

A Study on E-Banking Services at Union Bank of India, Old Town Branch, Anantapur

Tammineni Lavanya,

Dr. P. Basaiah M.B.A, M.COM, ICWA, Ph.D. (Assistant Professor)

ABSTRACT

The digital revolution has transformed the banking sector through the adoption of e-banking services, enabling customers to perform financial transactions through online and mobile platforms with greater convenience and accessibility. It reduces the need for physical bank visits and helps expand banking services to more people.

This study titled “A Study on E-Banking Services at Union Bank of India, Old Town Branch, Anantapur” examines customer awareness, usage patterns, satisfaction levels, and problems related to e-banking services. The study is based on primary data collected from 96 respondents and secondary data from reports and websites.

The findings show that e-banking services are widely accepted and growing rapidly. With improvements in network connectivity, security systems, and customer awareness, banks can further enhance digital banking services and provide a safer and more efficient banking experience.

INTRODUCTION

E-banking has revolutionized the traditional banking system by providing digital access to financial services. It allows customers to perform transactions anytime and anywhere, improving convenience and efficiency.

RESEARCH METHODOLOGY

NEED OF THE STUDY

The need of the study is to analyse the usage, growth and effectiveness of key e-banking services at Union Bank of India, Old Town Branch, Anantapur.

OBJECTIVES OF THE STUDY

- To know the various major e-banking services usage provided by Union Bank of India, Old Town Branch, Anantapur.
- To study the growth rate of e-banking services at Union Bank of India, Old Town Branch, Anantapur.
- To suggest measures for improving e-banking services at Union Bank of India, Old Town Branch, Anantapur.

SAMPLING METHOD

The study adopts a non-random snowball sampling technique to collect data from respondents.

SAMPLING SIZE

A total of 96 respondents were selected for the study.

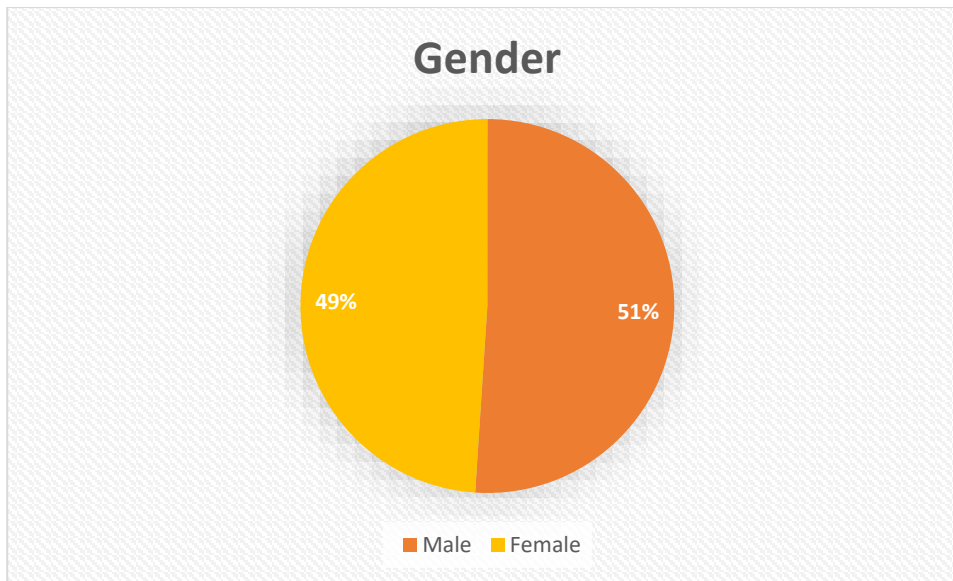
DATA ANALYSIS AND INTERPRETATION

Primary Data

Table 4.1: Gender

Category	Frequency	Percentage (%)
Male	49	51.04
Female	47	48.96

Chart 4.1:



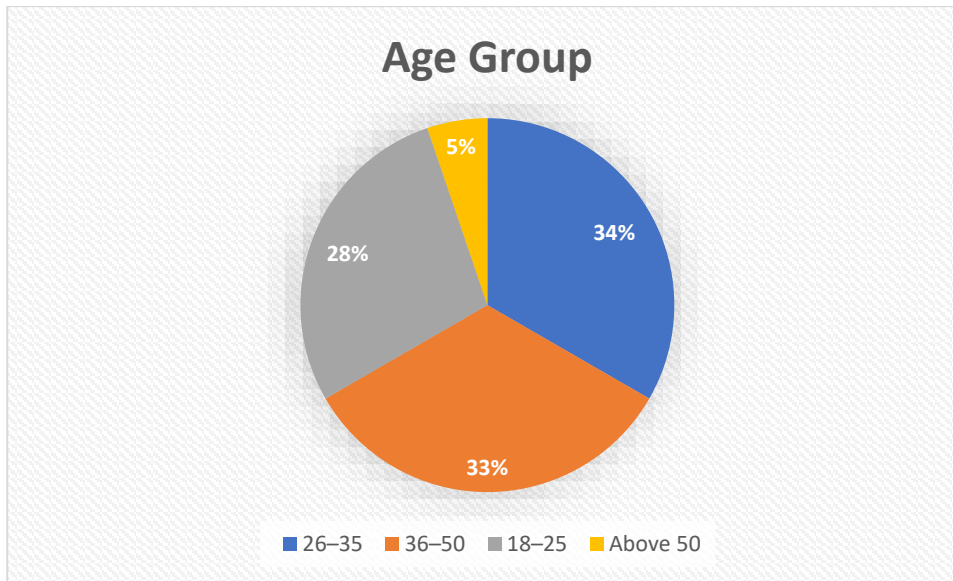
Interpretation:

The above chart shows the gender-wise distribution of respondents. Out of 96 respondents, 49 (51.04%) are male and 47 (49%) are female. The difference between male and female respondents is very small, which indicates almost equal participation from both genders. This suggests that E-banking services are used by both male and female customers without significant variation.

Table 4.2: Age Group

Category	Frequency	Percentage (%)
26–35	32	33.33
36–50	32	33.33
18–25	27	28.12
Above 50	5	5.21

Chart 4.2:



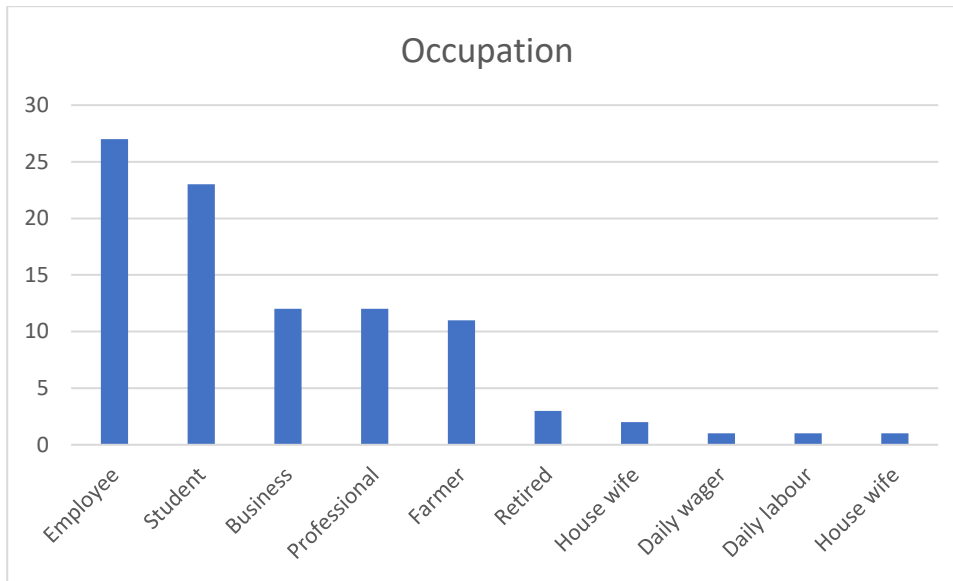
Interpretation:

The above chart shows the age distribution of respondents. The majority of respondents belong to the age groups of 26–35 years and 36–50 years, each accounting for 33.33%. Respondents aged 18–25 constitute 28.12%, while only 5.21% are above 50 years. This indicates that middle-aged and working-class individuals are the major users of E-banking services.

Table 4.3: Occupation

Category	Frequency	Percentage (%)
Employee	27	29.03
Student	23	24.73
Business	12	12.9
Professional	12	12.9
Farmer	11	11.83
Retired	3	3.23
House wife	2	2.15
Daily wager	1	1.08
Daily labour	1	1.08
House wife	1	1.08

Chart 4.3:



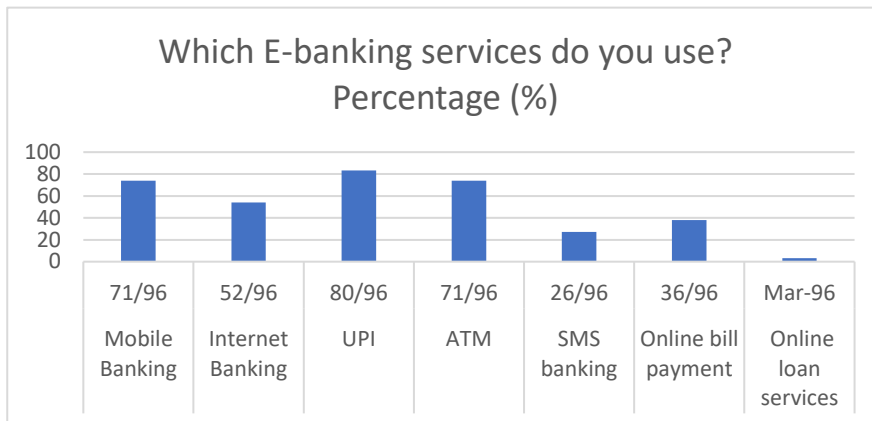
Interpretation:

The above chart indicates the occupation of respondents. Employees form the largest group with 29.03%, followed by students with 24.73%. Business persons and professionals each account for 12.90%, while farmers represent 11.83%. This shows that salaried employees and students are the major users of E-banking services due to their frequent financial transactions.

Table 4.5: Which E-banking services do you use?

Category	Frequency	Percentage (%)
Mobile Banking	71/96	73.96
Internet Banking	52/96	54.17
UPI	80/96	83.33
ATM	71/96	73.96
SMS banking	26/96	27.08
Online bill payment	36/96	37.90
Online loan services	3/96	3.13

Chart 4.5:



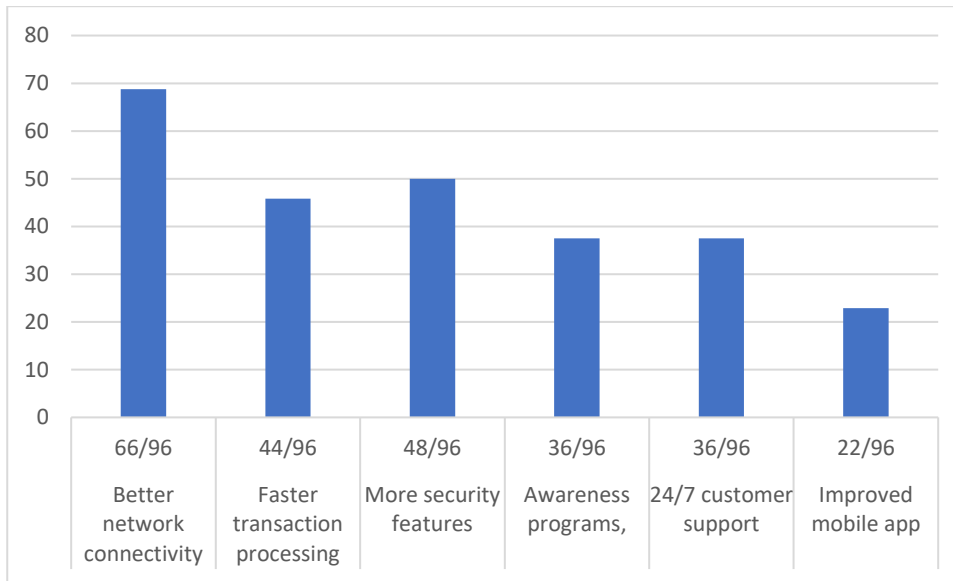
Interpretation:

The above chart shows that the usage of various e-banking services among respondents. UPI is the most widely used service with 83.33% of respondents, followed by mobile banking and ATM services with 73.96% each. Internet banking is used by 54.17% of respondents, while 37.50% use online bill payment services. A smaller percentage of customers use SMS banking (27.08%), and only 3.13% use online loan services. This indicates that customers prefer quick digital payment services such as UPI and mobile banking.

Table 4.13: What improvements would you suggest?

Category	Frequency	Percentage (%)
Better network connectivity	66/96	68.75
Faster transaction processing	44/96	45.83
More security features	48/96	50
Awareness programs,	36/96	37.50
24/7 customer support	36/96	37.50
Improved mobile app	22/96	22.92

Chart 4.13:



Interpretation:

The above chart shows that 68.75% of respondents suggested better network connectivity, which is the most important improvement needed in e-banking services. 50% of respondents recommended more security features, while 45.83% suggested faster transaction processing. 37.5% of respondents suggested awareness programmes and 24/7 customer support to improve digital banking services. Only 22.92% recommended improving the mobile banking application interface.

DATA ANALYSIS AND INTERPRETATION

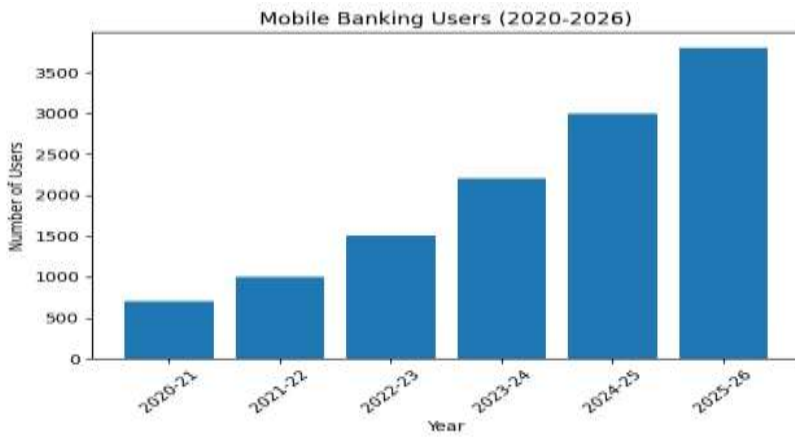
Secondary Data

Growth of Mobile Banking Users

Table 4.15: Mobile Banking Users (2020–2026)

YEAR	NO. OF USERS
2020-21	700
2021-22	1000
2022-23	1500
2023-24	2200
2024-25	3000
2025-26	3800

Chart 4.15:



Interpretation

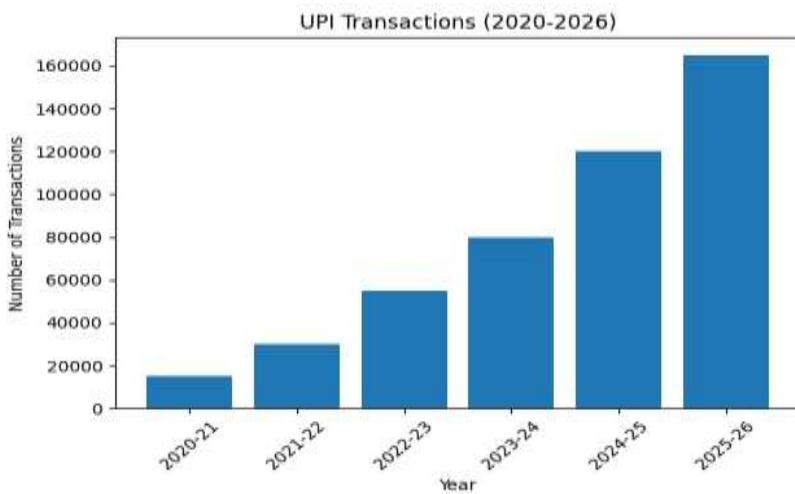
The bar graph shows a continuous increase in mobile banking users from 700 in 2020–21 to 3,800 in 2025–26. The steady rise indicates strong adoption of digital banking services among customers. The growth reflects increasing digital awareness and convenience of mobile-based banking.

Growth of UPI Transactions

Table 4.16: UPI Transactions (2020–2026)

YEAR	NO. OF TRANSACTIONS
2020-21	15,000
2021-22	30,000
2022-23	55,000
2023-24	80,000
2024-25	1,20,000
2025-26	1,65,000

Chart 4.16:



Interpretation:

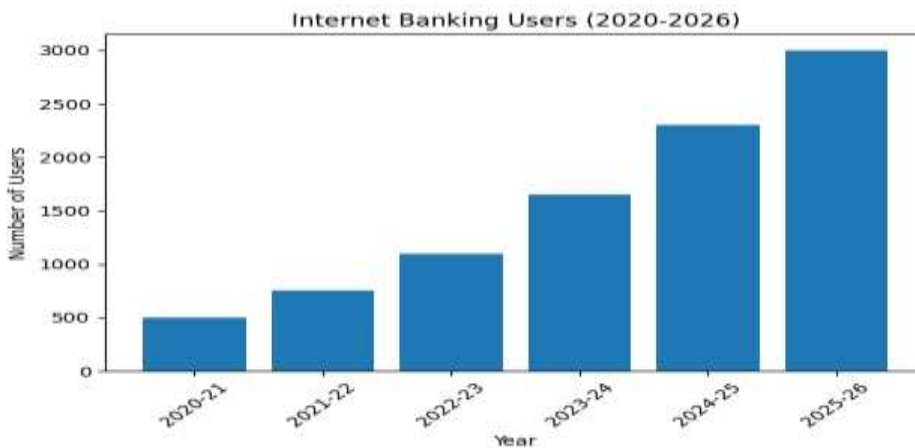
UPI transactions increased significantly over the study period. The transactions increased from 15,000 in 2020–21 to 1,65,000 in 2025–26. This reflects a strong shift towards cashless and digital payment systems. The rapid increase highlights the growing preference for online transactions among customers.

Internet Banking Users (2020–2026)

Table 4.19: Internet Banking Users

YEAR	NO. OF USERS
2020-21	700
2021-22	1000
2022-23	1500
2023-24	2200
2024-25	3000
2025-26	3800

Chart 4.19



Interpretation:

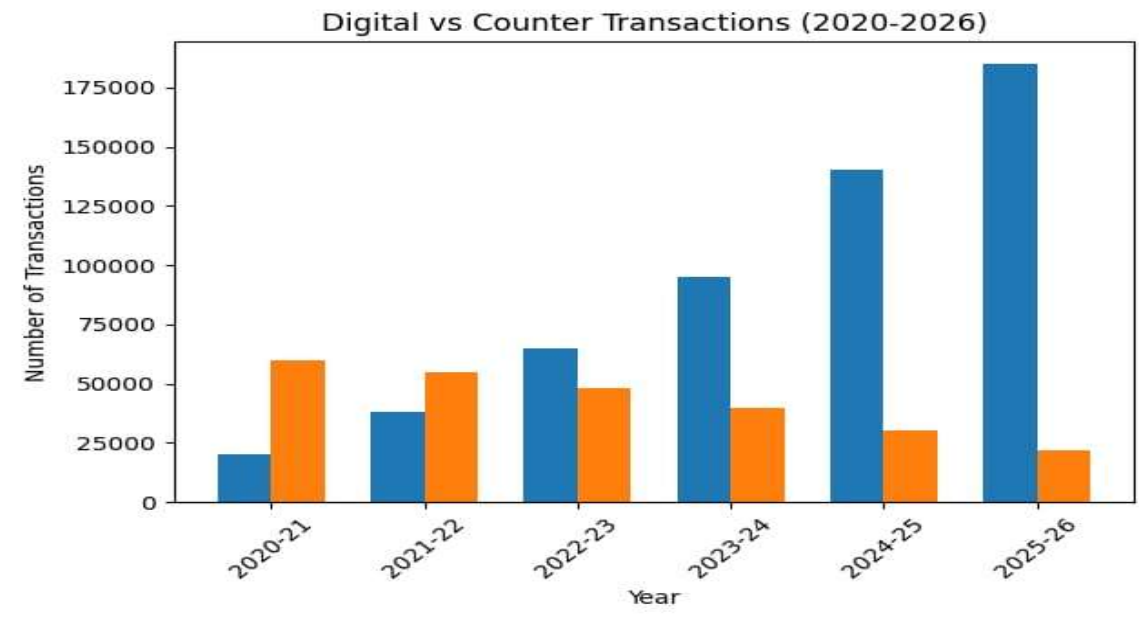
Internet banking users have increased steadily from 500 in 2020–21 to 3,000 in 2025–26. This shows growing acceptance of online banking services for fund transfers, account management, and bill payments.

Digital vs Counter Transactions

Table 4.21: Digital vs Counter Transactions

YEAR	DIGITAL TRANSACTION	COUNTER TRANSACTION
2020-21	20,000	60,000
2021-22	38,000	55,000
2022-23	65,000	48,000
2023-24	95,000	40,000
2024-25	1,40,000	30,000
2025-26	1,85,000	22,000

Chart 4.21:



Interpretation:

Digital transactions increased sharply, while counter transactions decreased steadily. This indicates that customers prefer online banking instead of visiting the branch for routine transactions.

FINDINGS

It is found that age distribution reveals that 33.33% of respondents belong to the age group of 26–35 years and 33.33% belong to 36–50 years, showing that middle-aged individuals are the major users of e-banking services, while older individuals have lower adoption rates.

It is found that gender distribution reveals that 51.04% of respondents are male and 48.96% are female.

It is found that the occupation wise employees constitute 29.03% and students constitute 24.73% of the respondents, indicating that salaried individuals and students are the major users of E- banking services.

It is found that UPI is used by 83.33% of respondents, mobile banking by 73.96%, ATM services by 73.96%, internet banking by 54.17%, online bill payment by 37.90%, SMS banking by 27.08%, and online loan services by only 3.13%.

It is found that 68.75% of respondents suggested better network connectivity, 50% suggested more security features, 45.83% suggested faster transaction processing, 37.50% recommended awareness programs and 24/7 customer support, and 22.92% suggested improving the mobile banking application.

It is found that mobile banking users, UPI transactions, and digital transaction values have increased significantly during the study period.

CONCLUSION

E-banking has made banking faster, more convenient, and widely accessible, reducing the need for physical visits. However, challenges like poor internet, transaction failures, and weak customer support affect user trust. Strengthening security, investing in AI-driven troubleshooting, and enhancing customer support can improve the experience. Educating users on secure banking practices will help create a safer and more reliable digital banking system.

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