quality model of innovation utilizing 65 bank clients utilizing SERPERF SCALE. The discoveries uncovered that specialized/utilitarian quality model was better than SERVQUAL in light of the fact that last was inadequate with regards to specialized measurements. 2 models were having unmistakable and special quality for estimating administration quality perspectives.

Bahia, K and J Nantel (2000)- The paper proposed an elective scale for estimating administration quality in retail banking. The examination built up a scale called as Banking Service Quality Scale which contained elements like adequacy and affirmation, get to, cost, effects, administration portfolio and dependability. This model was seen as more dependable than SERVQUAL

Jamal, A., Naser, K., 2002-The investigation analyzed key drivers of consumer loyalty utilizing 167 clients and it was discovered that center and social exhibitions had sway on consumer loyalty and there was negative connection between client ability and consumer loyalty

Dr.Vannirajan & B.Anbazagan(2007)- The examination attempts to make an evaluation of SERVPERF scale in the Indian Retail banking area by doing an overview in banks at Madhurai. The investigation found that in open division banks physical assets and confirmation are generally significant and in private area banks unwavering quality responsiveness and effects are generally significant.

P K Gupta(2008)- Objective of this examination was to discover the conduct of clients as for web

banking versus ordinary banking. The examination discovered that web banking was found.

Gani A, Mushtaq Bhatt (2003)- The examination is directed to do a near investigation of administration nature of business banks and its measurements in business banks. SERVQUAL is utilized and test size was 800 clients. The examination discovered that CITI bank and Standard contracted bank are acceptable in substantial quality and in unwavering quality additionally they are acceptable. In responsiveness parameter Indian banks are sub-par compared to remote banks. In Assurance and compassion Indian banks are substandard.

Navdeep Aggarwal and Mohit Gupta (2003)- This investigation fundamentally discovers the essential measurements and sub measurements of administration quality. Casual organized meetings are led with branch administrators and academicians to plan a financial help quality model. The examination discovered that administration time and individual communications are significant alongside feel for administration quality.

Zhou, L (2004)- The investigation broke down effect of administration quality in banks on consumer loyalty in china's retail banking and it was discovered that unwavering quality and confirmation were the essential drivers of consumer loyalty. It was additionally discovered that there were huge varieties in desires and recognitions in clients.

Arora S (2005)- This investigation examined factors impacting consumer loyalty in open segment, private division and outside banks in northern India. 300 clients were given surveys which uncovered that noteworthy contrasts exist in consumer loyalty level of clients in each gathering of banks with respect to routine activity and situational and intuitive components. Remote banks were seen as the pioneers in motorization and robotization.

Mushtaq M Bhat (2005)- This investigation discovers administration quality parameters in bank through SERVQUAL and impact of segment factors . The examination was restricted to SBI,PNB ,Jammu and Kashmir bank Citi bank and Standard Chartered Grind lay's bank. Test size was 800 and study discovered that outside banks are superior to Indian banks. SBI was seen as moderately poor on unwavering quality and responsiveness.

Alka Sharma,Varsha Mehta (2005)- The examination centers around administration nature of four driving banks and their comparision.

.Joshua A J, V Moli, P. Koshi (2005)- The investigation assessed and looked at administration quality in old and new banks utilizing test size of 480. The examination discovered that clients were fulfilled in dependability, sympathy and cost and for different parameters the distinction among desires and recognitions were littler than open part banks.

Mohammad et al (2005)- The investigation attempts to build up a thorough model of banking computerized administration quality mulling over one of a kind traits of every conveyance channel and different measurements which impact administration quality.

Raul and Ahmed (2005)- The examination explored client support in open segment banks in 3 locale in Assam and it was discovered that clients were disappointed with the administration,

CHAPTER 3

RESEARCH METHODOLOGY

A research methodology is an approach to systematically take care of the examination issue. It might be comprehended as a learn about concentrating on how lookup is done deductively. In it, we study the one-of-a-kind advances that are frequently obtained through a professional in deliberating his examination issue alongside the intent behind them. The scientist needs to be aware of the exploration strategies/systems yet, besides, the technique.

At the factor when we discuss check out philosophy we discussion of the exploration techniques as properly as reflecting on consideration on the reason in the back of the strategies we use with regards to our examination contemplate and clarify why we are utilizing a unique strategy or machine or why we are now not using others so inquire about effects are geared up for being assessed either through the specialist.

MEANING OF RESEARCH

Redan & Moy think research as a "systematized exertion to select up information." Few people think that research as the development, the development starting at the known to the unclear or less visible. It is virtually a journey of revelation. All of us have the critical impulse to learn more about something when the difficult to understand went against us, we wonder and to learn more makes nourished and obtain full and greater full ability to understand something of the blurred facts. curiosity is the god of all statistics & the technique, which people make use of for getting the data on anything the less clear facts, can be named as research.

Research is a scholarly motion and as such the period should be well used from a specialized perspective. Research carries description and again thinking issues, defining hypothesis or proposed collecting, cleaning out and getting knowledge or information; making logical and arriving at the outcome, and eventually seriously examining the edge to think and decide if they healthy the analyzing hypothesis. The constraint of situation, ideas or snapshots to adding up to expand, address or verify information, no matter if that information helps in improvement of speculation or by using and employing of a craftsmanship.

TYPES OF RESEARCH

● EXPLORATORY RESEARCH

Exploratory research is sort of research conducting the Problem which hasn't been clearly defined. It determine best research design, data collection method and selection of subjects. It has to attain findings purpose simply with caution. This Research, again and again, relies upon on elective research, For eg, checking on handwriting & moreover information/subjective-methodologies, for eg, normal conversations with customers, labours, the executives or employee, and an increasing number of formal-methodologies via up to the down meeting, middle gathering, project strategies, contextual-analysis. The Internet takes into account to appear into techniques, which are increasingly high sensible in nature.

● DESCRIPTIVE RESEARCH

Descriptive lookup comprises overviews and fact discovering enquiries of more than a few types. The sizeable motive for expressive lookup is the personation of the scenario as it subsists at present. In business enquire that we oftentimes use context Ex post facto inspect for elucidating studies contemplates. The essential trait of this type of approach is that the analyst has no impact on the factors; analysts can simply file whatever has passed off or what is going on. Most of the ex post facto inquire about undertakings used for the spellbinding investigations where the scientist appears to quantify few things like, re-occurrences of shopping, disposition of individuals, or different information that can be compared. This also contain enterprise utilizing analysts to discover motives in any event, whenever they are not in command to control the factors. The techniques for investigating used in such research find out about methods for distinct types, which include relative and correlational strategies.

My Research is Exploratory as well as Descriptive.

Sources Of Data

There are two kinds of sources of statistics collection:-

- Primary data : Data that has been gathered from the direct journey is regarded as integral information. Essential facts have not been dispensed at this factor and are regularly reliable, authentic and target based. Important facts have not been modified via people, as a result, its authenticity is more remarkable than secondary information. Techniques for gathering indispensable records are polls, interviews, perception, overviews.

- Secondary Data : Data gathered from a supply that has just been distributed in any shape is known as elective information. The survey of writing in any exploration relies upon optional data. Methods of gathering Such data are web, books, papers, magazines, diaries and different similar periodicals.

In this investigation,

Techniques for the data gathered used in this study are:

- Primary Data : Questionnaire approach (poll comprising of 10 inquiries) and Observation method. (For Questionnaire See ANNEXURE A)
- Secondary Data: Internet, Magazines and Newspapers.

SAMPLING DESIGN

In the hypothesis of constrained populace examining, an inspecting configuration suggests for each conceivable example its probability of being drawn. Numerically, a testing configuration is signified by way of the capacity which gives the possibility of drawing an example

Sample Size

- around 100 People were given the surveys to find out the examination.

Sample Area

- Delhi/NCR area has been utilized for gathering the trying outside.

Testing Instrument

- The questionnaire has been utilized as a trying out the instrument for gathering

SWOT ANALYSIS OF E-BANKING

Strength

- Wide hit to clients
- Less Time in an efficient manner
- Capable of introducing fresh products and essential services quickly
- To Understand consumer needs and wants
- Information can be gained by consumers at any location
- Build consumer loyalty
- Easy on-line software for all records, which include individual advances and home mortgage
- 24*7 Available

Weakness

- Lack of awareness amongst customers in regards to E-banking
- Obsolesce of innovation occurs very soon quite as far as safety on the web.
- Procedure for applying for identity and secret key for using administrations recognized with net banking requires huge investment.
- Lack of facts is observed with recognize to net banking in workers.
 - Implementation of more modern-day innovation is smidgen pressured
 - Employees wish to get ready to get info. in regards to E-banking

Opportunity

- Approx. 74% of consumers don't utilize E-banking.
- Core-competency could be done as a long way as banking if the center is made around familiarity with net banking
- It can turn out to be a virtual monetary enterprise in India.
- The concentration of one of a kind administrations ought to be made making use of E-Banking

Threat

- New competitors with regards to the similarity in the IT framework
- Multiple seller guide is vital for working of profoundly complicated innovation
- Maintaining made sure about IT basis for enterprise activities
- The alternative should be there if there ought to be a prevalence of disappointment of framework

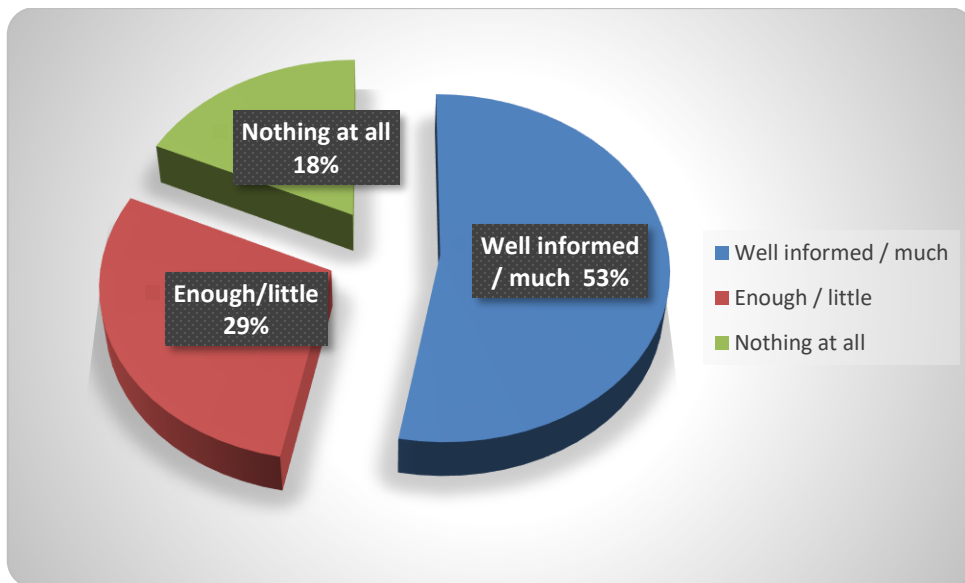
CHAPTER 4

RESULTS

Data Analysis

1) How much you are aware of the products of E-Banking?

Particulars	No. Of Respondents	Percentage
Well informed / much	53	53%
Enough / little	29	29%
Nothing at all	18	18%



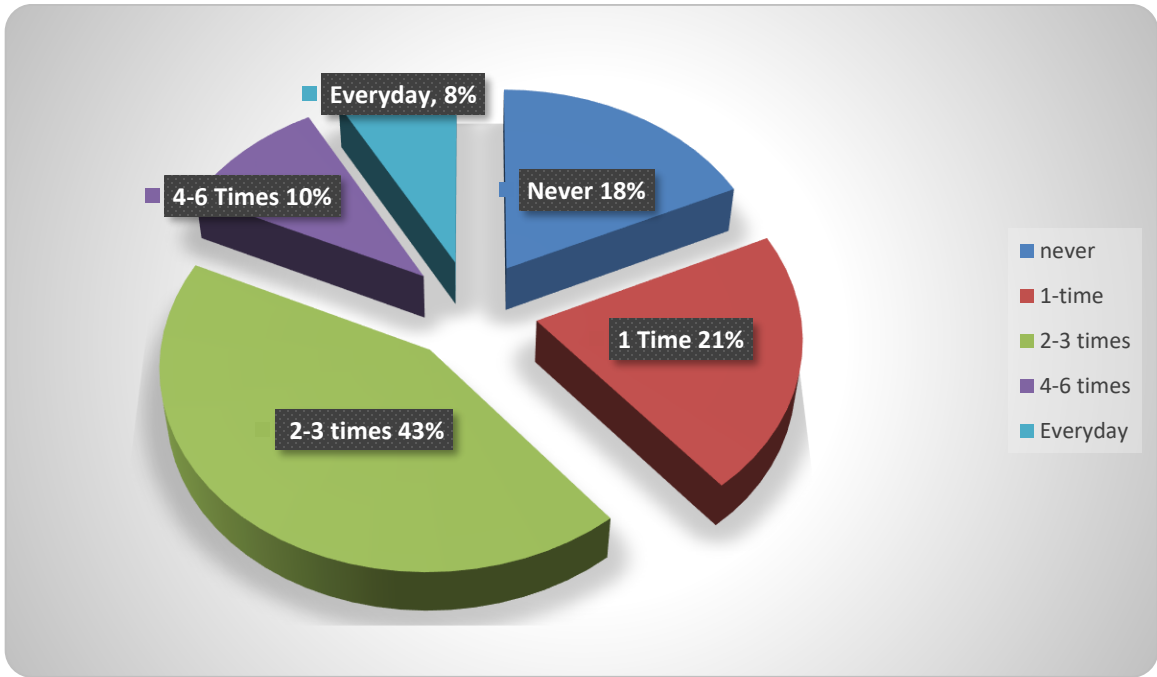
Interpretation:

We had surveyed 100 people. Out of them 53% people are well informed about E-banking, 29% people are having little knowledge about E-banking, 18% people do not know about the E-banking.,

So from this one thing is sure that majority of people know about E-banking.

2) How often you avail of the service of e-banking?

Particulars	No. Of Respondents	Percentage
never	18	18%
1-time	21	21%
2-3 times	43	43%
4-6 times	10	10%
Everyday	8	8%

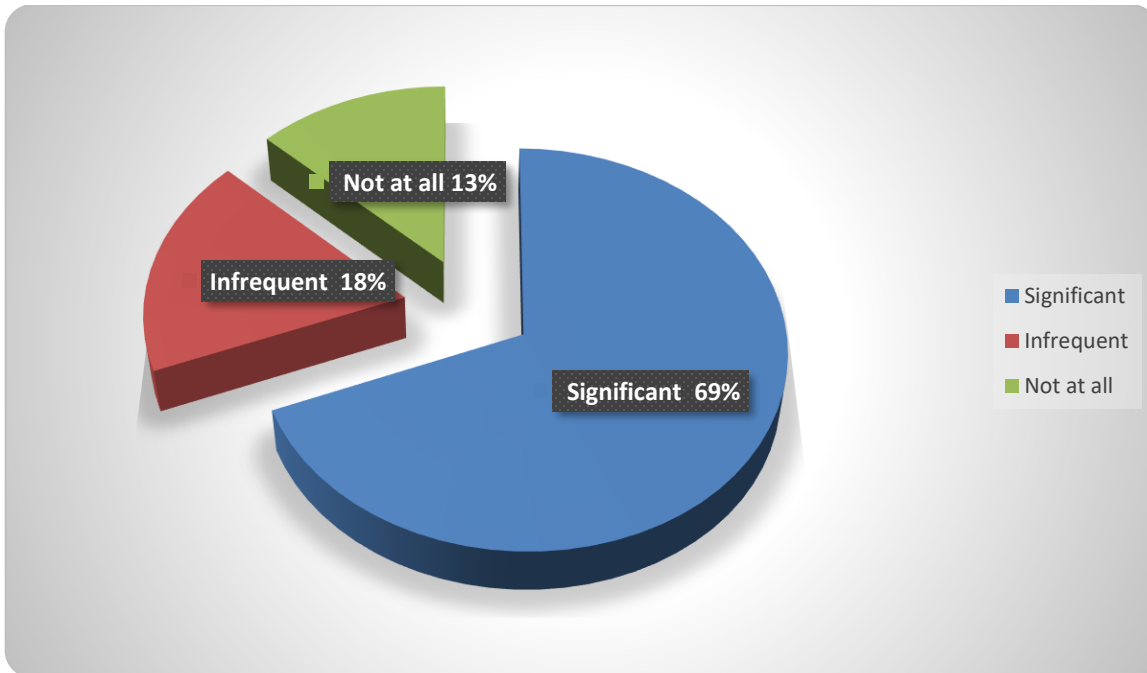


Interpretation:

We had surveyed 100 people. Out of them 18% people never use E-banking, 21% people are using 1-time, 43% are using 2-3 times, 10% are using 4-6 times, 8% people are using E-banking on everyday basis.

3) How important would be the E-Banking for your day-to-day activities?

Particulars	No. Of Respondents	Percentage
Significant	69	69%
Infrequent	18	18%
Not at all	13	13%

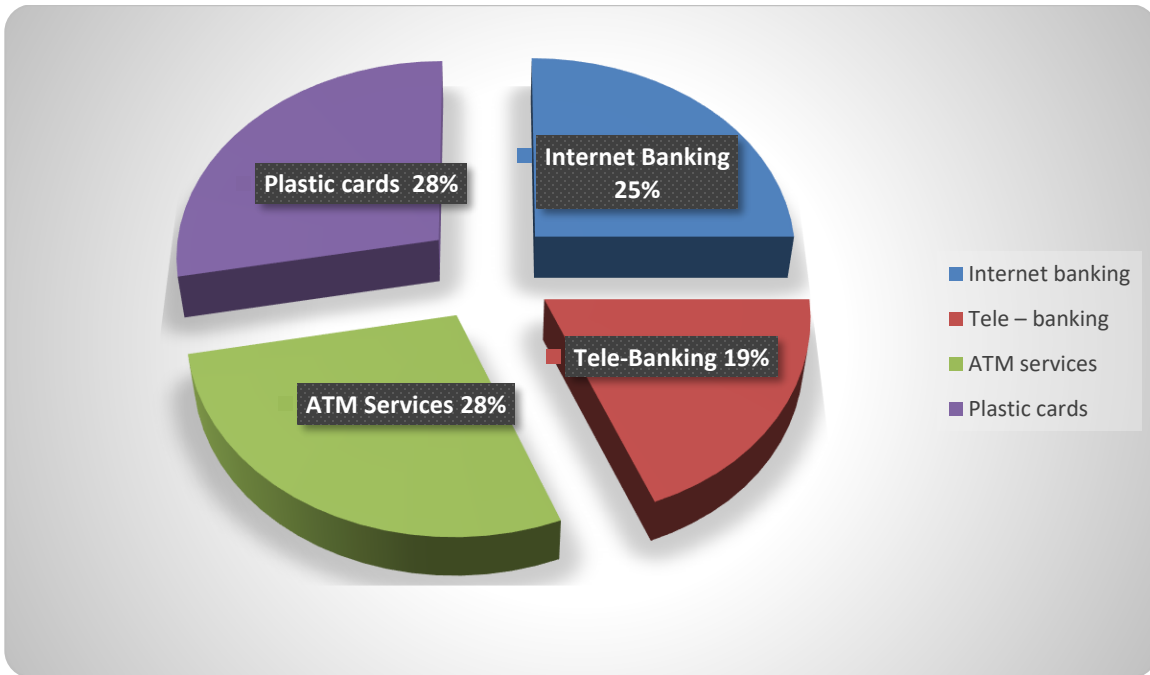


Interpretation:

According to survey, 69% people find that E-banking is having significant importance in their daily banking activities, 18% people find that E-banking is having infrequent importance in their daily banking activities 13% people find that E-banking is not at all important in their daily banking activities.

4) Which of the following E-services would be important for user friendly?

Particulars	No. Of Respondents	Percentage
Internet Banking	25	25%
Tele-Banking	19	19%
ATM Services	28	28%
Plastic Cards	28	28%

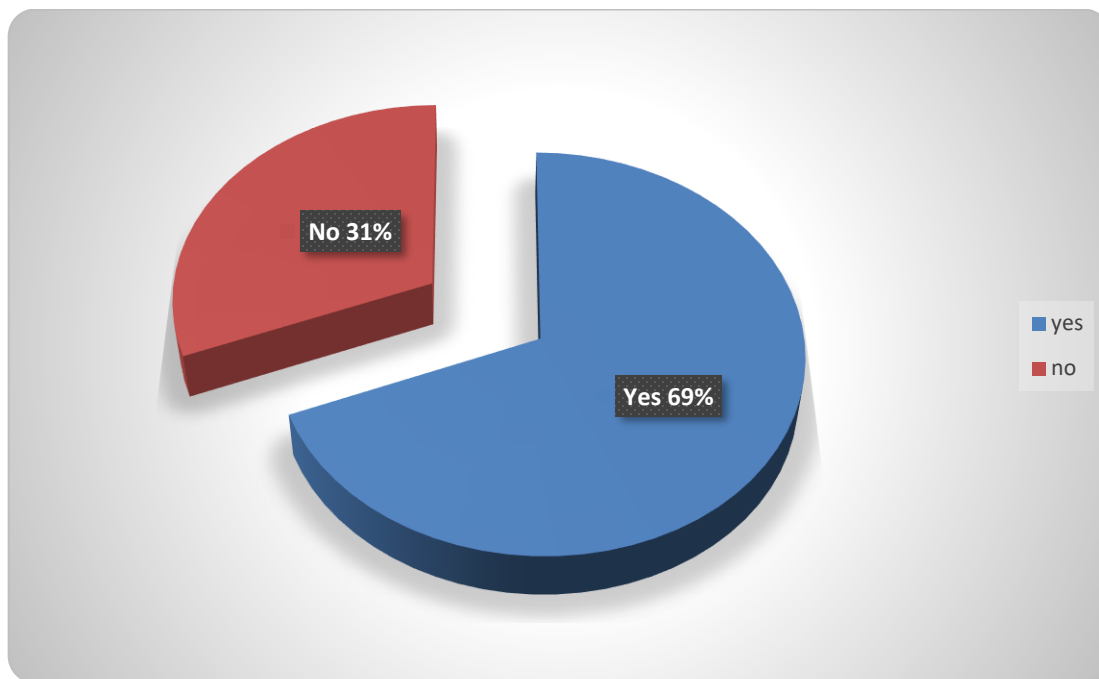


Interpretation:

According to survey, 25% people think that internet banking is more user friendly, 19% people think that Tele banking is more user friendly, 28% people think that ATM services is more user friendly and 28% people think plastic cards are more user friendly.

5) Are the services being offered adequate?

Particulars	No. Of Respondents	Percentage
Yes	69	69%
No	31	31%

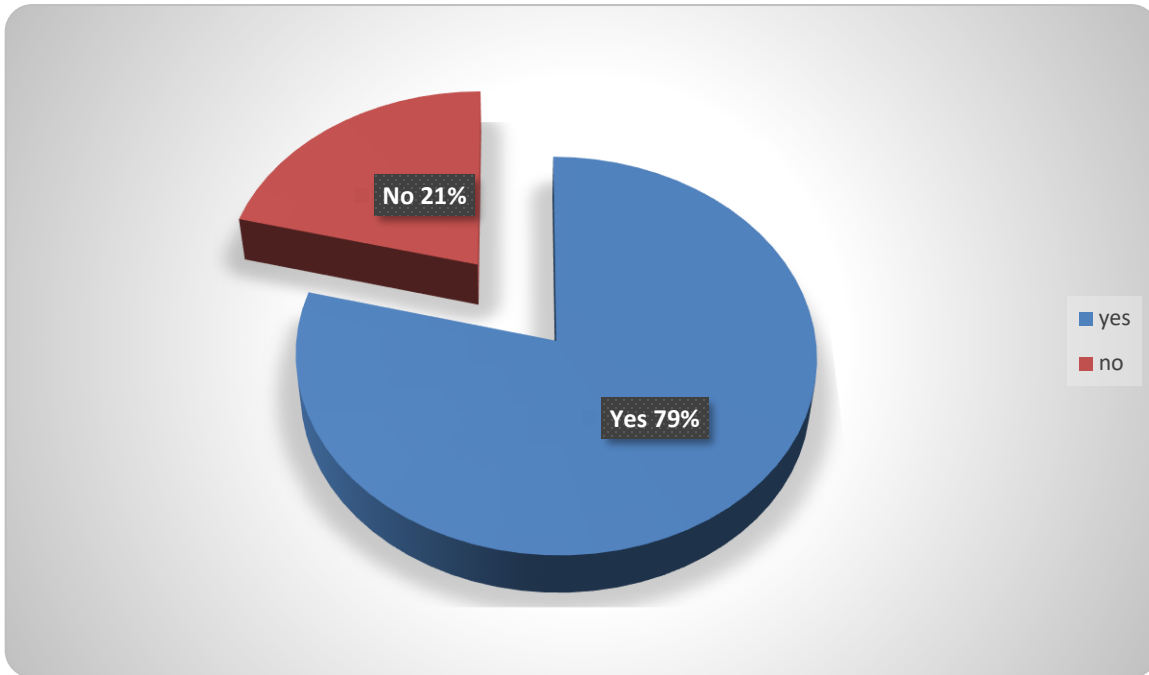


Interpretation:

According to survey, 69% people find that the services being offered to them are adequate but 31% people that the services being offered to them are not adequate This shows what people feel about banking services and this may also be one of the reason for the dissatisfaction of the people.

6) Is E-Banking convenient in the context of today's lifestyle?

Particulars	No. Of Respondents	Percentage
Yes	79	79%
No	21	21%

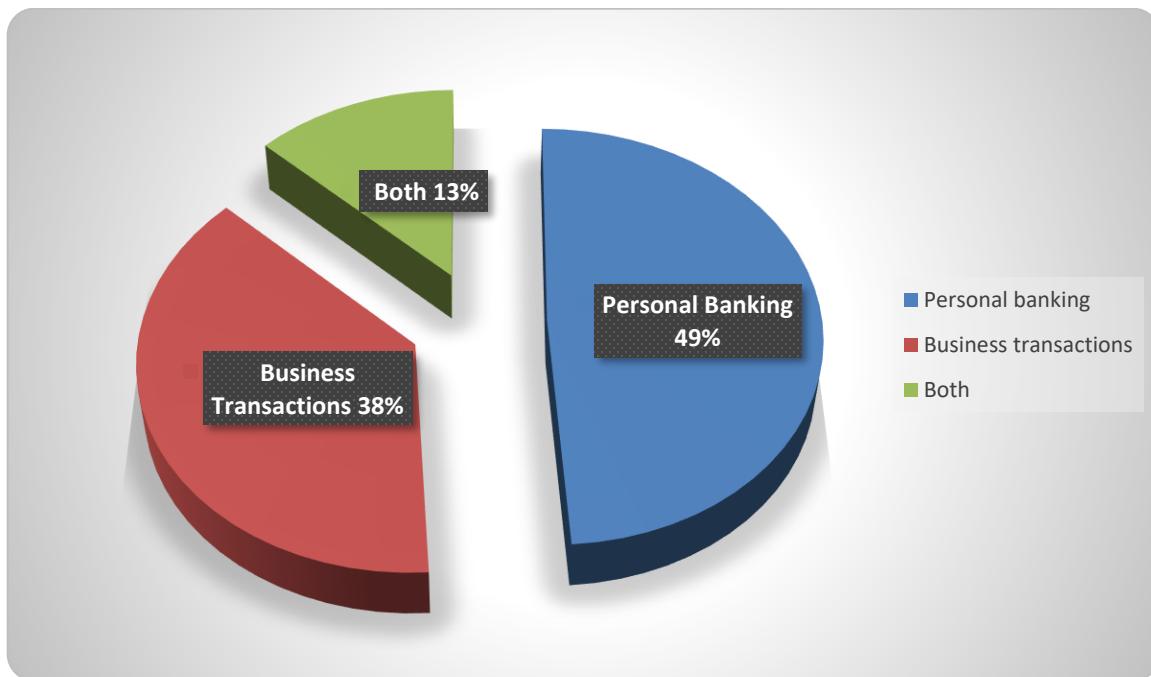


Interpretation:

We had surveyed 100 people out of which , 79% people think that the internet banking is very much convenient to them in the context of today life style whereas 21% people think that the internet banking is not convenient to them in the context of today life style.

7) What kind of Banking transactions you normally do use the Internet?

Particulars	No. Of Respondents	Percentage
Personal banking	49	49%
Business Transaction	38	38%
Both	13	13%

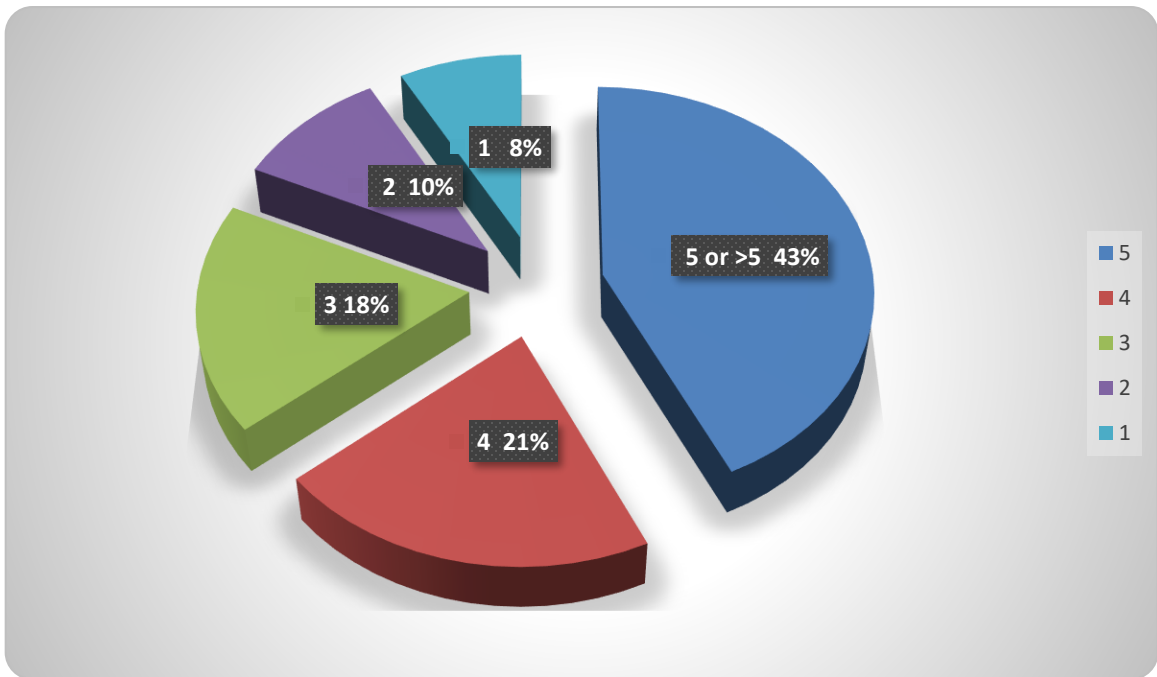


Interpretation:

According to survey, 49% people do personal banking over the internet, 38% people do business transactions over the internet and 13% people do personal banking as well as business transactions over the internet.

8) How much would you rate internet banking by taking Privacy and Security into consideration?

Particulars	No. Of Respondents	Percentage
5 or >5	43	43%
4	21	21%
3	18	18%
2	10	10%
1	8	8%

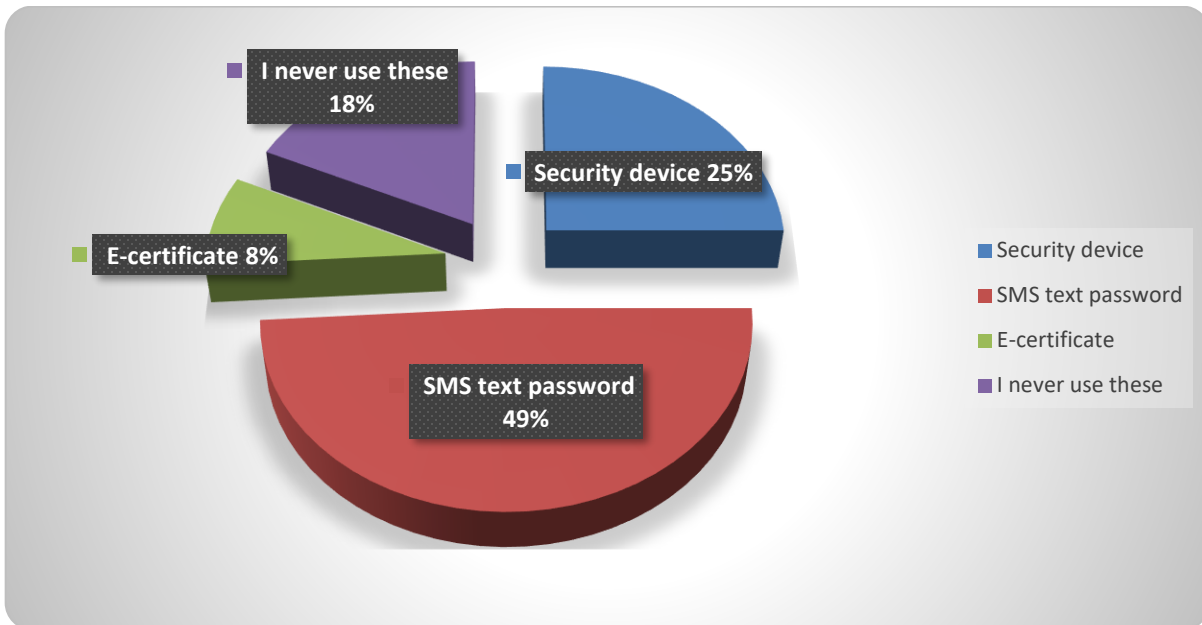


Interpretation:

We had surveyed 100 people. Out of them 43% people rate E-banking 5 in the matter of security and privacy, 21% people rate E-banking 4 in the matter of security and privacy, 18% people rate E-banking 3 in the matter of security and privacy, 10% people rate E-banking 2 in the matter of security and privacy, 8% people rate E-banking 1 in the matter of security and privacy.

9) Do you use any of the following when you use e-banking?

Particulars	No. Of Respondents	Percentage
Security Device	25	25%
SMS Text password	49	49%
E-Certificate	8	8%
I never use this	18	18%

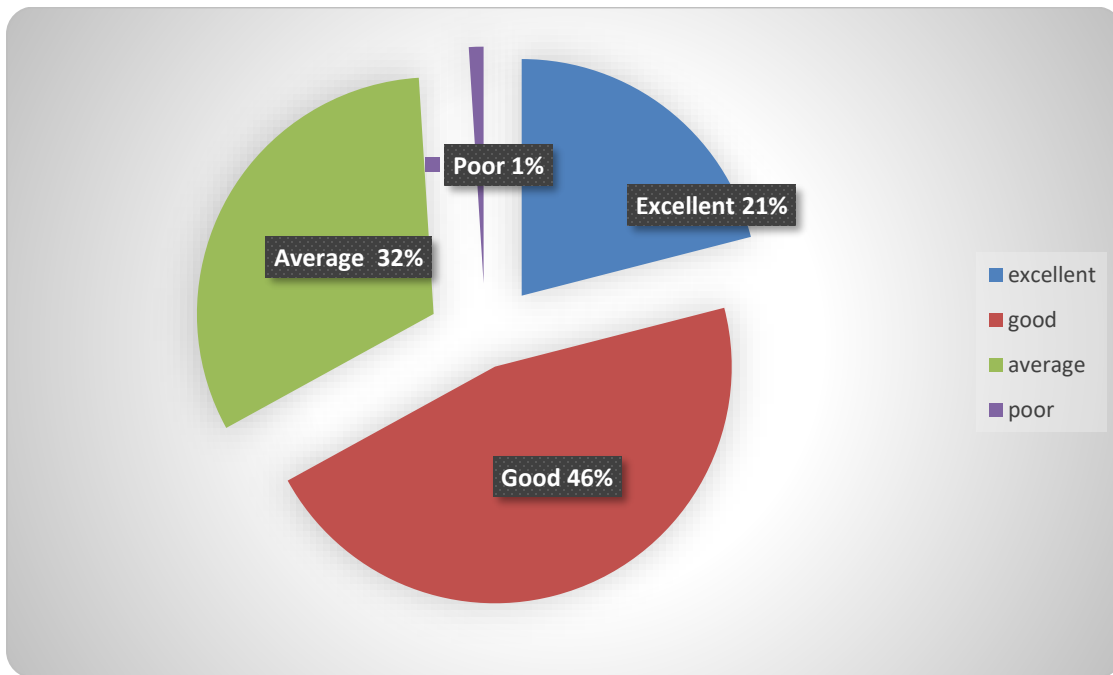


Interpretation:

According to survey, 25% people use security device while using E-banking, 29% people use SMS text passwords while using E-banking, 28% people use E-certificate while using E-banking and 18% people never use any of the following while using E-banking.

10) Overall how do you find the concept of E-Banking ?

Particulars	No. Of Respondents	Percentage
Excellent	21	21%
Good	46	46%
Average	32	32%
Poor	1	1%

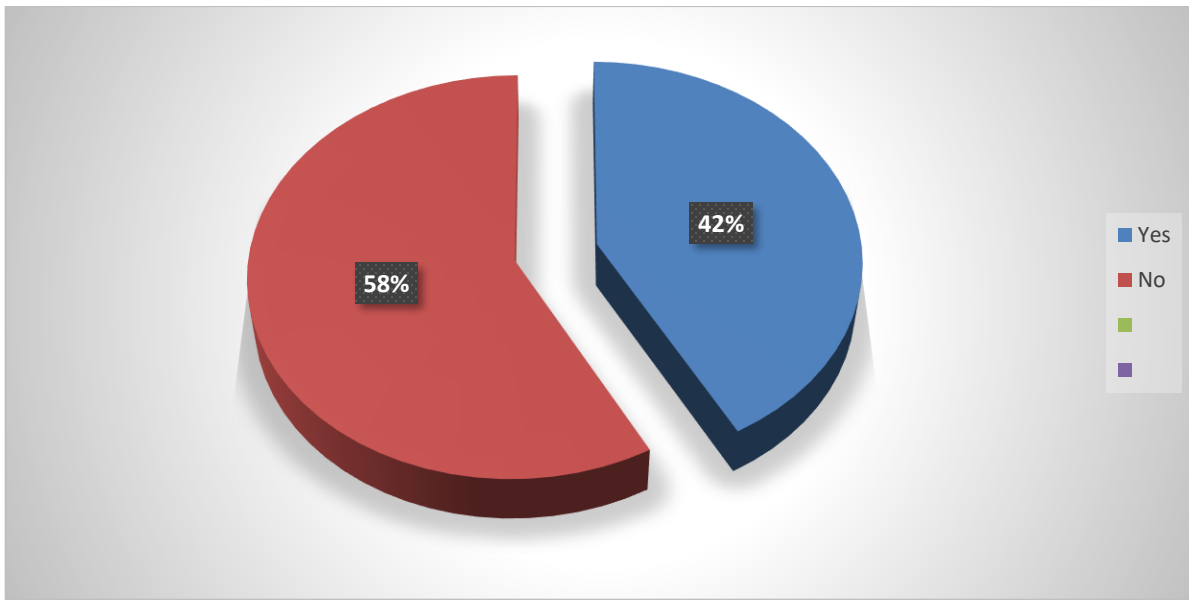


Interpretation:

According to survey, we came to know that 21% people find the concept of E-banking excellent, 46% people find E-banking good, 32% people find average and only 1% people find the concept of E-banking poor.

11) When you approach bank, Do Employees ask whether you are registered with E-banking?

Particulars	No. Of Respondents	Percentage
Yes	42	42%
No	58	58%



Interpretation

According to survey, we came to know that 42% people find that Employees Ask if they are registered with E-banking and 58% people find Employees don't ask them if they registered or not with E-Banking.

Conclusion

The main objective of my research is to study how much customers are aware of the E-banking facility provided by Banks. I found that E-Banking Saves time For the Customers as well as the bank employees or representatives. I also found that E-banking has high or wide reach ability to customers in regards of products and services.

I also mentioned SWOT analysis of E-banking, I come to know various Strengths (24*7 availability, Wide reach, Build Customer Loyalty etc) as well as Weaknesses, opportunity and threats. Bank should convert weaknesses into their strength . In the terms of weaknesses I come to know some of the major weaknesses (Obsolesce of innovation, Lack of facts known to employees) Banks should concentrate on the weaknesses and reduce them to zero.

In SWOT 3rd segment is Opportunity, In India 74% of Customers don't have registration with E-banking. By looking at opportunities, Bank can use such opportunity to be the leader in E-Banking . In the last or 4th segment, i.e Threats, I come to know that 57% respondents rated less than 5 out of 10 so they think authentication failure, There is Lack of IT infrastructure, Security and privacy is a major threats as E-banking can leak privacy due to lack of IT available with bank.

So, at last I concluded that still E-banking is not much aware to the people, E-banking is lacking in security and privacy, Lack of innovation. Further, I have written the suggestions to deal with such weakness and threats.

CHAPTER 5

FINDINGS AND RECOMMENDATIONS

Findings

- Some of the findings during project are:
- Majority of people i.e, are very much aware about the products of E-banking..
- Out of 100 respondents, maximum number of respondents i.e, 69% people find that E-banking is having significant importance in their daily banking activities
- Also, 79% people think that the internet banking is very much convenient to them in the context of today life style.
- After conducting the survey, it was found that maximum number of respondents find that the services being offered to them are adequate.
- According to survey, 49% people do personal banking over the internet.
- Moreover, 49% people use SMS text passwords while using E-banking.
- Maximum no. of respondents rate E-banking as the highest in the matter of security and privacy
- Most of the Employees don't ask respondents if their account is linked with E-banking or not.

Recommendations

- Training and Develop skills among Bank Employees
It is counselled that Bank should lead to extraordinary making ready programs for the workers so that they will get conscious of the fresh products and administrations of web banking. By doing this, Loyalty and trust will build up among existing customers.
- Group Discussion On Threats And Opportunities At Proper Forums
There ought to be an extroverted conversation on the risks and opportunities coming over the fresh products and competitors of net banking work by the representatives in the different authority gatherings and meets.

- Increasing Usage of Mobile users may change the culture and structure of the banking industry
Portable banking is moreover getting famous in the section of web banking as a consequence this can develop the Bank and bank progress can be enhanced. The bank is into the versatile banking but it is giving Limited features.
- More concern Should Be Given to Security Over Internet portal
There are a few people who are into untrustworthy acts of hacking the accounts information of customers. Such measures to be taken to get evade from such hackers to make client account safe and build the reputation of customers.
- Focus On Identifying Core Competence
Bank has some special attributes or fantastic focuses on it and with the assistance of them, it can turn into a pioneer in advertising. This need to be possible with the help of propelling new items and administrations which will to a fantastic extent nice.

CHAPTER 6

LIMITATIONS OF THE STUDY

Although, Project has been worked best but everything has their respective limitations. So, There were some limitations I have faced while doing research and I can not overlook. If the limitations worked at best then project would have been more accurate.

Some of the limitations are:

1) Time requirement:

Time is precious as when you go for the research project it takes time to collect the data and analyse them.

2) Data constraint:

I took the data from primary as well as secondary sources. I get the information of bank from the books, internet, newspapers and for the research I have formed the questionnaire. I don't have much data as I get only 100 responses which can't tell how Services of E-Banking is worthy.

3) Money constraint:

Money is must in the project as I did the online survey which was free but if I had done door to door survey then money is the key but I don't have much money.

4) Lack of full co-operation of respondents:

I have asked respondents to fill such questionnaire for 3-5 days continuously as they were not active enough and feeling lazy to do so.

5) Ambiguous replies or oversight of replies:

Some of the respondents gave answers in ambiguous manner and some have skipped few questions because they were not serious. So I asked them personally to answer in yes or no to fill the questionnaire.

CHAPTER 7
BIBLIOGRAPHY

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[business/electronic-banking-products/](http://corporatebanking.bankofireland.com/corporate-banking/products-services/new-business/electronic-banking-products/)

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<http://www.ingcommercialbanking.com/ecache/eng/242.html>

CHAPTER 8

ANNEXURE

Hello everyone, I and my friend are Conducting a Survey for our Major Research Project on E-Banking.

Note:- This form is for those only who use E-banking else ignore.Thank you

Please help us in Filling up this form ASAP It would take your 5 minutes of your schedule,

Name: _____

Address: _____

Tel No: _____

Age: _____

Gender: _____

Occupation: _____

1) How much you are aware of the products of E-Banking?

- Well Informed/Much
- Enough/Little
- Nothing at all

2) How often you avail of the service of e-banking?

- never
- 1 time
- 2-3 times
- 4-6 times
- everyday

3) How important would be the E-Banking for your day-to-day activities?

- Significant
- Infrequent
- Not at all

4) Which of the following E-services would be important for user friendly?

- Internet banking
- Tele-Banking
- ATM services
- Plastic cards

5) Are the services being offered adequate?

- Yes
- No

6) Is E-Banking convenient in the context of today's lifestyle?

- Yes
- No

7) What kind of Banking transactions you normally do use the Internet?

- Personal Banking
- Business Transactions
- Both

8) How much would you rate internet banking by taking Privacy and Security into consideration?

- 5
- 4
- 3
- 2
- 1

9) Do you use any of the following when you use e-banking?

- Security device
- SMS text password
- E-certificate
- I never use these

10) Overall how do you find the concept of E-Banking ?

- Excellent
- Good
- Average
- Poor

11) When you approach bank, Do Employees ask whether you are registered with E-banking?

- No
- Yes

 **THANK YOU FOR PARTICIPATING IN THIS QUESTIONNAIRE** 

CHAPTER 9
PLAGIARISM