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CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Hemanth V, bearing USN 1AY16MBA27. Student of MBA, Acharya Institute of Technology, Bangalore has completed a project on “A Study on Consumer Awareness and Usage of E-Banking Transactions through Mobile Phones” at State bank of India, Vontikoppal Branch, Mysore from 15th Jan, 2018 to 24th Mar, 2018.

We take this opportunity to wish him success in all his future endeavours.

For STATE BANK OF INDIA


Branch Manager
VONTIKOPPAL BRANCH
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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/05/2018

CERTIFICATE

This is to certify that **Mr. Hemanth V** bearing USN **1AY16MBA27** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Consumer Awareness and Usage of E Banking Transactions through Mobile Phones at SBI, Mysore**” is prepared by him under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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DECLARATION

I, HEMANTH V bearing USN 1AY16MBA27 hereby declared that the project report entitled "A STUDY ON CONSUMER AWARENESS AND USAGE OF E-BANKING TRANSACTIONS THROUGH MOBILE PHONES" at "State Bank Of India, Vontikoppal Branch, Mysore" prepared by me under the guidance of Dr. Nijaguna, HOD of MBA, AIT and external assistance by Mr. Vadiraj deshpany, branch Manager, SBI, Vontikoppal Branch, Mysore. I also declare that this project work is towards the partial fulfillment of the university regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for the period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru


Signature of the Student

Date: 28th May - 2018

ACKNOWLEDGEMENT

I, the undersigned, IV semester student of MBA, Acharya Institute of technology, Bangalore is glad to express my deep sense of gratitude to all the persons connected with the successful completion of this project work. This report is obviously not the result of my work alone, many persons have directly and indirectly involved, without whom this work would not have been accomplished.

My sincere thanks to all the staff of **State Bank of India, Vontikoppal Branch, Mysore** giving the necessary information relevant to this study. I am grateful to **Mr Vadiraj deshpany, Branch Manager, SBI** under whose guidelines this study was done.

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Place: Bengaluru

Hemanth V

Date: 28th May, 2018

USN: 1AY16MBA27

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EXECUTIVE SUMMARY

This project work was done in SBI, Mysore. The topic which was selected is to do a project report on “A study on consumer awareness and usage of E-banking transactions through mobile phones”.

Nowadays most of the banks provide E-Banking services to their customer, which includes fund transfer, online payments and many other services. Most of the nationalized banks are now adopting new techniques to create awareness about E-Banking to their customers which makes banking services easy and less time consuming. This has become main stream for most of the banks in rural areas as most of the customers do not as smart phones.

My study was to know the methods and techniques of SBI implemented in order to create awareness about e-banking to their customers. My job in the team was to reach as many as customers as possible and to educate them about the various services and facilities offered by SBI to make the banking services easy for the customers with use of e-banking.

During my study it was concluded that in order to create awareness to the maximum extent SBI needs as many as respondents as possible because the customer base of SBI is too vast and it can only be achieved through mass marketing of e-banking.

I suggest that SBI should further more ease the complexity present in their present e-banking education, as most of their customers are not that highly educated. So with the use of methods to make the customer understand easily, we will have positive turn in the road of creating awareness about e-banking in SBI.

1. INTRODUCTION

1.1 INTRODUCTION ABOUT THE PROJECT

An internship is the coverage to the student to increase the essential knowledge and experience in the definite discipline through qualified & administered expertise in a talented situation. It is an entrance level position includes of a trade of services for experience between the student (or) trainee and an organization.

Students can likewise utilize an entrance level position to figure out whether they have an interest for a specific profession, to make a system of contacts. Internship gives supportable learning to students attempting to go around to rise the material data and to acquire knowledge which is significant to enter into a definite employment field (or) business venture.

The overall duration of the project is 10 weeks in State Bank of India. It is a tremendous experience for me to acquire about banking awareness in general & more importantly about e-banking via mobiles. I learnt the importance of e-banking via mobiles, the need for its usage in fast emerging digital banking scenario, benefits of E-Banking, & scope for its development in the interest of both Banks and its users. This internship was very much useful for us in knowing how the mobile banking facilities have developed the importance from the view point of Customers, Banks, Regulatory Authorities & the government with its lenience, correctness and quickness.

1.2 INDUSTRY PROFILE

Banking sector has turned out to be the backbone for the business in recent times. The growth in economic activities has directed to increase in volume of banking activities. The term Bank has been derived either from the Italian word banca (or) from the French word banque meaning a 'bench' or table meant for exchange of money.

Definition

A Bank can be defined as the financial institution which is licensed to accept deposits for the purpose of lending which is repayable on demand. Banks also provide the service of safety deposit, exchange of currency, honor of instruments drawn on deposits.

HISTORY

Indian Banking system is very old as Vedic period. The India Banking system has originated in the last times of 18th century. Bank of Hindustan was the first among the Banks which were established in the year 1770, discharged in 1882 and General Bank of India which was established in 1786, failed in 1791. The leading & oldest bank which is still in existence is State Bank of India. The bank originated as Bank of Calcutta & later retitled as Bank of Bengal. A presidency government funded three banks namely State Bank of India, Bank of Bombay and Bank of Madras. These three banks came together to form Imperial Bank of India which became State Bank of India after Independence of India.

The progress of banking sector in India is studied in three phases namely;

- Pre-independence from 1786 to 1969
- Second phase which is from 1969 to 1991
- New phase of Indian Banking System, reforms after 1991

Phase 1 is described by presence of many banks. It includes the establishment Bank of Hindustan, General Bank of India & some other Banks.

Phase 2 highlights the nationalization of Indian Banking sector reforms was carried out in the year 1980 with six more banks. After the nationalization the branches of the public sector banks in India rose about 800% & deposits & advances took a huge increase by 11000%.

Phase 3 This phase introduced more banking products and facilities in its reform measures. In 1991, under the auspices of M Narasimham, a committee was established. Its name is the liberalization of banking business. This country is flooded with foreign banks and their ATM

stations. Is trying to provide customers with satisfactory service. Introduced telephone banking and online banking services. The entire system has become more convenient and faster.

The leading bank which is of prime importance is State Bank of India was originated in 1806. It was one among three banks which were established by Government. There were seven associate Banks which are completely under its control. SBI is dominating over its subsidiaries with its largest network and lions hare of business propositions Indian Banking sector.

1.3 COMPANY PROFILE

State Bank of India is an Indian multinational public sector bank and financial services company. This is a government-owned company headquartered in Mumbai, Maharashtra. April 1, 2017, SBI, India's largest bank, with its five associate banks (National Bank of Bikaner and Jaipur, National Bank of Hyderabad, State Bank of Mysore, Patiala and State Bank of Travancore), and with Bharatiya Mahila Bank.

This is the first large-scale integration of the Indian banking industry. Through the merger, SBI has become one of the world's 50 largest banks (balance sheet size is 33 trillion US dollars, with 278,000 employees, 420 million customers, more than 24,000 branches, and 59,000 ATMs). It is expected that SBI's market share will increase from 17% to 22%. It has 198 offices in 37 countries; As of 2016, the company ranked 232th among the world's top 500 companies.

1.4 VISION, MISSION AND VALUES

Vision

Be the bank of choice for a transforming India.

Mission

Commitment to providing simple, Responsive and Innovative Financial solutions.

Values

Service, Transparency, Ethics, Politeness, Sustainability.

1.5 PRODUCTS AND SERVICES

1.5.1 INTERNET BANKING

The bank's internet banking portal enables its retail banking customers to operate their accounts anywhere, anytime, eliminating geographical and time constraints. This is a platform that allows customers to start banking from the desktop with the help of the Internet's powerful features and convenience.

Using online banking services, we can conduct the following normal bank transactions online:

- Money transfer between private accounts.
- Third party transferrals to accounts maintained at several branch of SBI
- Group transferrals to accounts in State Bank Cluster
- Inter Bank transferrals to accounts with further Banks
- Online standing instructions for timely transfer for the above
- Credit PPF accounts across branches
- Requirement to publish draft requirements.
- Request to open a new account
- Request to close the loan account
- Request to issue cheque book

1.5.2 STATE BANK MOBICASH

State Bank Mobi Cash is a Mobile Wallet by State Bank of India in association with BSNL. It provides facilities such as fund transfer, mobile recharge (BSNL prepaid), bill payment (BSNL fixed phone and postpaid), balance inquiry and mini description. The wallet is available on Smartphones as well as Basic/Feature phones. The wallet can be used in "self-mode" as well as in assisted mode through the help of BSNL CSPs. The wallet can be upgraded to Full-KYC wallet, which offers higher transaction limits and cash withdrawal at BSNL CSPs.

1.5.3 ATM SERVICES

The State Bank offers you the convenience of over 50,000 ATMs in India, which is the country's largest network and will continue to expand rapidly! This means you can trade for free at the State Bank Group's ATMs (this includes State Bank of India's ATMs and Associate Banks – i. e, State Bank of Bikaner and State Bank of Jaipur, Hyderabad, State Bank Mysore, Patiala and Travancore) and a wholly-owned subsidiary, SBI Business and International Bank Ltd., use the State Bank ATM-debit (Cash Plus) card.

1.5.4 DEMAT SERVICES

A non-physical account is referenced for all transactions to achieve electronic transaction settlement. Each shareholder will have a dematerialized account for trading purposes.

Once the transaction is confirmed and completed, the purchase and sale of securities on the dematerialized account are automated. Accessing a Dematerialized account requires an Internet password and a transaction password. Then you can start transferring or buying securities. Buy and sell securities.

A Demat account with SBI provides you the following benefits:

Customer Care: You can now call our 24X7 dedicated customer service and be sure that all your questions have been addressed.

Transact Anywhere: Now operate your Demat account from any of SBI's 1000 Demat enabled branches.

Statements by e-mail: Receive your bills and statements via email.

Demat Services Online Facility: This convenient paperless facility allows you to operate from a comfortable home or office through SBI's online banking service.

Online Demat Statements: You can now view your Demat account details, shareholding instructions, trade statements and online settlement instructions.

Order Delivery Instruction Booklet online: Now you no longer have to line up at the branch because you can now order your delivery instructions booklet online and send it to your doorstep.

1.5.5 CASH DEPOSIT MACHINES

The cash deposit machine is called the CDM. It is a similar cash dispenser that allows you to deposit cash directly into your account using ATMs and debit cards. You can use this machine to immediately credit your account with your account without having to visit this branch. The transaction receipt also provides you with updated account balances.

Some of the notable features of this product are:

- Instantly deposit cash into your account
- Fast and convenient deposit method
- Script less transaction
- The transaction limit is Rs.49, 900/- for Card less credit and via Debit Cards ₹2.00 lakhs -subject to account has PAN number.
- We can also deposit cash in our Loan accounts.
- Up to 200 currency notes can be deposited in a transaction.
- The CDM only accepts denominations of Rs.100/-, Rs.500/- and Rs.2000/-.

1.5.6 RTGS/NEFT

Bank offers Real Time Gross Settlement System (RTGS) & National Electronic Fund Transfer system (NEFT) which enables efficient, secure, economical and reliable funds transfer systems from banks to banks and remitters to specific bank accounts and people in another bank account in the country.

1. RTGS:

In the electronic payment system, payment instructions between banks are processed in real time and settled in a single day. The transaction value is Rs.2.00 lacks & above.

2. NEFT:

Another type of electronic payment system in which payment instructions between banks are processed and settled by deferred net settlement (DNS) at a fixed time during the day. There is no minimum or maximum transaction value for using this facility.

1.6 AREAS OF OPERATION

SBI provides a range of banking products through its network of branches in India and overseas, including products for non-Indian residents. SBI has 14 regional centers and 57 regional offices located in major cities in India.

1.6.1 Domestic Presence

SBI has 18,354 branches in India. In the 2012-13 financial year, its revenue was Rs2.005 trillion (31 billion U.S. dollars), of which the domestic business contributed 95.35% of its revenue. Similarly, domestic business accounted for 88.37% of total profits for the same fiscal year.

1.6.2 Non-Banking Subsidiaries

In addition to its five affiliated banks (combined with SBI since April 1, 2017), SBI also owns the following non-banking subsidiaries:

- SBI Capital Markets Ltd
- SBI Funds Management Pvt Ltd
- SBI Factors & Commercial Services Pvt Ltd
- SBI Cards & Payments Services Pvt. Ltd. (SBICPSL)
- SBI DFHI Ltd
- SBI Life Insurance Company Limited
- SBI General Insurance

1.7 COMPETITORS

1. ICICI Bank
2. Andhra Bank
3. Allahabad bank
4. HDFC
5. Axis Bank
6. Bank of Baroda

1.8 SWOT ANALYSIS

SWOT analysis is an acronym for Strengths, Weaknesses, Opportunities, and Threats. It is a structured planning method used to assess the four elements of an organization's, projects, or business risk. SWOT analysis can be conducted against companies, products, locations, industries or individuals. It involves specifying the objectives of a business enterprise or project and identifying the internal and external factors that are conducive to achieving that goal.

Strengths: The characteristics of a company or project make it superior to other companies

Weaknesses: Business features that put the business or project at a disadvantage

Opportunities: Environmental factors that enterprises or projects may use

Threats: Elements of the environment that may cause trouble for the business or project

Strengths

1. SBI is the largest bank in India with more than 14,000 branches
2. State Bank Of India (SBI) has a distinct act for itself. Thus, a distinct honour for the bank
3. The largest branch network in the country means good coverage
4. The first public sector moved to CBS
5. SBI has closed to 3,00,000 manpower employed with it
6. The Indian government's banking business has brought a huge boost to banks
7. State Bank Of India provides facilities like consumer banking, enterprise banking, insurance etc
8. Due to extensive marketing, it has good brand awareness and popularity
9. SBI has nearly 200 offices in more than 35 countries

Weaknesses

1. Huge competition means SBI's limited market share
2. Compared with global banks, less international traffic

Opportunities

1. Bringing talents to replace top management to serve the next generation
2. The State Bank of India (SBI) can make better use of CRM, technology and cyberspace
3. Expanding to rural areas to promote its business
4. As India focuses on cashlessness, the bank can lead the market through it

Threats

1. Consolidation between private banks may reduce the market share of SBI
2. New bank license issued by RBI may affect operations
3. Foreign banks have advanced products
4. The actions of the SBI are often disrupted by slow government decisions and red tapism.

2. CONCEPTUAL BACKGROUND AND LITERATURE

REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

A theoretical study that conceptualizes and connects tools that are responsible for awareness of mobile banking facilities among the customers and customer related issues persuading the adoption of mobile banking. Within the context of mobile banking adoption various determinants are responsible which have positive effect on the decision of adoption. Some examples are convenience, compatibility, self-adequacy, relative favorable position, advantage and furthermore. Despite what might be expected lack of usage, high security risk, moderate rate of adoption are the important factors limiting banks from implementing financial services over internet. Many of the customers do not use mobile banking because they are not educated enough to utilize the online banking services provided by banks. Few banks charge an expense for mailing printed copies of bank explanations. Some might not be satisfied with those transaction charges or they may find difficulty in the procedures involved in transactions. Technological advancements have been progressed to improve distribution channels. All electronic channels are together combined called as ebanking(electronic banking). Electronic Banking is truly not an innovation, be that as it may, an endeavor to consolidate a few unique advancements. there is a lot of development in Banking business as the customers have been utilizing the innovative facilities offered by banks and making them work without pressure.

ATM(Automated Teller Machine) which can be called as computer is a record and cash keeping system wherein the PIN number is used to link to bank accounts. ATMs can give an extensive variety of services, for example, deposits , reserves exchange between at least two records and payment of bills.

Mobile Banking

Mobile banking service is provided by banks to their customers to make monetary transactions through mobile phones. The software which is called as an application is designed by financial institutions or Banks intended to be running on device relying on a specific OS for the purpose of transaction. The apps can be downloaded into the device by apps stores. Mobile is accessible at any time and in some banks there is a restriction on the amount that can be transacted. Mobile banking enables checking the available balance, bill

payments, fund transfers between accounts. It reduces the cost of transactions by reducing the customer's visit to the bank.

Earlier mobile banking used to send an SMS. With the advent of smart phones, transactions are being done through special mobile applications which are to be downloaded into the device. Ebanking through mobile phones is very secure provided that the user maintain confidentiality in details of transaction such as Passwords, Account numbers and OTP's. The dependability of internet services and internet applications for banking was a worry.

The customers could find problems such as slow operations, systems not working endeavoring to utilize internet banking just to discover pages that did not stack, also, signing on just to peruse a message expressing that there was an issue and intimating the customer to attempt again later. Secrecy and protection issues were frequently confounded, with concerns communicated that information would be uncovered to others, yet with an absence of separation amongst individual and other secret data. But it is found that data of customers is kept confidential. The customers will not have any confusions to utilize mobile banking as the data or information is not stored in the device and it is owned by himself. With the view of cost benefits the customers are switching over different services offered.

Demographic variables ought to impact the adoption and age influences the state of mind of people for Internet banking and their capacity to figure out investment. Young customers will probably utilize an opportunity to figure out how to utilize Internet that youthful buyers can make more advantages. It is also found that male consumers are making more use of services compared to female users as they are curious and interested in new technology.

Types of services:

1. Mobile banking through Interactive Voice Response (IVR): The transaction is carried through telephone by entering credit card number on a automated system for making payments.

2. Mobile banking over Wireless Application Protocol (WAP): Customers can access their bank account and make transactions through Internet. Cell phones running on Java, Android phones and Blackberry provide mobile banking applications.

3. Mobile banking over Short Message Sending (SMS): Availment of banking services through short message sending. There is no need of Internet connection or download any mobile banking app. The mobile banking services are provided through SMS alerts.

4. Mobile banking over Unstructured Supplementary Service Data (USSD): Most of the users in rural areas are not having Mobile phones, Internet access. Hence banks are providing

services through USSD. The user is supposed to dial a code and send it and a menu is received to choose the option.

Mobile banking has made a radical change in the lifestyle of people with many opportunities and benefits. It is said to be most preferred media of transactions. In comparison with net banking it is said to be safe and also secured but not most preferred because people are not mindful of the facility. It does not only reduce customer participation but also bank employee's Partaking during transactions. Many customers do not know the usage procedure of banking from mobile which is leading to usage barrier. People consider the costs of internet charges and charges for providing services which avoids the acceptance. Old tradition wherein people stick on old technology and do not encourage new innovations and advancements are not in need of those facilities and follow old formalities or rules and regulations.

Advantages

1. E-banking through mobile phones can be made anywhere and at any time. Transactions can be made even after banking hours. It works on 24x7 bases and is also available offline.
2. The services of transactions provided by the banks are free of charges without any limit to access the account
3. reduce the physical visit of customers to the banks.
4. It gives the customer privilege of Instant transfer of funds to another account.
5. Mobile Banking application is secured that the data will not be stored in mobile phone or sim card. The applications are advanced and have Encryption Technologies.
6. The Instructions of the applications are easy to follow and allows interbank transfers in which Funds are transferred from one bank to another bank account
7. Various Banking facilities are provided such as
 - Enquiry of balance in the account
 - History of transaction
 - Transfer of funds
 - Alert of debit and credit
 - Alert of minimum balance
 - Payment of Bills
8. E-banking through Mobile is more secure than Internet the software is not susceptible to many malicious software.

2.2 REVIEW OF LITERATURE

Dhartibahen Mansukhabhai Chauhan (2012) studied the client perception towards ebanking innovation and its adoption. Mobile phones have huge capability of directing money related exchanges or transactions hence leading the financial development with convenience and highly lessened cost. For comprehensive development, the advantages of mobile banking ought to reach the common man at the remotest areas.

Sandhya Ragaur (2014) analyzed the usefulness, ease, consumer's awareness and involved risk as the determinants reason for mobile banking adoption. Not very many individuals know about various transactions that are possible in mobile banking. Many consumers are aware of mobile banking but very few of them are using it. Some customers are using it because they think that mobile banking transactions can be done anywhere and anytime.

N.Yesodha devi, Nancy sebastina, S. Kanchana (2011) completed review to find out the customers opinion about mobile banking and their perception towards ebanking transactions through mobile phones. They explored the outcome as majority of the respondents utilized Mobile banking or internet banking managing an account whenever they require and reasoned that there is no significant contrast among educated people who are aware of mobile banking technology.

Amutha D (2016) examined paper dealing the customer's perception on ebanking facility in relation to their awareness on ebanking system. Researcher infers that the a large portion of the bank customers know about mobile banking services. The banks additionally need to find a way to instruct the customers with respect to the new technologies and different services provided by the banks.

Yousuf Salim, Alhinai, Ali Albadi (2013) aimed to understand whether ebanking or mobile banking adoption can better be clarified as a result of individual attributes or perception of customers or as a result of the qualities of the system. The study of the model that incorporated the factors such as client related variables including self-viability, earlier information, transaction activities, and socioeconomics, and framework related elements including perceived use, ease of use, security, and secrecy.

Neha dixit and Saroj k Datta (2010) examined acceptance of ebanking through mobile phones by adult customers. He could find out that customers were ready to adopt mobile banking if banks would guide their customers regarding the ease of usage, security, privacy. Reason is that there are many determinants such as trust, ingenuity, awareness influencing the acceptance of ebanking in India.

Nisar Hundewale, and Abdullah Kamani (2011) study showed that perceived use, ease of use, particular norms, consumer awareness and perceived risk are the important facts associated with adoption of mobile banking. Researchers also inferred that the factors have a positive effect on customers for accepting m-banking. Researchers have met objectives as per their desire but it holds good only to a particular location and the result could vary with the change in the location.

Amith Shankar (2016) explored the factors influencing mobile banking (m-banking) acceptance of customers. Demographical features, for exmpl: age, training, experience & income may use as leading factors in upcoming to the examination of m-banking. Researcher's paper looks at some exact confirmation about factors influencing m-banking adoption objective in India. A proposed look into structure was built up on the premise of relevant reviews and was found that awareness, usefulness, convenience, similarity, self-adequacy, security and privacy, social impact and monetary cost are significantly affecting m-banking reception.

Kalaiarasi H and Srividya V (2012) addressed the impact of variables proposed by adoption of technology alongside hazard and customer's online adequacy to explore the genuine use of young mobile banking users. The Technology Accepted Model recognized few components that impact real utilization of online innovation. addressed the impact of variables proposed by adoption of technology alongside the risk and customer's online adequacy to explore the genuine use of young mobile banking users.

E Meera , K Govindarajan and M Inbalakshmi (2014) inspected the extent of usage of ebanking by customers and their perception towards different services they can be benefited through mobile banking. They presumed that mobile banking helps people to do transactions at home itself as opposed to going to bank premises. Bankers are concerned with ebanking so they can minimize the cost of operation.

Amit P. Wadhe and Shamrao Ghodke (2011) concentrated on the study that revealed the customer's awareness on mobile banking benefit gave by their bank. Customers are well known about different banking transactions that are possible with the assistance of mobile banking. Many of customers are aware of mobile banking system. They inferred that not very many know about different managing an account exchanges that we can do with the assistance of Mobile banking.

R. Elavarasi (2014) has identified which bank furnish better service of e-banking to customers and furthermore recognized level of satisfaction of a customer and his view about websites of internet banking. They found from the review that most of the users of mobile banking were young customers compared to adults because of new advancement in information technology and their selection level is high in saving money.

Poonam P Yadav (2014) analyzed the awareness level of users of mobile banking. It has been found that there is a solid relationship between the different demographic factors and the level of awareness among the respondents. From the information analysis and elucidation, they found that the greater part of the corporate customers were exceedingly aware about the transactions through ebanking or mobile banking and the number of general customers who knew about the fund transfer was very less.

Roshan lal, Rajni Saluja (2012) learned about ebanking in Indian scenario and found that banks in India are trying to provide customers the advanced banking technology and better service with sincere efforts Banks are trying true endeavors to promote the electronic banking services and products. Young generation is starting to look at the convenience and advantages of ebanking. In years to come, e-banking won't just be satisfactory, however will be favored method of banking.

Machogu A and Okiko (2015) studied how the factors related to ebanking are impacting the customers loyalty and also studied that services marketing discipline in discovering the role of ebanking in upgrading consumer loyalty and dependability. Variables relating to availability, convenience, Privacy, security, speed, content, design, expenses and charges were a concentration of this review as they have an impact on consumer loyalty.

Ms. Tejaswini Kulkarni, Dr. Aaishwarya Kulkarni (2015) attemptd to identify the major factors deciding further adoption of electronic banking services among existing users in India.They identified that some strategies could be drawn to popularise their innovative banking technology among existing customers. Customers who are computer literates can be further inspired towards use of ebanking benefits and suitable strategies can be planned for putting themselves at competitively worthwhile positions.

Ayo, Charles k.; Aderonke Atinuke; Oyerinde J, Ibukun O (2016) researched the variables influencing electronic banking utilization in light of electronic administration quality, consumer attitude, satisfaction and consumer loyalty. The outcome uncovered that apparent e-benefit quality impacts consumer loyalty and utilization of electronic banking.

Robbins, Eric (2016) discovered customer attitude towards ebanking innovations, particularly emerging payments and examines the interplay between demographic attributes and customer attitude to develop the strategies for success of the ebanking platforms. adoption of the existing and evolving ebanking will rely on upon the banks developing the strategies that address not just the demographic factors of their intended interest groups, additionally buyers' mentalities.

Naveen Sharma and Geeta Sharma (2011) concentrated on the view of customers with respect to the utilization of Internet banking. Researcher infers that internet banking permits customers to direct certain exchanges, for example, balance enquiry, transfer of funds, anytime online payment of bills, low transaction costs, minimising physical visits to a bank. They also inferred that websites were hacked because of increasing interaction of customers and redesign structure is required.

Chau Shen Chen (2012) discusses the impacts of dispersion and adopters of m-banking services, risk involved, awareness, and brand picture of MBS providers, attitude toward utilizing MBSs, and on expectation to utilize m-banking. Their analysis demonstrated that m-banking users having unlike behavioural patterns have different opinion about the risk and benefits involved in the technology.

Wai Ching Poon (2008) investigated the determinants of customer's adoption of ebanking technology. The essential goal of the review is to study customer acceptance or utilization of benefits in Malaysia in the light of ten determinants got from literature, to be specific convenience, include accessibility, bank administration and picture, security, protection, plan, substance, speed, and expenses and charges. Of the overview crosswise over banking administrations, privacy and security are the major factors of disappointment.

Aldás-Manzano, Joaquín; Lassala-Navarré (2008) concentrated on the advances in electronic banking innovation have made novel methods to handle day by day issues, particularly through the web based banking channel. The acceptance or adoption of internet banking services have been growing rapidly in many areas of world, and also in the leading ebanking nations e-banking contracts has beaten 50 percent. The essential goal of the review was to study customer adoption of internet banking in Finland in the view of the innovation of technology and its acceptance.

Vanitha joshi(2011) recognized the factors that influence the acceptance of internet banking technology from internet banking customers point of view. the adoption dimensions which are Extent of use, Trust, Effortlessness and exposure are distinguished in light of principal segment strategy for component examination. Researcher also examined the difference in perception of the users of internet banking in public and private sector banks

Rahmath Safeena and Abdullah(2012) analyzed the effect of convenience, usage and awareness of banking services through online channels and the risk associated with the usage of those facilities. They found that Usability and customer mindfulness has positive effect on the goal to embrace banking through mobile phones while risk has the negative effect on it. At the point when online ebanking is seen as valuable, customer's thought to embrace it could be more prominent. In like manner customers of the bank are probably going to adopt online banking when it is anything but easier to utilize.

Rakhi Thakur and mala srivathsav(2012) was motivated to examine the determinants impacting the adoption intention of ebanking through cell phones. Researcher finds the new bits of knowledge about user's observation on risk as a valuable indicator for the adoption of mobile commerce. The principle commitment of this inquire about lies in giving a model that coordinates PC chance with the impact of customer's innovation acceptance status which has been generally contemplated by researchers in researching acceptance of different kinds of technologies. The part of believability hazard is extremely pivotal, as utilizing cell phones, for this situation, customers are making various transactions.

Bhagavathi R Pipaliya(2012) attempted to examine the online banking literature by looking into the factors responsible for adoption of ebanking. Researcher focused on the customer awareness on ebanking and the factors driving customers. The study inferred that majority of the customers were using online services provided by banks and rest of the customers found it to be risky as many of them strongly disagreed the acceptance of the fact that using of ebanking facilities were safe.

Shamsher Singh(2012)evaluated how the adoption intention varies among the customers of different banks and focused on the services provided by different banks through internet.the researcher identified the different services and significant factors which resulted in adoption of electronic banking services. The inference drawn was the user's concern about financial frauds,misuse of accounts which made them feel insecure.

Karthikeyan P and Soniya K(2016) aimed to study the adoption and usage of online services by comparing the services provided by different banks to determine the factors that are influencing the customers to adopt or use banking technology. They found that the work culture, condition and management were the significant factors which could make the employees work better providing best quality services in order to satisfy their customers. Without these determinants being good, the employees could never make the customers happy and satisfied.

Priya M(2014) studied the awareness of young customers and their online activities.The study gives the insight of youngsters perception towards the services and also revealed that they are very much interested in utilization of online services provided by banks and shopping.

Sunil kumar (2015) made a research to know whether the customers are aware of android mobile applications, services and its usage. Researcher could find that majority of the customers were aware of mobile banking but not using it and the external influences like family and friends were effective tools compared to bank officials or brochures. Word of mouth was termed to be strong channel of communication.

3. RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

“A STUDY ON CONSUMER AWARENESS AND USAGE OF E-BANKING TRANSACTIONS THROUGH MOBILE PHONES”

This topic is designed to improve banking services (or) facilities through alternative channel of services by using mobile phones. The research is also to explore the saving of the valuable time now wasting in manual Banking. The research is intended to decongest the crowd in the bank premises by providing anytime & anywhere banking with convenience to the customer. In the current scenario the Banks are expanding their customer base through this service product.

3.2 NEED FOR THE STUDY

The study is done in State Bank of India. As the review aims in knowing the familiarity of E-Banking transactions among the consumers and also the extent of usage of transaction facilities through mobile phones which helps in determining their perception towards those facilities and to estimate the percentage of population availing the services provided by bank.

3.3 OBJECTIVES

- To identify the salient features of Mobile banking.
- To study the customer awareness about electronic banking through mobile phones.
- To study the consumer's perception about the Mobile banking services.
- To examine consumer satisfaction level in using banking services.
- To identify the reason for choosing Mobile banking over Internet banking.

3.4 SCOPE OF THE STUDY

The study was restricted to the people of Mysore city only. The study would help to assess the effectiveness of the quality of service delivered by STATE BANK OF INDIA and the determinants which are motivating the people to be improvised to make mobile banking familiar.

It would also help in assessing the perception and satisfaction level of customers. Demographic factors and education are the important constraints for the usage of E-Banking services through mobile phones. Banks have developed technologies which reduces the physical action or presence of customers to branches and hence the complexity.

3.5 RESEARCH METHODOLOGY

3.5.1 Type of research: Descriptive

The result from the study indicates that the majority of the participants have a perception that E-Banking transaction through mobile phone is the best way of transaction with much flexibility .The method also helps in knowing the negative perception of customers due to non-familiarity.

3.5.2 Population: Bank account holders i. e. customers of STATE BANK OF INDIA, Mysore.

3.5.3 Sampling Technique: The respondents are randomly chosen from a group of Bank account holders which is known as simple random sampling.

3.5.4 Sample Size: 100 Respondents.

3.5.5 Primary Data: Collection of data from respondents by the method of survey.

Instrument: Structured Questionnaire

Questionnaire consists of a series of questions on mobile banking and its utilization which is circulated among the bank account holders of STATE BANK OF INDIA who are targeted as respondents.

3.5.6 Secondary data: Official websites, Company's internal database, Brochures, Internet.

3.6 LIMITATIONS OF THE STUDY

1. The study was limited to the people of State Bank of India, Mysore region only due to limited period of time.
2. The size of the sample is restricted to 100.
3. The information or data collected from the customers of State Bank of India is their response to the set of questions, so there may be biasness in their responses.

4. DATA ANALYSIS AND INTERPRETATION

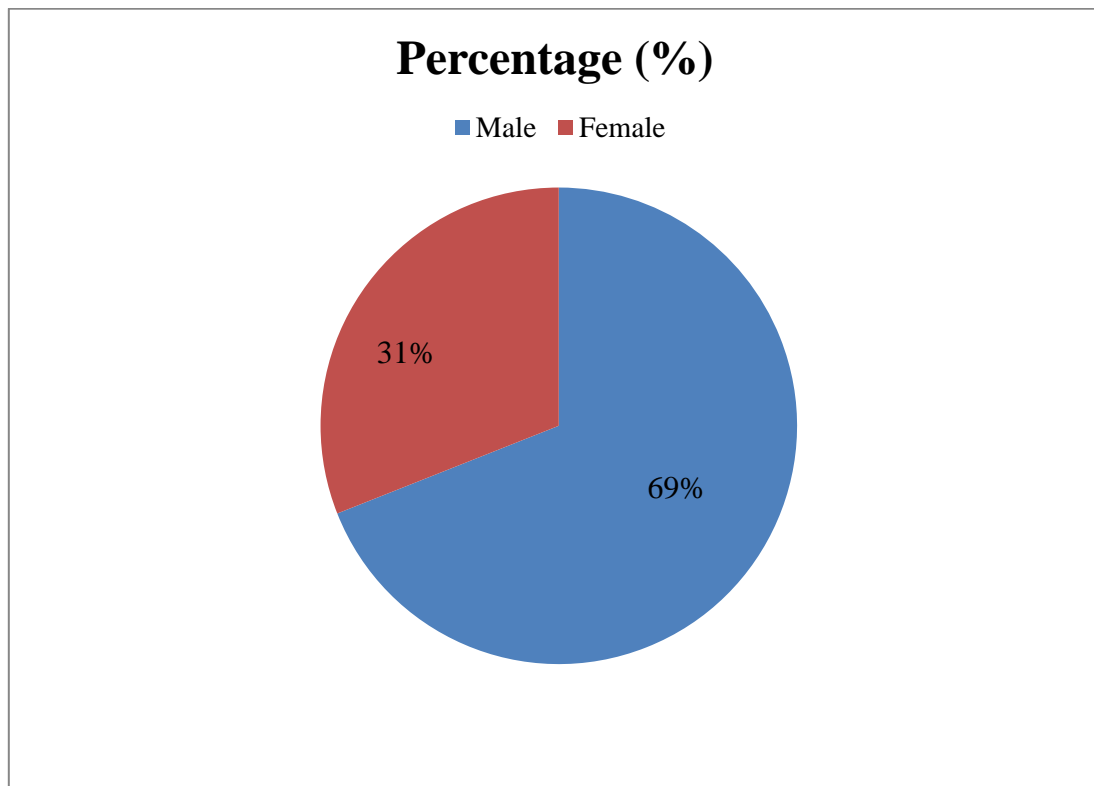
4.1 Table indicating gender distribution of respondents

Particulars	No. of Respondents	Percentage (%)
Male	69	69
Female	31	31
TOTAL	100	100

Analysis:

The above table demonstrates that the respondents are grouped to be 69% of male and 31% of female respondents in the survey.

4.1 Chart showing structure of male and female respondents



Interpretation:

From the above pie chart it is discovered that there is more of male respondents compared to female respondents. The banking activities are regularly carried by males compared to females.

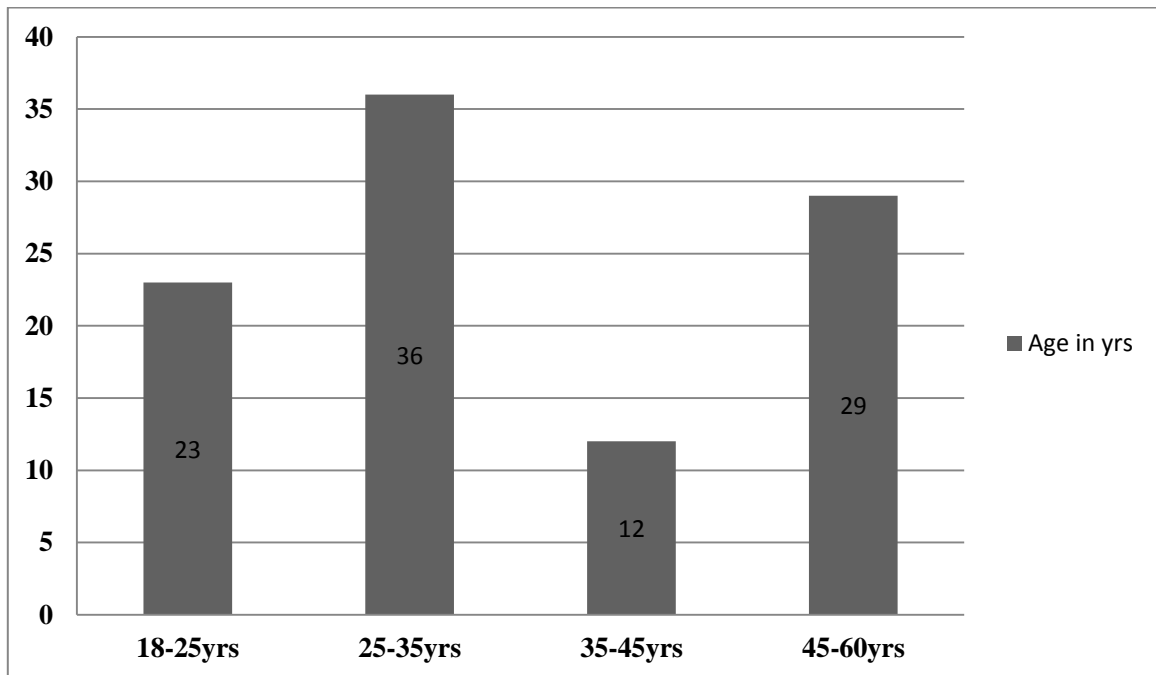
4.2 Table indicating age groups of the respondents

Particulars(yrs)	No. of Respondents	Percentage (%)
18-25	23	23
25-35	36	36
35-45	12	12
45-60	29	29
TOTAL	100	100

Analysis:

The above table indicates the age groups of respondents who are regular to the bank. Where 23 are of between the age of 18-25, 36 are of between the age of 25-35, only 12 are in between the age of 35-45, and 29 are in between the age group of more than 45.

4.2 Chart showing the age group of respondents



Interpretation:

The above chart shows that the respondents with in the age of 25-35yrs are more in number & less in the case of 35-45yrs because they are less involved in the banking activities,23 and 29 in the case of 18-25yrs and 45-60yrs respectively.

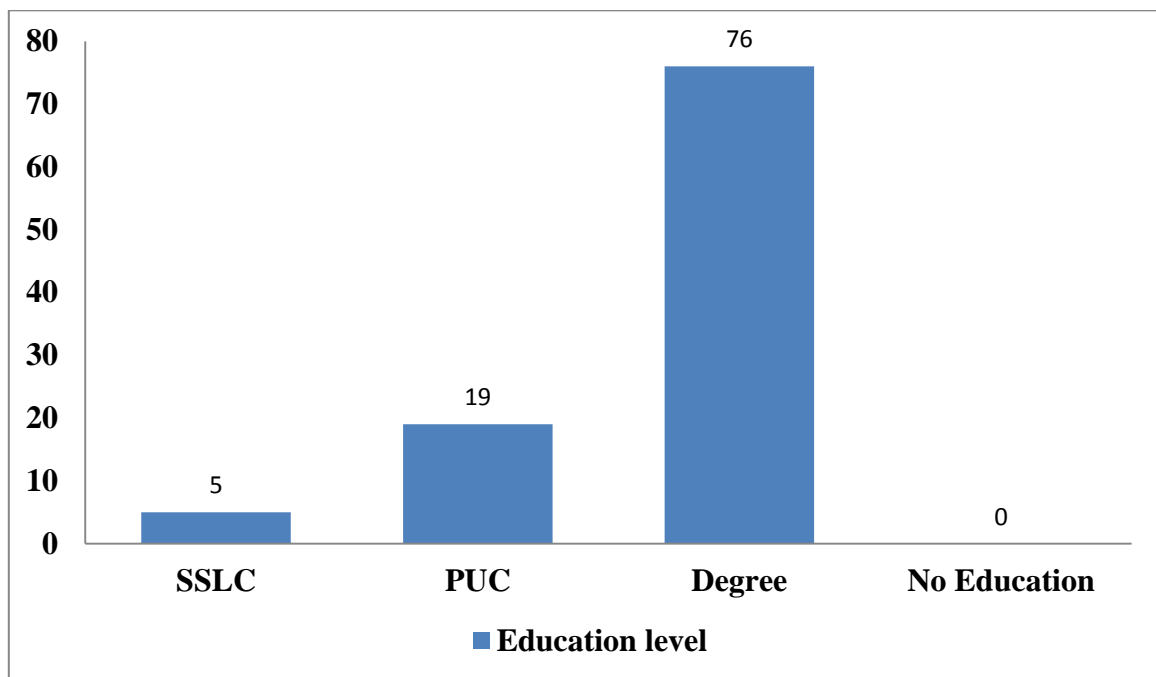
4.3 Table indicating Education level of the customers

Particulars	No. of Respondents	Percentage
SSLC	5	5
PUC	19	19
Degree	76	76
No Education	0	0
Total	100	100

Analysis:

The above table shows that the 76% of respondents are graduated and there are zero respondents without education and about 24% respondents who are under graduates.

4.3 Chart showing Education of customers



Interpretation:

The chart shows the percentage of respondents who are graduated and regularly working as they need to maintain bank accounts. There are few respondents who are less qualified compared to others, there are no uneducated respondents.

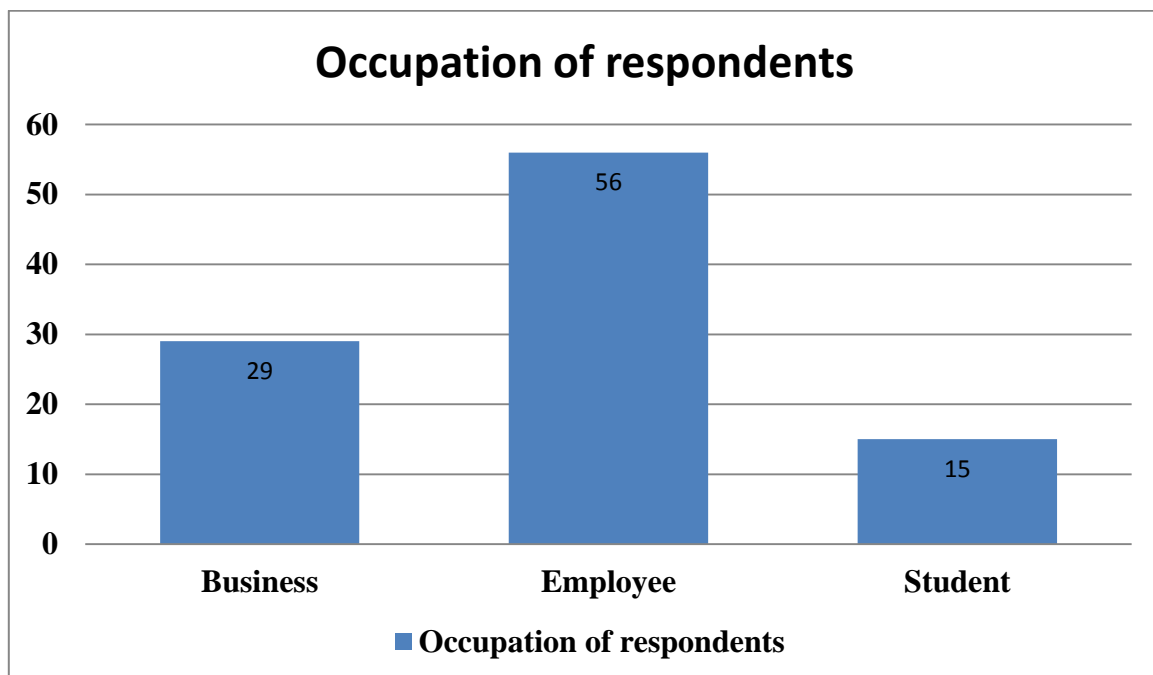
4.4 Table showing Occupation of respondents

Particulars	No. of Respondents	Percentage
Entrepreneurs	29	29
Employee	56	56
Student	15	15
Total	100	100

Analysis:

The above table indicates that the majority of respondents are employees with 56%. The % of respondents who are engaged in business is 29% and about 15% are students who have bank accounts.

4.4 Chart showing occupation of respondents



Interpretation:

The above chart shows that the employees are more compared to all other occupations as they need to compulsorily maintain bank accounts. Some of the business people are of old tradition & are in less percent to manage bank accounts for transactions.

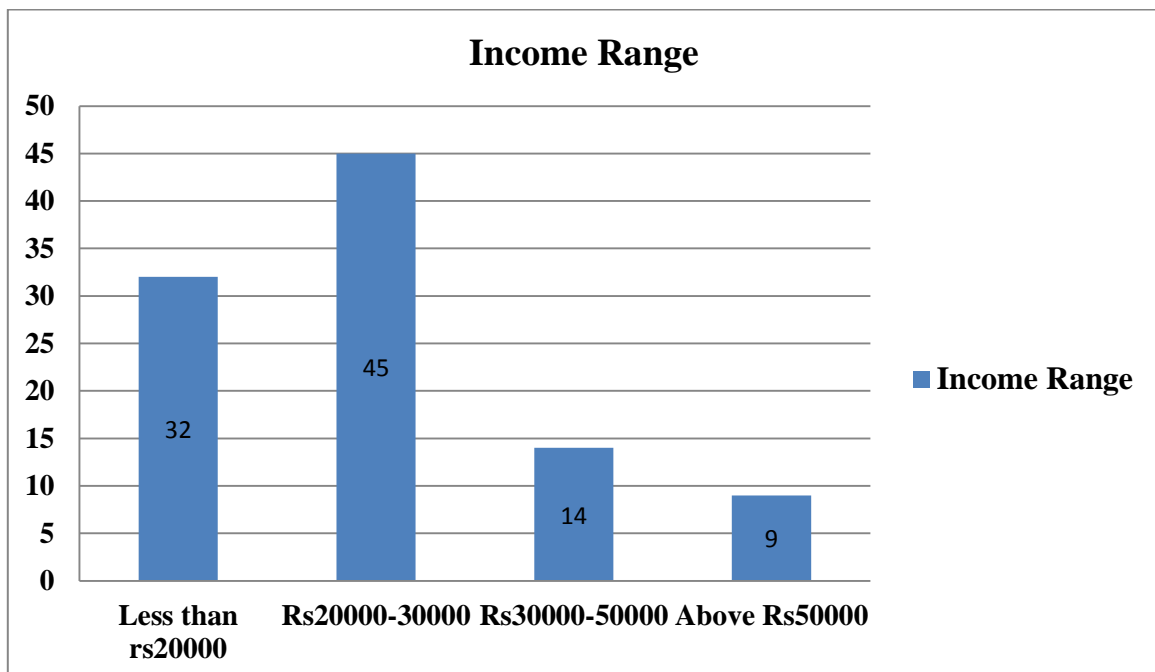
4.5 Table indicating Income Range of respondents

Particulars	No. of Respondents	Percentage
Less than rs20000	32	32
Rs20000-30000	45	45
Rs30000-50000	14	14
Above Rs50000	9	9
Total	100	100

Analysis:

The above data indicates that 32% of respondents earn salary of less than 20000. The percentage respondents with the monthly income of Rs20000-30000 are 45% and 14% who are in the range of Rs30000-50000 and respondents who have monthly income above 50000 are less in number with 9%.

4.5 Chart Representing Income Range of respondents



Interpretation:

From the above chart it is found that there are 45% of respondents with monthly income of RS20000-30000 are maximum and have regularly using their bank accounts.

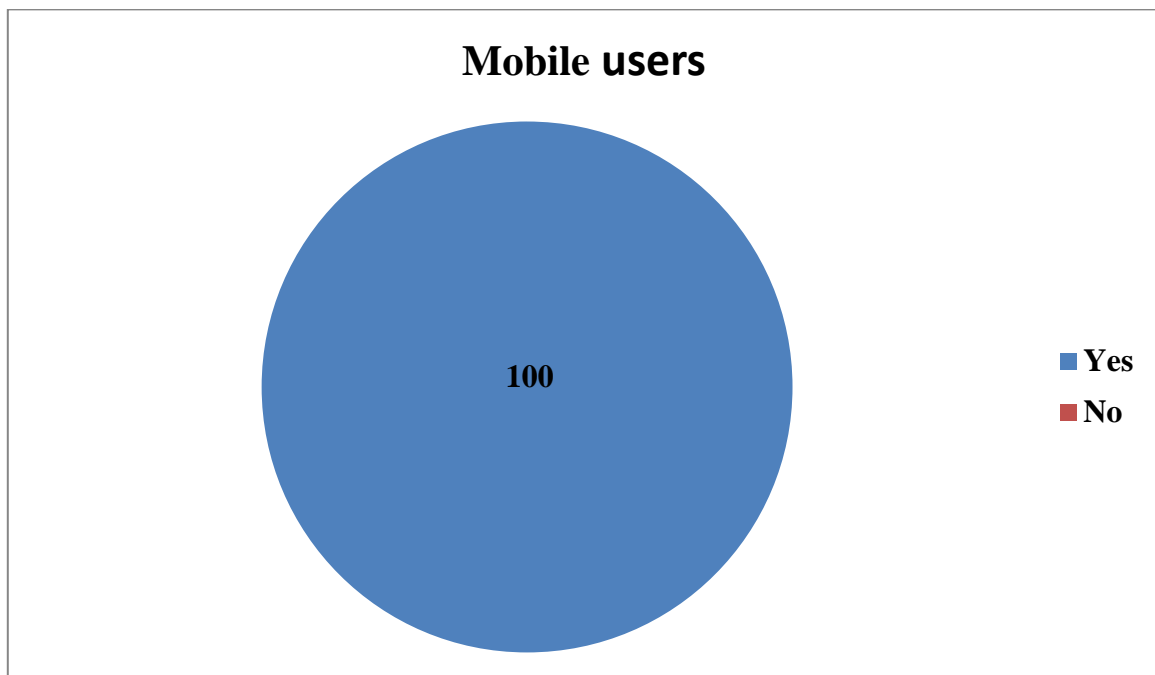
4.6 Table showing the people using Mobile Phones

Particulars	No. of Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

Analysis:

The above table says that 100% of the respondents use mobile phone. There are no respondents who do not use mobile phone.

4.6 Chart representing the respondent groups using Mobile Phones



Interpretation

The above pie chart represents that 100 out of 100 respondents use mobile phones as it is the most necessitated.

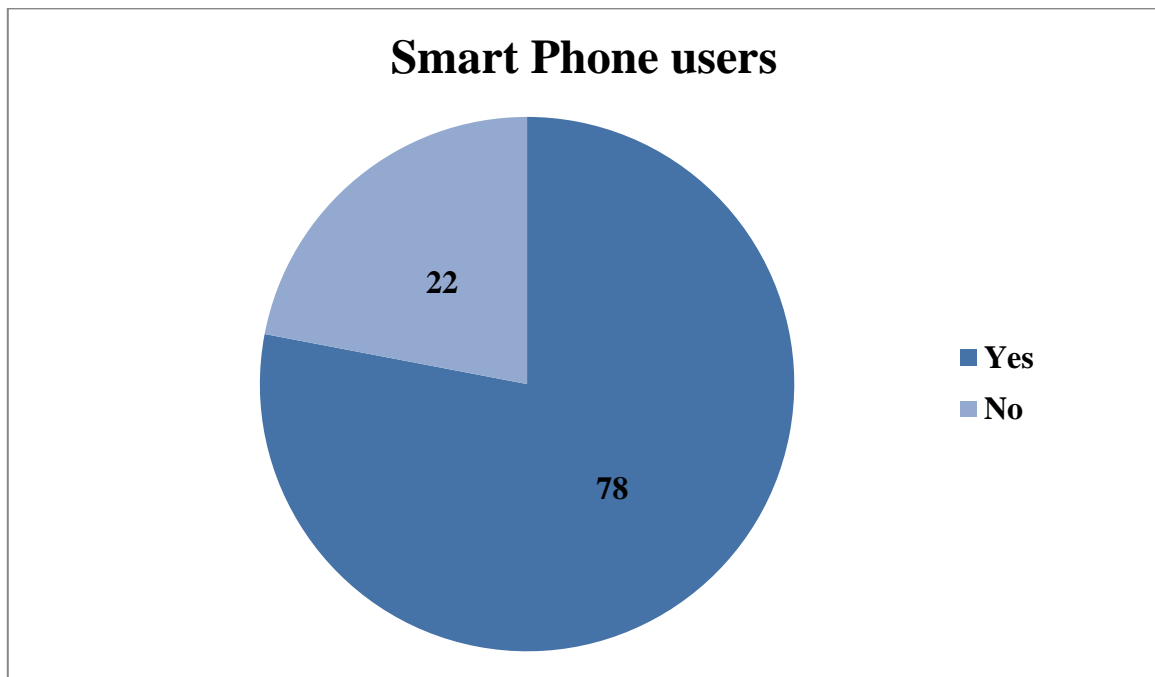
4.7 Table indicating the smart phone users

Particulars	No. of Respondents	Percentage
Yes	78	78
No	22	22
Total	100	100

Analysis:

The above table indicates that 78% of respondents use smart phones and the respondents who do not use smart phones are 22%.

4.7 Chart representing Smart Phone users



Interpretation:

The above pie chart shows that most of the respondents use smart phones which are very much necessary for mobile banking transactions and very less number of respondents use the phones which are not smart phones.

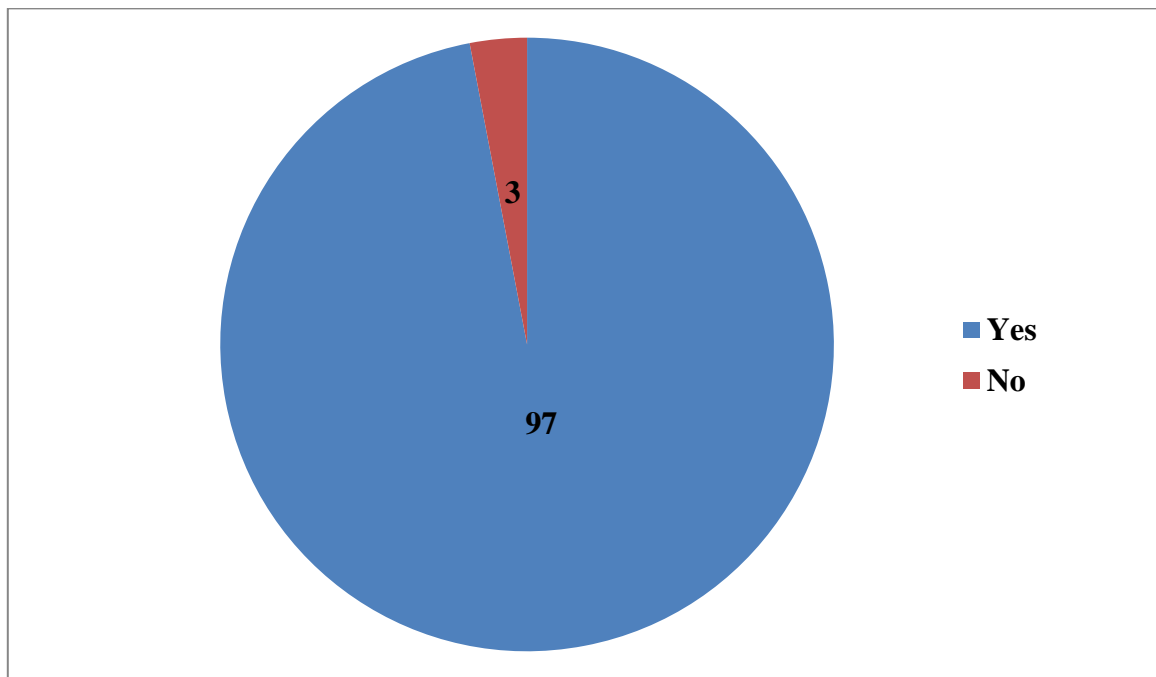
4.8 Table showing the respondents who have heard of Mobile Banking

Particulars	No. of Respondents	Percentage
Yes	97	97
No	3	3
Total	100	100

Analysis:

The 97% out of 100% have heard of mobile banking as of table and only 3% of respondents are not aware of mobile banking applications.

4.8 Chart showing respondents who have heard of Mobile Banking



Interpretation:

Majority of the respondents have heard about the mobile banking services as it is familiar to all the customers and only few respondents are unaware of mobile banking services provided by banks as they do not have any information about their banks.

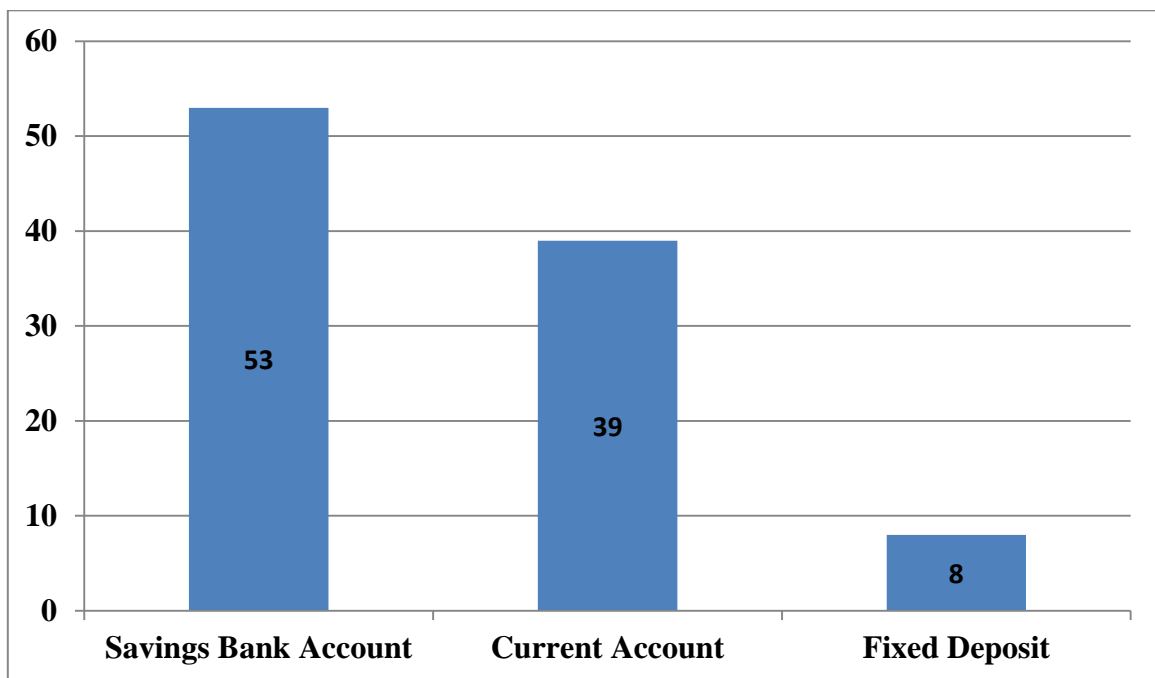
4.9 Table showing respondents having different types of bank accounts

Particulars	No. of Respondents	Percentage
Savings Bank Account	53	53
Current Account	39	39
Fixed Deposit	8	8
Total	100	100

Analysis:

The above table shows that 53% of the respondents have savings bank account and 39% of respondents have current account and very less number of customers are having fixed deposits whose responses are not considered.

4.9 Chart representing respondents having different bank accounts



Interpretation:

Majority of the respondents have savings bank account as shown in the graph wherein the employees are more in number and do not make regular transactions and the number of respondents maintaining current account is quite low compared to savings bank account, and Fixed deposit holders are very low compared to all other type of account.

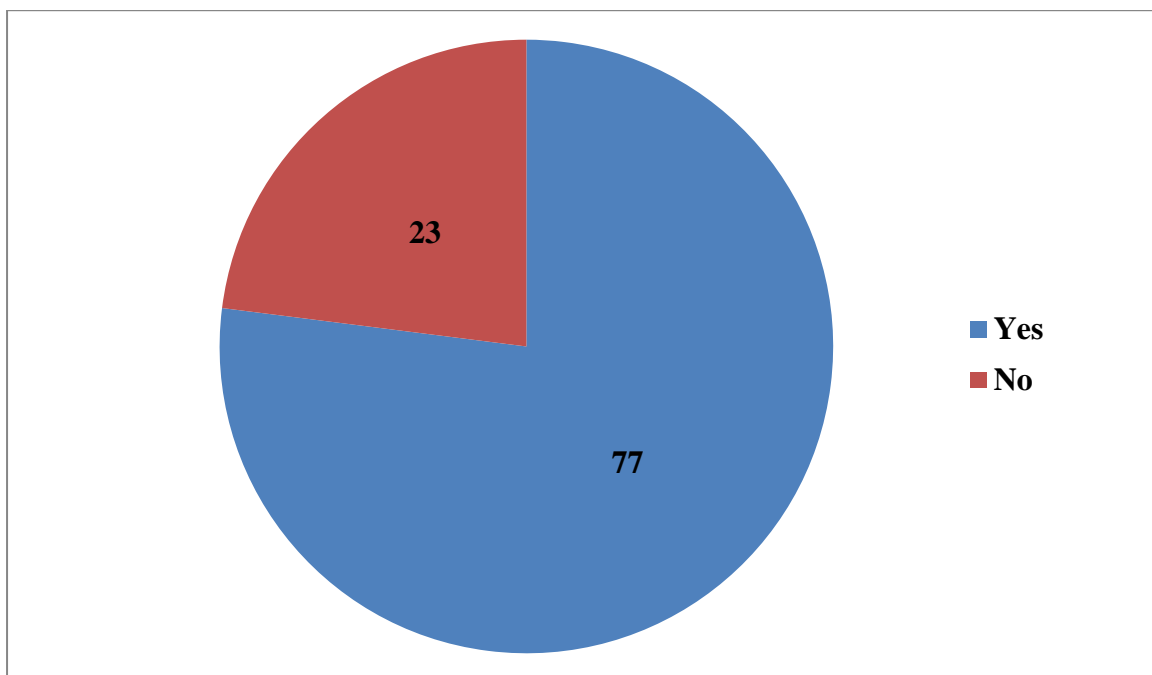
4.10 Table showing the number of respondents making use of E-banking through Mobile Phones

Particulars	No. of Respondents	Percentage
Yes	77	77
No	23	23
Total	100	100

Analysis:

The respondents who are making use of E-banking through mobile phones is 77% and rest of the respondents are not using Mobile banking facilities provided by banks

4.10 Chart representing range of respondents making use of E-banking through Mobile Phones.



Interpretation

Most of the respondents are making use of E-banking transactions from their mobile phones as interpreted in the graph. Majority of the customers are making use of those services and few are not aware of the services and they are making use of it because of some barriers.

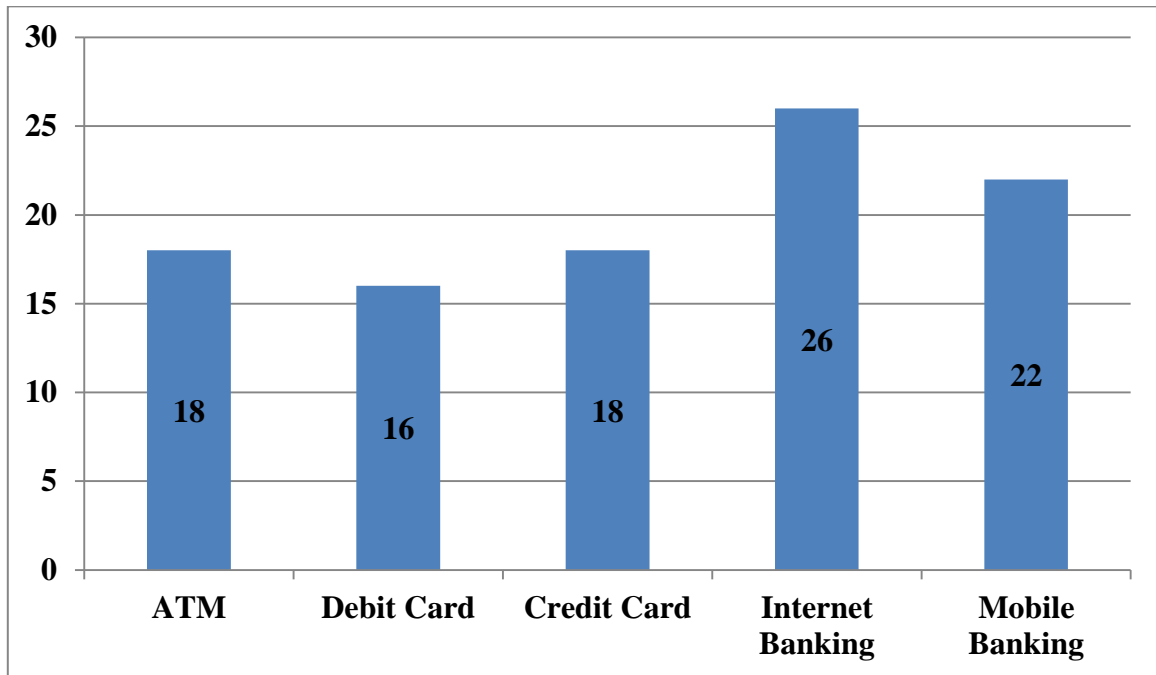
4.11 Table showing preference of electronic financial services by respondents

Particulars	No. of Respondents	Percentage
ATM	18	18
Debit Card	16	16
Credit Card	18	18
Internet Banking	26	26
Mobile Banking	22	22
Total	100	100

Analysis;

From the table above one we can infer that internet banking users are more with 26% and mobile banking users are 22% and ATM users are 18% and debit card, credit card users are 16% and 18% respectively.

4.11 Chart representing preference of electronic financial services by respondents



Interpretation:

The chart which is shown helps to infer that the percentage of respondents using Internet banking is maximum. As the transactions are instant majority of customers prefer to use Internet banking and Mobile banking is also most preferred compared to ATM's and Debit cards.

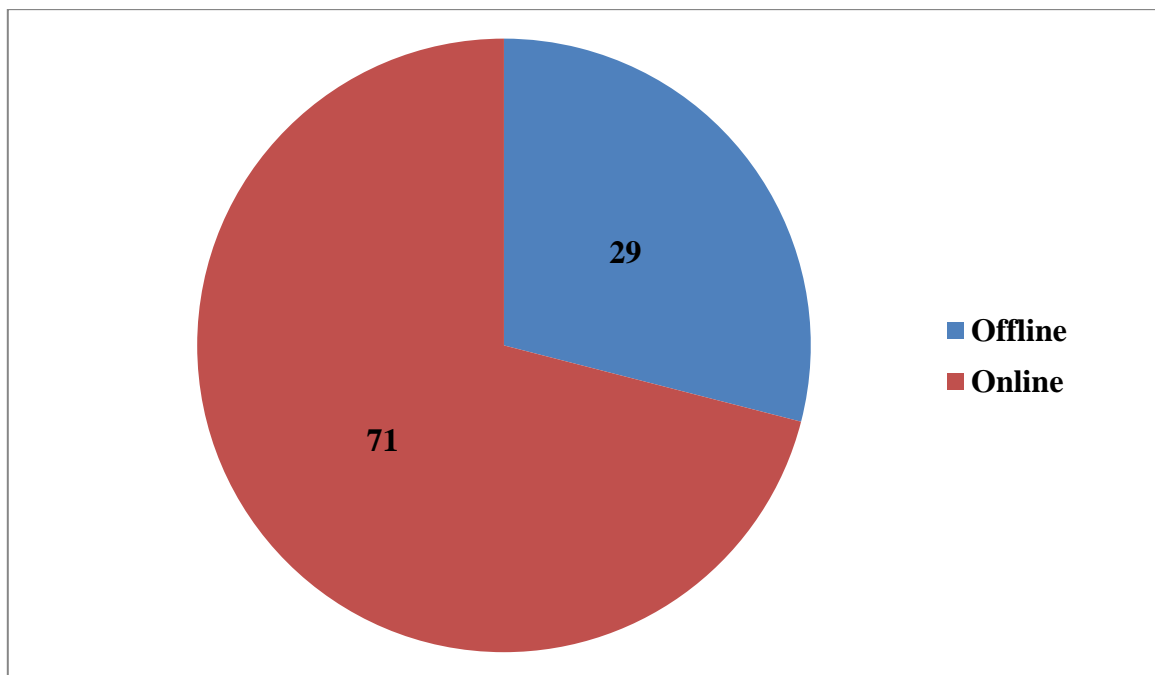
4.12 Table showing the way respondents prefer to make financial transactions

Particulars	No. of Respondents	Percentage
Offline	29	29
Online	71	71
Total	100	100%

Analysis:

The table shows that the distribution of respondents who prefer to make bank transactions offline which is 29% and the respondents who wish to make online transactions is 71%.

4.12 Chart representing the way respondents prefers to make transactions



Interpretation

Online mode of transaction is preferred by majority of the respondents likewise the chart shows it to be maximum wherein many of the respondents are aware of those services and using them. 29% of respondents are not utilizing the online transaction services as some are not aware of those services.

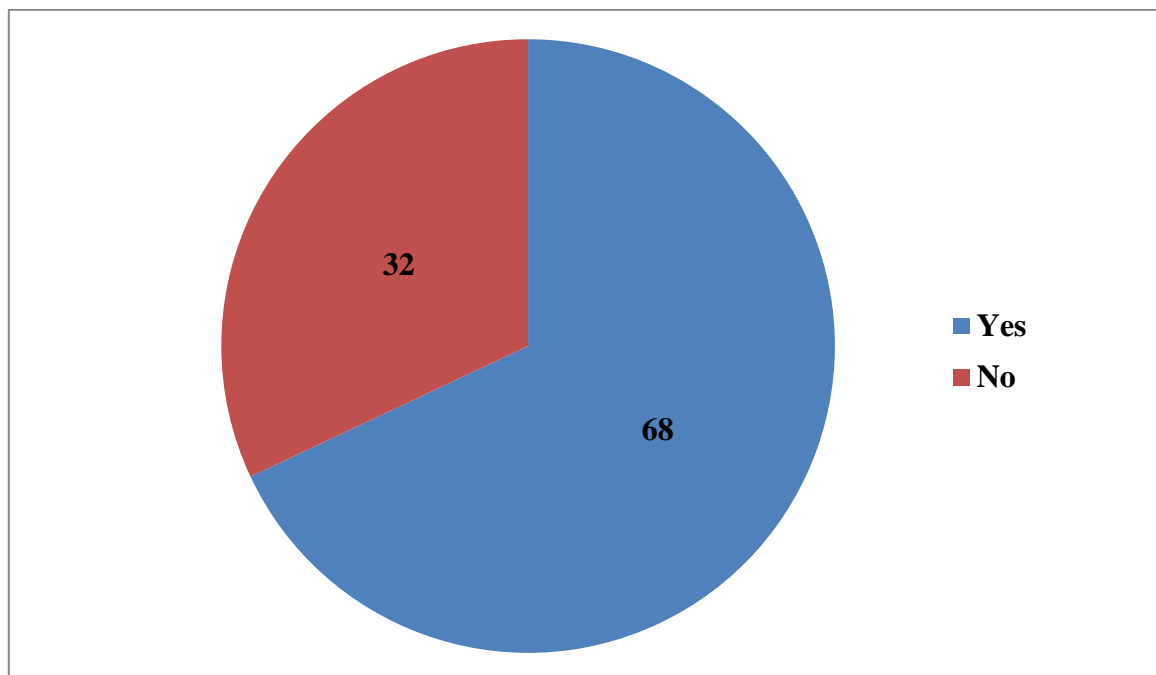
4.13 Table indicating the respondent's perception on Financial Security of Mobile Banking

Particulars	No. of Respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

Analysis:

In the above table it is found that 68% of respondents feel secure in using E-Banking and 32% of respondents do not feel it is secured.

4.13 Chart representing the respondents perception on Financial Security of Mobile Banking



Interpretation:

Majority of the respondents are using mobile banking services and have a perception that E-Banking is safe & secure but some of the respondents feel that there is no safety and security in using E-Banking services as they are afraid that data would be lost or disclosed.

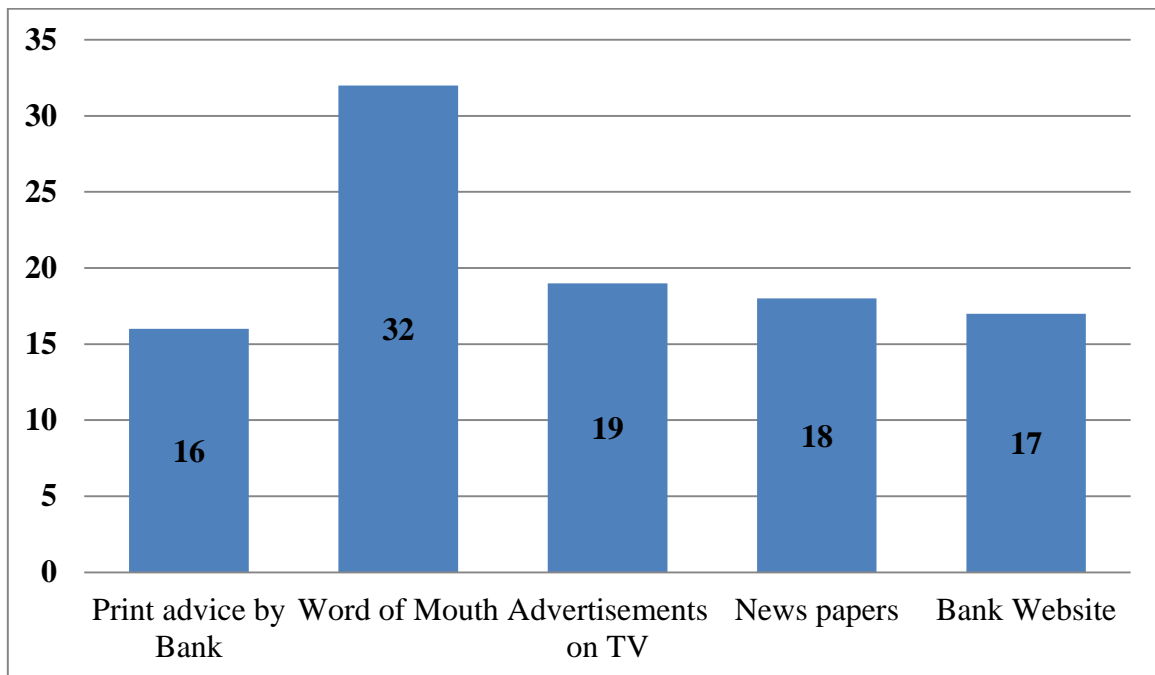
4.14 Table indicating the sources which made respondents aware of Mobile Banking

Particulars	No. of Respondents	Percentage
Print advice by Bank	16	16
Word of Mouth	32	32
Advertisements on TV	19	19
News papers	18	18
Bank Website	17	17
Total	100	100

Analysis:

The table shows that the source which made customers aware of E-Banking is Word of mouth with 32% and the advertisement by bank has the second important source of awareness with 19% .Awareness through Newspaper is 18%.

4.14 Chart representing the sources which made respondents aware of Mobile Banking



Interpretation:

Word of mouth is said to be fast and wide means to make customers aware of E-Banking which is the most opted by respondents which has highest peak and banks are being successful in making customers aware of E-Banking wherein print advises by banks have made them aware.

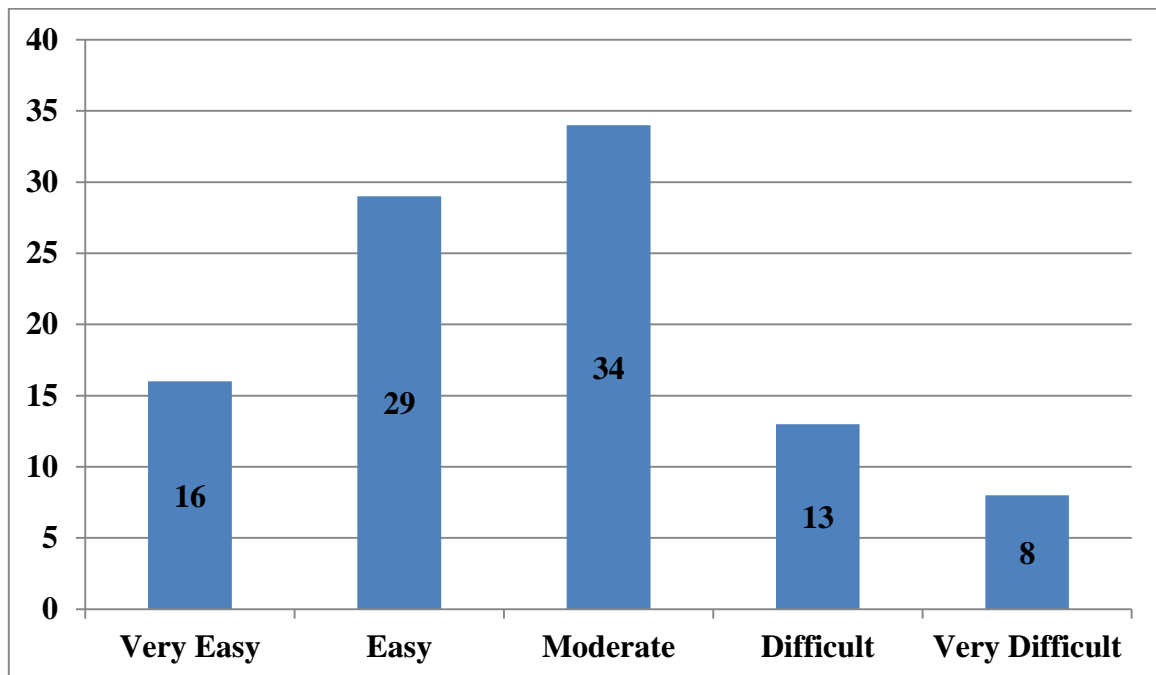
4.15 Table showing the rate of simplicity of using Mobile Banking Instructions

Particulars	No. of Respondents	Percentage
Very Easy	16	16
Easy	29	29
Moderate	34	34
Difficult	13	13
Very Difficult	8	8
Total	100	100%

Analysis:

34% of the respondents find using e-Banking operations is moderately easy. 29% of respondents find easy in following the instructions and very less number of respondents with 8% find it very difficult.

4.15 Chart representing rate of simplicity of using Mobile Banking Instructions



Interpretation;

The chart shows the simplicity or ease of usage is as shown above. Maximum number of respondents find ease of using E-Banking to be moderate and 29% of respondents find it easy to operate E-Banking applications and few of them find it difficulty in using E-Banking.

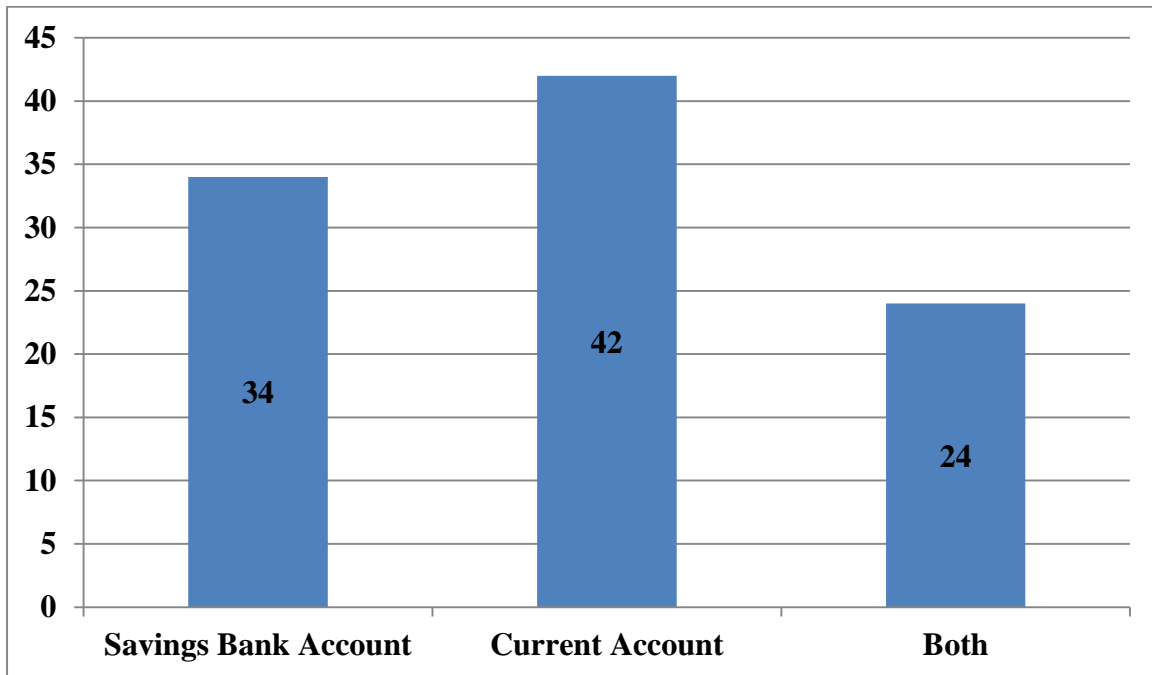
4.16 Table indicating the type of the account used while transacting through Mobile Banking

Particulars	No. of Respondents	Percentage
Savings Bank Account	34	34
Current Account	42	42
Both	24	24
Total	100	100

Analysis:

The above table shows that 34% of respondents use savings bank account during transactions, 42% use current account and 24% of respondents use both the accounts for making E-banking transactions.

4.16 Chart representing type of the account used while transacting through Mobile Banking



Interpretation:

The chart shows the maximum usage of current account compared to savings bank account while transaction through Mobile banking. Some users make use of both the accounts in which they find convenience.

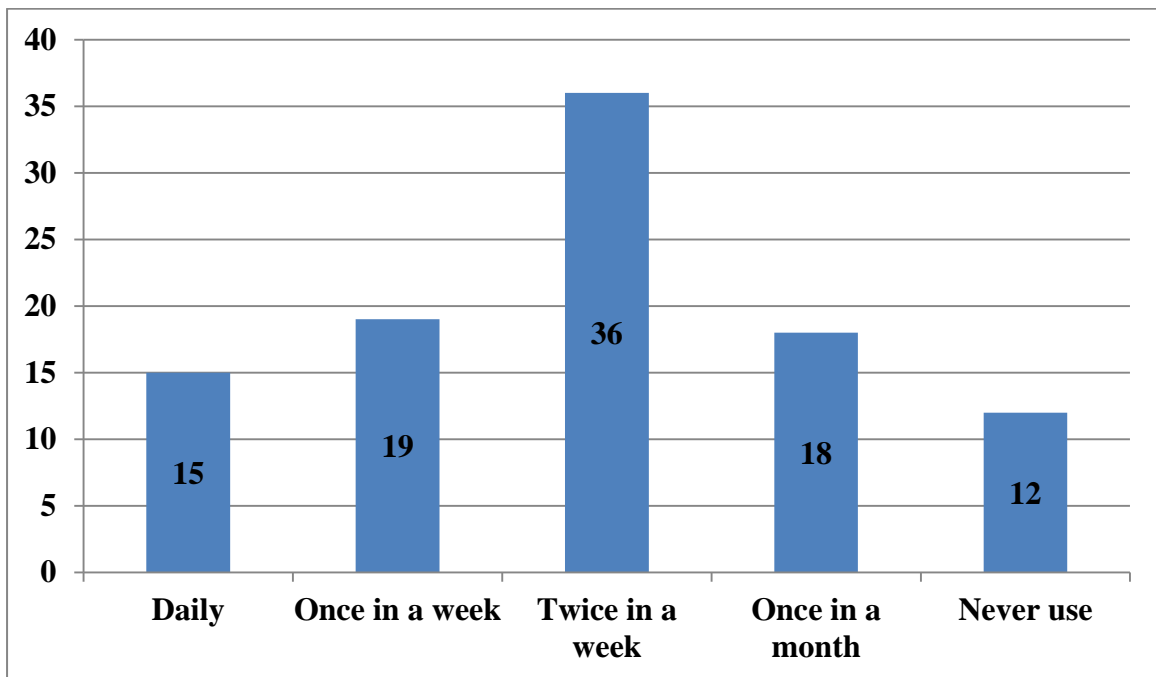
4.17 Table showing the regularity of respondents using Mobile Banking Facility

Particulars	No. of Respondents	Percentage
Daily	15	15
Once in a week	19	19
Twice in a week	36	36
Once in a month	18	18
Never use	12	12
Total	100	100

Analysis:

The respondents using Mobile banking services twice in a week is 40% as shown in the table and 19% of users transact once in a week. 12% of respondents never do mobile banking.

4.17 Chart representing regularity of respondents using Mobile Banking Facility



Interpretation:

Maximum number of respondents transact twice in a week and many of them transact once in a week as their convenience and need of funds and the chart also reveals that comparative number of transactions are made every day.

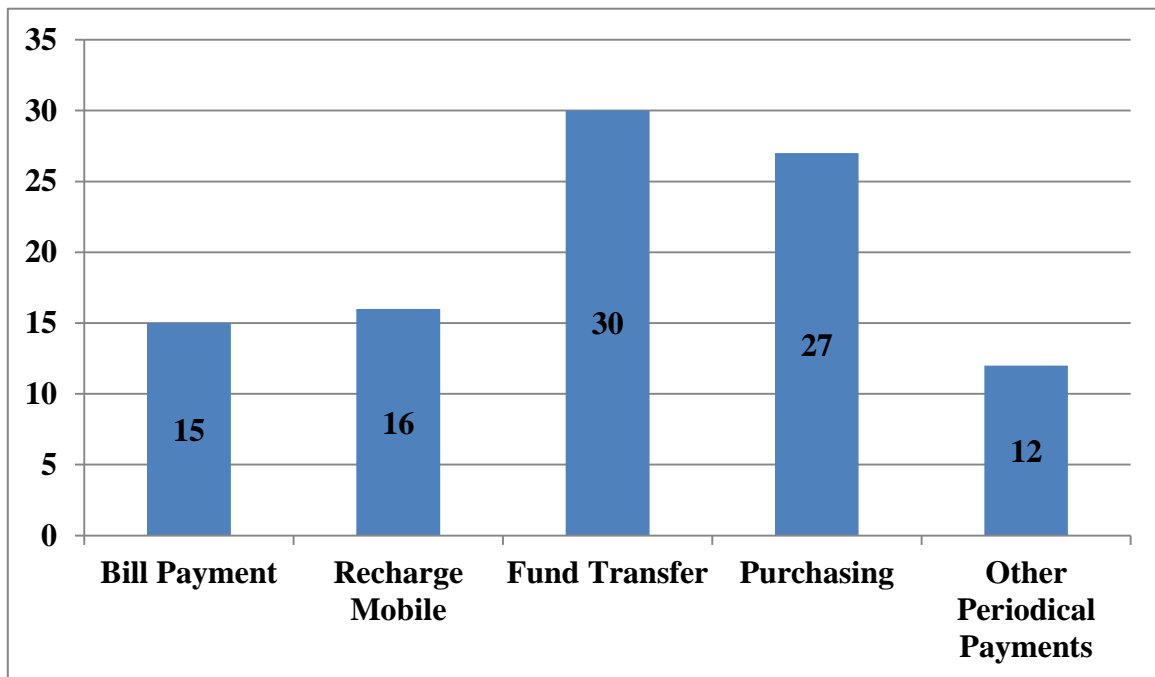
4.18 Table showing type of transactions done in mobile banking

Particulars	No. of Respondents	Percentage
Bill Payment	15	15
Recharge Mobile	16	16
Fund Transfer	30	30
Purchasing	27	27
Other Periodical Payments	12	12
Total	100	100

Analysis:

The respondents making fund transfer is 30% and 27% of respondents utilize Mobile banking services for purchasing. The respondents making periodical payments are less with 12%.

4.18 Chart representing type of transactions done in mobile banking



Interpretation:

The chart represents that customers utilizing Mobile banking for transfer of funds is maximum in number and the respondents are also utilizing it for the purpose of online purchasing. A few are making some periodical payments.

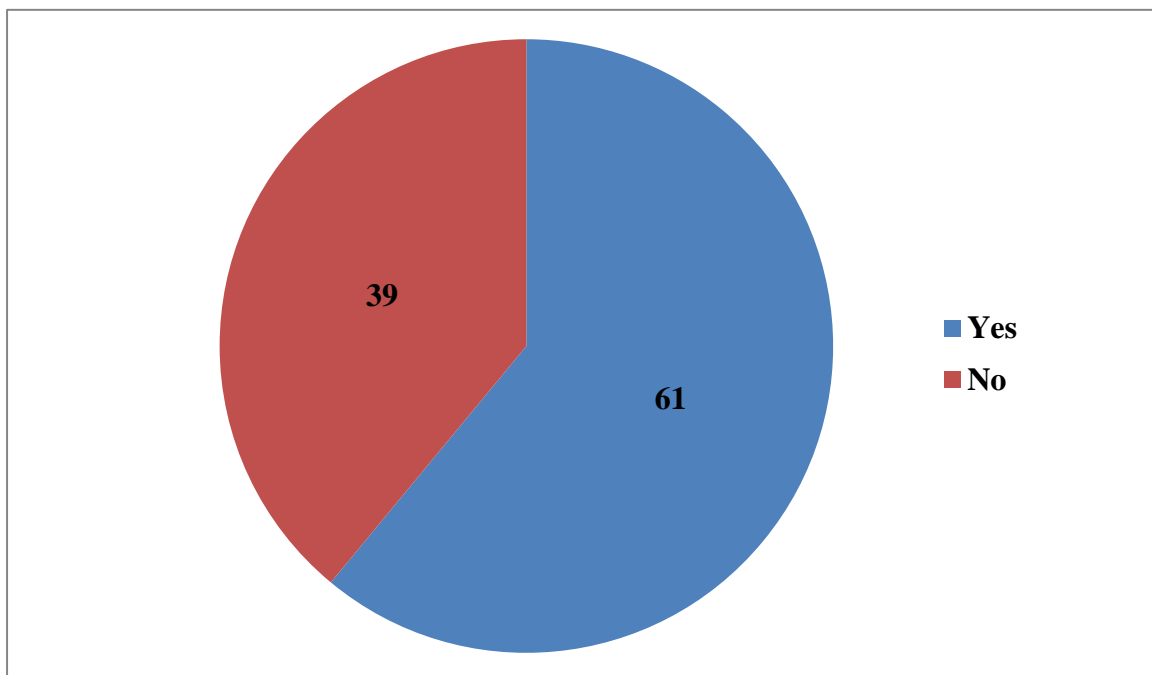
4.19 Table showing the range of respondents utilizing Mobile Banking for Balance Enquiry

Particulars	No. of Respondents	Percentage
Yes	61	61
No	39	39
Total	100	100%

Analysis:

In the above table it is shown that 61% of respondents are using Mobile banking services for balance enquiry and 39% are not utilizing it for the purpose.

4.19 Chart representing range of respondents utilizing Mobile Banking for Balance Enquiry



Interpretation:

More number of respondents make the enquiry of balance in the account through mobile phones, Half of the respondents are not making use of it which can be observed in the chart above as they are not interested.

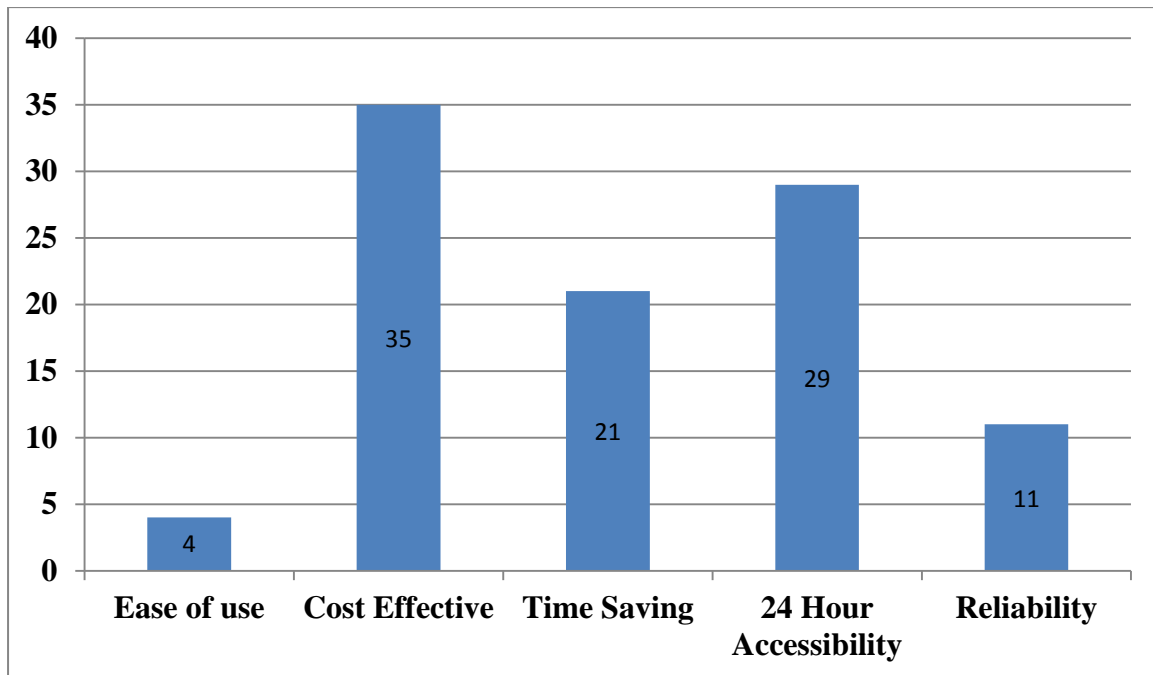
4.20 Table showing the features encouraging respondents to use Mobile Banking

Particulars	No. of Respondents	Percentage
Ease of use	4	4
Cost Effective	35	35
Time Saving	21	21
24 Hour Accessibility	29	29
Reliability	11	11
Total	100	100

Analysis

It is found that cost saving is the feature 35% of respondents believe in and 29% respondents are Utilizing Mobile banking because of 24 hour accessibility.21% believe that it is time saving.

4.20 Chart representing features encouraging respondents to use Mobile Banking



Interpretation:

Cost saving is the important feature that maximum number of respondents believe in and very few respondents are finding it easy to operate. Because of 24 hour accessibility it is used by many respondents.

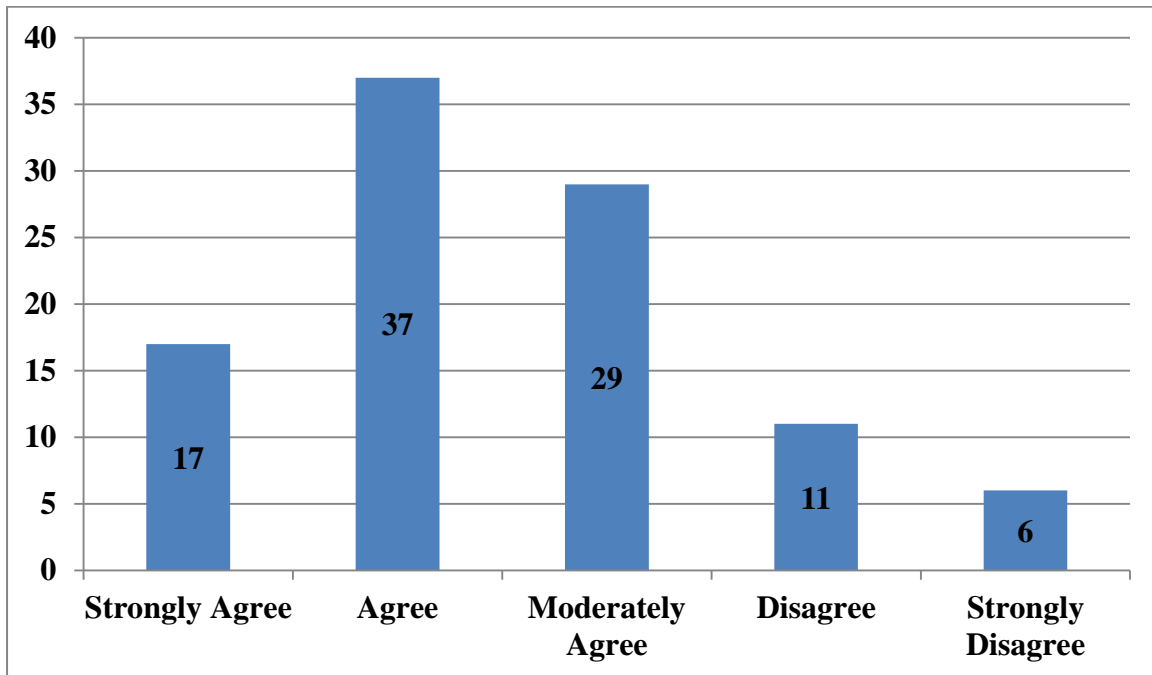
4.21 Table showing the degree of acceptance of service charges

Particulars	No. of Respondents	Percentage
Strongly Agree	17	17
Agree	37	37
Moderately Agree	29	29
Disagree	11	11
Strongly Disagree	6	6
Total	100	100

Analysis:

From the table we can infer that 37% of the respondents agree that service charges are reasonable and 17% respondents strongly agree. Only 6% are not happy with service charges.

4.21 Chart representing degree of acceptance of service charges



Interpretation:

More number of respondents agree that the service charges are worth of using Mobile banking services. A very few respondents strongly dislike the statement as they are not satisfied with the charges and some of them strongly agree that charges are worthy.

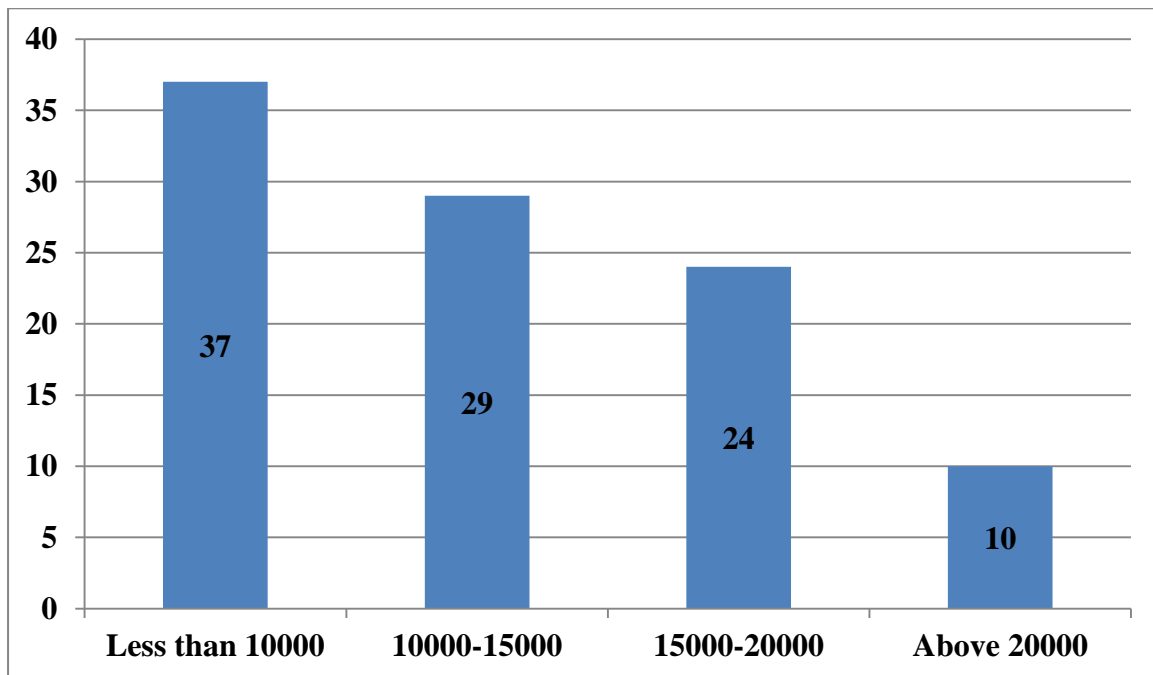
4.22 Table shows the average money transacted by respondents in a month

Particulars	No. of Respondents	Percentage
Less than 10000	37	37
10000-15000	29	29
15000-20000	24	24
Above 20000	10	10
Total	100	100

Analysis:

It is shown in the table that 37% of respondents make transaction of less than INR10000 in a month, 29% transact from 10000 to 15000 and very less percent make transactions above 20000.

4.22 Chart representing the average money transacted by respondents in a month



Interpretation:

The maximum amount transferred in a month is about less than INR10000 and the respondents who transfer funds ranging from 10000-20000 are also more. Very few people make transactions over 20000 as the graph states above.

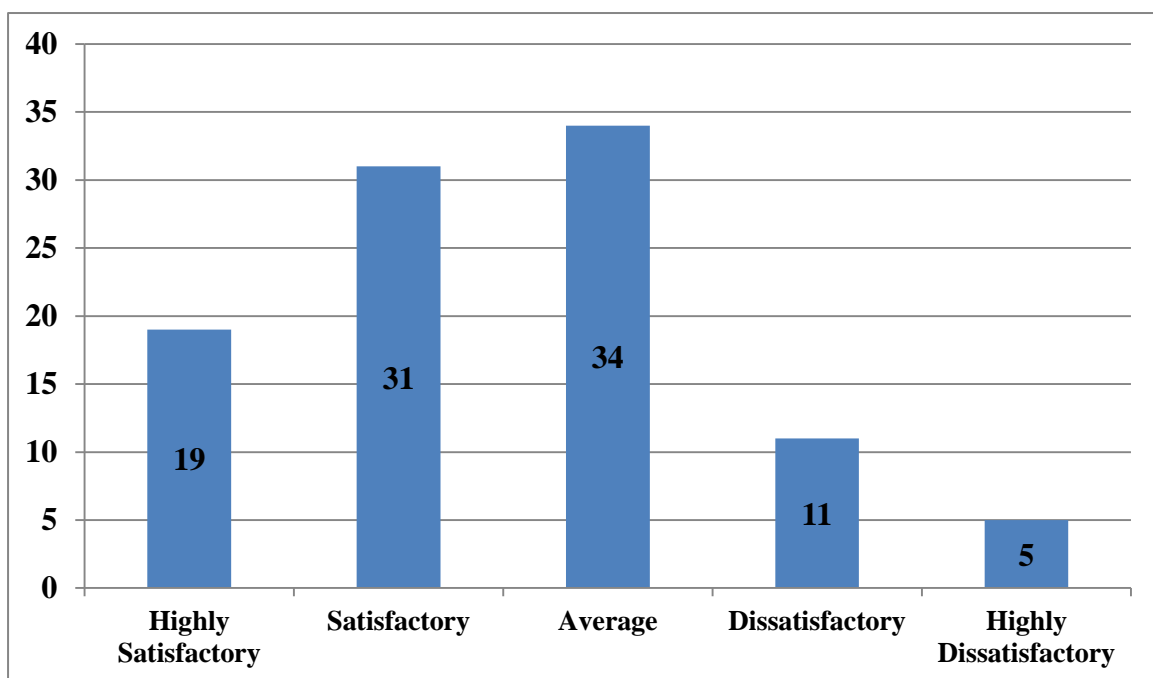
4.23 Table showing the satisfaction level of respondents

Particulars	No. of Respondents	Percentage
Highly Satisfactory	19	19
Satisfactory	31	31
Average	34	34
Dissatisfactory	11	11
Highly Dissatisfactory	5	5
Total	100	100

Analysis:

The respondents who are neutral with the satisfaction of the services provided by banks is 34%. 31% respondents are satisfied and only 5% of respondents are highly dissatisfactory.

4.23 Chart representing satisfaction level of respondents



Interpretation:

Maximum respondents are averagely satisfied with services provided by banks. Most of respondents are having high satisfaction with services provided by the banks . Only few are completely dissatisfactory.

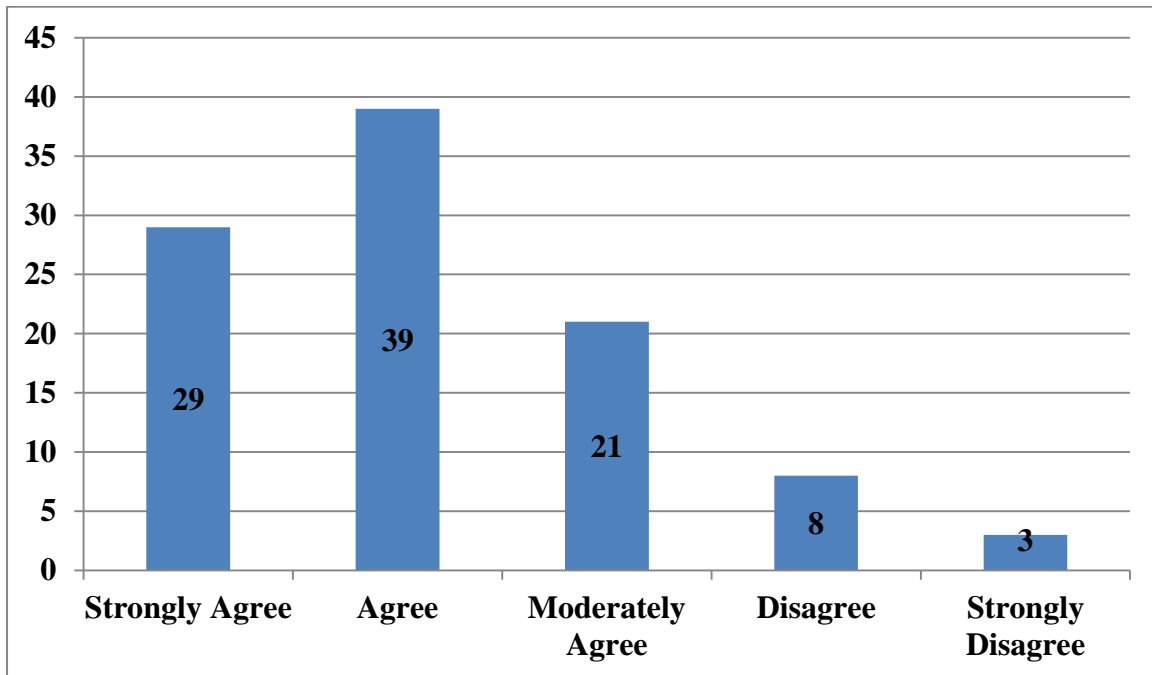
4.24 Table showing the degree of accepting mobile banking as best mode

Particulars	No. of Respondents	Percentage
Strongly Agree	29	29
Agree	39	39
Moderately Agree	21	21
Disagree	8	8
Strongly Disagree	3	3
Total	100	100

Analysis:

In the above table 39% of the respondents have a perception that Mobile banking is the best mode of transactions and 29% of people strongly agree.3% respondents do not agree with the statement.

4.24 Chart representing the degree of accepting mobile banking as best mode



Interpretation:

The respondents who agree the statement that Mobile banking is the best mode of transaction is maximum as they have utilized it to the fullest and many of them strongly agree it to be the best mode. A very few people do not agree with the fact.

5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

- All the respondents have mobile phones and also many of them are using smart phones.
- 97% of respondents have heard of mobile banking and only 77% of respondents are making use of it.
- 71% of the respondents prefer to make financial transactions online.
- 32% of respondents feel that Mobile banking is not financially secured.
- 32% of the respondents have come to know about mobile banking from their friends, family, and colleagues.
- 29% of the respondents find it easy to use Mobile banking facility.
- 42% of the respondents are making transactions through current account.
- 61% respondents make enquiry of balance in the account through mobile banking.
- 37% of the respondents feel that mobile banking is cost saving.
- 29% of respondents transact the average amount of 10000 to 15000 in a month. Large amount is not transacted through mobile banking.
- 39% of the respondents feel that mobile banking is the best mode for transactions.

5.2 SUGGESTIONS

The Mobile Banking information must be made easier in order to understand product benefits. Encourage customers to make usage of Mobile Banking by creating awareness which can be carried out by teaching them the procedure of using it. Many customer have view that online transactions are not secured enough in case of typographical errors while feeding. In order to eliminate this mindset proper education is to be delivered by the banks and make them confident. Mobile banking is not accessible in all cell phones so the application must be developed in such a way that it should be accessible by most of the devices. Often use of mobile banking prompts to additional charges for the services and it should be made affordable to common man.

5.3 CONCLUSION

The advancement of the technology in mobile banking will provide a continuous improvement in the economy. Though maximum number of respondents are aware of mobile banking services considerable number have adopted it which has become a successful product. Many of them have a negative perception that mobile banking is not secured, which is an essential concern to be removed from the minds of people. This is considered to be the major constraint which is avoiding customers from the adoption of those services. Hence proper measures to be taken to educate the customers in order to have better banking future.

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Annexure

am HEMANTH V, student of Acharya Institute of Technology pursuing MBA.I am surveying on Consumer Awareness and Usage of E-banking transactions through Mobile Phones. I would request you to fill the questionnaire which will be helpful for me to conduct a research.

NAME: _____

ADDRESS: _____

GENDER:

MALE

FEMALE

AGE GROUP:

18-25

25-35

35-45

45-60

EDUCATION:

SSLC

PUC

DEGREE

NO EDUCATION

OCCUPATION:

ENTREPRENUER EMPLOYEE STUDENT

INCOME:

Less than rs20000 Rs20000-30000 Rs30000-50000 Above Rs50000

1. Do you use Mobile Phone?

Yes

No

2. Is your mobile a Smart Phone?

Yes

No

3. Have you heard of E-banking through Mobile Phones?

Yes

No

4. What is the type of the Bank Account you have?

- Savings Bank Account
- Current Account
- Fixed Deposit

5. Are you making use of E- banking transactions through mobile phones?

- Yes
- No

If No,

6. Which of the following channel of electronic financial service do you prefer to use?

- ATM
- Debit Card
- Credit Card
- Internet Banking
- Mobile Banking

7. What is the way you choose for making Financial Transactions?

- Offline
- Online

8. Do you think using Mobile Banking is financially secure?

- Yes
- No

9. How did you become aware of Mobile Services?

- Print advice by Bank
- Word of Mouth
- Advertisements on TV
- News papers
- Bank Website

10. Rate the simplicity of using Mobile Banking Instructions.

- Very Easy
- Easy
- Moderate
- Difficult
- Very Difficult

11. What is the type of the account you make use of while transacting through Mobile Banking?

- Savings Bank Account
- Current Account
- Both

12. How regular you are in making transactions through Mobile Banking?

- Daily
- Once in a Week
- Twice in a Week
- Once in a Month
- Never use

13. What type of transactions do you make through Mobile Banking?

- Bill Payment
- Recharge your Mobile
- Fund Transfer
- Purchasing
- Other Periodical Payments

14. Are you utilizing mobile banking for enquiry of balance?

- Yes
- No

15. Which of the following would encourage you in making use of Mobile Banking?

- Ease of Use
- Cost Effective
- Time Saving
- 24 hour Accessibility
- Reliability

16. The service charges of Mobile Banking are reasonable

- Strongly agree
- Agree
- Moderately Agree
- Disagree
- Strongly Disagree

17. How much money on average would you transact in a month?

- Less than 10000
- 10000-15000
- 15000-20000
- Above 20000

18. Rate your satisfaction with Mobile Banking services provided by your Bank

- Highly satisfactory
- Satisfactory
- Average
- Dissatisfactory
- Highly dissatisfactory

19. Mobile Banking is the best mode for transactions

- Strongly Agree
- Agree
- Moderately Agree
- Disagree
- Strongly Disagree

20. What is your opinion about Mobile Banking Service provided by your bank?



**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Hemanth V

Internal Guide: Dr. Nijaguna

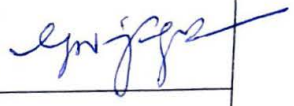




USN No: 1AY16MBA27

Specialization: Finance and Marketing

Title of the Project: A Study on consumer awareness and usage of e-banking transactions through mobile phones

Company Name: State Bank of India, Vontikoppal Branch, Mysore.

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
16-01-2018 to 22-01-2018	Orientation with the company. Collection of secondary data relating to industry and Organization.		
23-01-2018 to 29-01-2018	Study of the different operations and products and services of SBI.		
30-01-2018 to 5-02-2018	Finalization of problem area of the study and finalization of research objectives and Methodology.		
6-02-2018 to 12-02-2018	Finalization of data collection questionnaire instruments and formats. Etc...		
13-02-2018 to 19-02-2018	Collection of primary data from the customers by administering the questionnaire.		

20-02-2018 to 26-02-2018	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.	V. Deekshah	
27-02-2018 to 5-03-2018	Compilation of research data and data analysis.	V. Deekshah	
6-02-2018 to 12-03-2018	Interpretation of the data gathered during the survey	V. Deekshah	
13-03-2018 to 19-03-2018	Finalization of project report and approval of draft by company and college guide.	V. Deekshah	
20-03-2018 to 26-03-2018	Final report preparation and submission	V. Deekshah	


 ಶಾಖಾ ನಿರ್ವಹಕರು Branch Manager
 ಒಂಟಿಕೊಪ್ಪಲ ಮೈಸೂರು Vontikoppal Branch
 Mysore-570 002




 Signature of HOD