

Master's Thesis On

**Smart Banking Policy for Internet Banking
Customers**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF
MASTER OF BUSINESS ADMINISTRATION***

**UNDER THE GUIDANCE OF
Prof. Jyoti Nain**

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School of Business Galgotias University May, 2024

Certificate

This is to certify that the Master's Thesis —Smart Banking Policy for Internet Banking

Customers has been prepared by Miss Ayushi Srivastava under my supervision and guidance. The project report is submitted towards the partial fulfillment of 2 year, Full time Master of Business Administration.

Name & Signature of Faculty

Date

Declaration

I, Ayushi Srivastava Roll No.22GSOB2010474, student of School of Business, Galgotias University, Greater Noida, hereby declare that the Master's Thesis on —Smart Banking Policy For Internet Banking customers is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student

Date

Acknowledgement

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Thank you,

Ayushi Srivastava

TABLE OF CONTENTS

CHAPTER-1 INTRODUCTION	5
1.1 JUSTIFICATION OF THE STUDY	5
1.2 INDUSTRY ANALYSIS	6
1.3 GAP ANALYSIS	7
1.4 SCOPE OF RESEARCH	8
CHAPTER-2 LITERATURE REVIEW	9
2.1 VARIABLES USED IN THE STUDY	9
2.2 RELATIONSHIP AMONG VARIABLES	9

2.3 THEORITICAL BACKGROUND OF THE STUDY	18
2.4 CONCEPTUAL FRAMEWORK OF THE STUDY	20
CHAPTER 3-PROJECT METHODOLOGY	22
1.1 OBJECTIVES OF THE STUDY	22
1.2 IMPORTANCE OF THE TOPIC	22
1.3	22
METHODOLOGY	
1.4	23
DATA	
COLLECTION	
1.5	23
DATA	
ANALYSES	
TOOLS	
CHAPTER-4 DATA ANALYSIS AND INTERPRETATION	24
CHAPTER-5 RESULTS AND SUGGESTIONS	31
5.1 OBSERVATIONS AND FINDINGS:	31
5.2 SUGGESTIONS.....	32
CHAPTER- 6 CONCLUSION	33
LIMITATIONS OF THE STUDY	35
REFERENCE	37
ANNEXTURE	38

Abstract

The stock market now includes smart banking as a fundamental component. In order to improve customer service, banks have developed certain policies, strategies, and objectives. A highly common strategy for satisfying client need and desire is smart banking policy. The consumer of online banking will benefit from the reduction of needless time, effort, and financial loss.

By establishing a continuous digital connection between bankers and customers, smart banking will simplify and streamline the customer's banking experience. Get all of your questions addressed by utilizing smart banking services from the convenience of your home or workplace. This policy will exclude additional wait times for lengthy lines for bank withdrawals and deposits of cash; in this instance, both the Both the consumer and

the bank will profit from the advantages of smart banking services, which are provided conveniently and meet all of the demands of the customers.

CHATER-1 INTRODUCTION

1.1 JUSTIFICATON OF THE STUDY

By establishing a continuous digital connection between bankers and customers, smart banking will simplify and streamline the customer's banking experience. Have all of your questions addressed by utilizing smart banking services from the convenience of your home or workplace. Long lines for cash withdrawal and deposits will no longer be an issue thanks to this policy. In this case, both the consumer and the bank will profit from the ease of smart banking services that meet all of their customers' financial demands.

Except on Sundays and other federal holidays, individuals spend their days at work, school, or college. Nevertheless, in other situations, they are also preoccupied with a variety of additional tasks that need them to put in more overtime, along with a variety of other normal and non-routine responsibilities. This makes it difficult for individuals to share their precious time traveling to the bank, waiting in lines to deposit or withdraw money, or performing other activities.

If we use Internet banking to execute smart banking policy in this case, both clients and bankers will benefit from a variety of banking services. Also, it will assist the government and lenders in increasing both their business turnover and overall production in the market

1.2 INDUSTRY ANALYSIS

A bank is a type of financial institution that issues credit and accepts public deposits. In capital markets, lending operations can be carried out directly or indirectly. Banks are heavily controlled in the majority of nations due to their significance to the stability of a nation's finances. The Reserve Bank of India, which oversees the supply and issue of the Indian rupee, is the nation's central banking organisation. It also oversaw monetary policy in India prior to the establishment of the Monetary Policy Committee in 2016.



Together with cooperative credit institutions, the Indian banking system consists of 27 public sector banks, 21 private sector banks, 49 foreign banks, 56 regional rural banks, 1,562 urban cooperative banks, and 94,384 rural cooperative banks. The adoption of an integrated strategy to risk management is becoming more and more important to Indian banks. The Basel II international banking supervisory agreement has already been adopted by banks, and the majority of banks have already complied with Basel III's capital requirements, which must be implemented by March 31, 2019. The Public Credit Registry (PCR), a sizable database of credit information open to all parties, has been established by the Reserve Bank of India (RBI). It is anticipated that the passing of the Insolvency and Bankruptcy Code (Amendment) Ordinance, 2017 Bill will boost the banking industry. Under Pradhan Mantri Jan Dhan Yojana (PMJDY), an additional deposit of Rs 892.58 billion (\$12.37 billion) was added, and 341.4 million new accounts were established in India. According to the Atal Pension Yojna, there were 13.35 million users overall as of December 10th, 2018. Increasing earnings are anticipated to increase the demand for financial services in rural regions and subsequently fuel the sector's expansion. As part of an endeavor to promote financial inclusion, the Department of Financial Services (DFS), the Ministry of Finance, and the National Informatics Center (NIC) introduced Jan Dhan Darshak in September 2018. It is a smartphone application that directs users to Indian financial services. The way credit is distributed in India will undergo significant change as a result of the digital payments revolution. Debit cards have mostly taken the place of credit cards as the preferred payment mode in India, after demonetisation.

1.3 GAP ANALYSIS

A gap analysis can assist in understanding and prioritising company needs by pointing out any inadequacies or flaws that need to be fixed. Once gaps are found, it is simpler to quantify them and determine the amount of labour needed to close them. At this point, you may assist in prioritising them so that the biggest holes are taken care of first. An extensive overview of the entire business or a specific function, such as accounting, information technology, or operations, may be provided to decision-makers through a gap analysis. Directors and executives can then decide if the division or organisation has the resources necessary to fulfil its mission and achieve its goals and objectives. Also, the significance of this initiative to the organisation, industry, and society is indicated by this gap analysis.

The points that would close the service gap between organisational actions and consumer viewpoints are as a result listed below.

1. Seek to show banks how to utilise technology to overcome these obstacles and eventually get closer to being an everyday bank by regaining client loyalty and effectively placing themselves in the market.
2. Provide as a resource for banks, showing them how to innovate similarly to the clients we have already worked with and which technology is most appropriate for them.
3. The customer's house, the bank's operational side, and the branch's advising center.
4. Permits banks to enhance customer engagement models to increase customer retention through high-quality service encounters and draw in new customers with a redesigned sales experience, connect and share with colleagues in real time – and ultimately become more engaged with customers.¶
5. Provide door to door financial service to the customer.
6. Reduce unnecessary loss of time, cost and effort of customer.
7. Prohibits long queues to the banks.

1.4 SCOPE OF RESEARCH

Several segments of the banking industry have room for improvement. The use of machine learning-based approaches can be a justifiable saving from the standpoint of both bank users and the bank itself. Here, the study's scopes are covered in more detail.

1.Bank: This research exclusively addresses the banking industry and the financial services that banks offer to their clients.

2. Customers: Those who purchase goods are referred to as customers. Just those banking clients who valued the bank's financial services are excluded from the analysis in this report; all other customers are included.

3.Online banking users: This report's advantages are only available to users of online banking, not to all banking users.

4.Home delivery system: This study's primary premise is that door-to-door cash deposit/withdrawal services will be offered to consumers of online banking.

CHAPTER-2 LITERATURE REVIEW

One kind of review article is a narrative or literary review. A literature review is a scientific publication that summarises the existing knowledge on a subject, including significant results as well as theoretical and methodological contributions.

A literature review can be a standalone analysis of works on a subject or it can be a crucial part of a thesis or dissertation. In either scenario, its aim is to:

- Put each piece of work in the perspective of how it contributes to comprehending the subject being studied.
- Explain how each work relates to the others that are being taken into consideration.
- Find fresh ways to interpret existing findings, and make any gaps clear.
- Address discrepancies between research that appeared to be in disagreement
- Put one's unique work (in the case of theses or dissertations) in the context of existing literature to avoid wasting time and resources by pointing out areas of past scholarship.

2.1 VARIABLES USED IN THE STUDY

A variable is, to put it simply, a quantifiable property that changes. It may alter throughout time depending on the group, the individual, or even the individual themselves. There are five typical categories of variables:

1. Dependent variable: It illustrates how changing or adding the independent factors affects the dependent variable. Customers who used bank services and how they acted when using bank goods and services.

2. Independent variables: The researcher has control over these variables. The banking system, product line, and services offered by the bank—such as retail banking, personal banking services, and new approach policy—come under this heading.

3. Intervening variables are intangible, indirectly observable processes that link independent and dependent variables. The project's intervening variables include service delivery procedures, internet access, online banking capabilities, internet literacy, and internet usage.

4. Moderator variables: They alter the impact of the intervening variable's effect on the link between the independent and dependent variables (s). The bank's employees and any other supporters involved in providing the services are typical moderator variables in this project.

2.2 RELATIONSHIP AMONG VARIABLES

Throughout the analysis, two distinct kinds of factors were taken into account. Student, employee, and other direct questionnaire-captured variables, as well as index variables that were created by combining many individual factors (e.g., general interest in technology). The participants were also separated into other groups based on shared interests or behaviours (e.g., with regard to their willingness to use e-banking systems)

- ❖ Carsten Röcker and Daniel Kaulen: SmartBanking: —User Characteristics and Their Effects on the Usage of Emerging Banking Applications.¶
- ❖ El-Sherbini et al. (2007) investigated through his study on —**Bank customer Behavior perspectives towards internet banking services in Kuwait**” —the customer’s perspectives of internet banking, their perceived importance for it, usage patterns and problems rising on its utilization. The paper discussed the strategic implications of the research findings. Empirical data were gathered from bank customers in Kuwait to achieve the research objectives. All bank customers

in Kuwait were considered as population of research interest. The results showed the perceived importance of internet banking services by customers, current and potential use of IB services in Kuwait and problems perceived by bank customers in using IB.

❖ **Malhotra,Pooja and Singh , (2010):**study examined various factors affecting the banking services in India .The purpose of the study was to help in filling the gap in knowledge about Banking Landscape in India. The study utilized sample of 82 banks of India using the technique of Multiple Regression to explore the determinant. The study revealed that bankers as well as society perceive that banking services lag in terms of providing different products and services.

❖ **Dr Sunayna Khurana**(27th July, 2015): —Service Quality Versus Customer Satisfaction in Banking Sector^l. All banks in India offer similar services but are different in terms of service quality. This paper analyse the literature regarding service quality and customer satisfaction in the retail banking industry, and explains the relationship between service quality and customer satisfaction and their effect. The findings suggest that improved service quality should be adopted to give maximum satisfaction to the customer. The paper also contributes knowledge and background for banks to apply these findings to better shape and focus their position in the market and also to provide maximum satisfaction to the customer.

2.3 THEORITICAL BACKGROUND OF THE STUDY

One of every nation's most vital economic sectors is the banking sector. Money and the need for it are crucial in today's world. A country's financial system must be developed in order to achieve development. A bank offers a nation useful services. A well-developed financial system that supports both the economy and society is necessary for progress. So, a bank is essential to the nation's socioeconomic issues. This is a quick

summary of some of the significant roles that banks have played in the growth of a nation;

1. Encourage individuals to save money: Banks draw depositors by establishing alluring deposit plans and offering incentives or returns in the form of interest. Customers of banks are offered a variety of deposit products. It makes it possible for people to develop saving or banking habits.
2. Capital formation and industry promotion: One of the most crucial components of any firm or industry is capital. It is essential to business. By receiving deposits from depositors and turning them into loans and advances to industries, banks boost capital creation.
3. Smoothing out trade and commerce operations: Trade and commerce are essential for international relations in the current world. As a result, the money transaction should be simple. A bank enables its clients to transfer money anywhere in the world and receive money from anywhere in the globe. A well-developed banking system offers a variety of enticing services, including mobile banking, online banking, debit cards, and credit cards, among others. These services make transactions quick and easy. Hence, a bank promotes trade and commerce.
4. Provide job opportunities: As banks support business and investment, they inevitably create job opportunities. Hence, a bank helps an economy create job opportunities.
6. Implementing monitoring policy: Each government should have a monitoring policy in place. The main goal of monitoring policy is to protect the nation's financial system from risks including crises, deflation, and inflation. One instance of this is the most recent hike in the repo rate to 6.5 percent.
7. Balanced development: Contemporary banks are expanding their business activities globally. Many large banks, including Citibank and Baroda Bank, are visible. Spreading banking operations to rural and semi-urban regions benefits a nation. By supporting rural regions, banking activities have extended across the nation, aiding in the achievement of balanced development. It is essential to the nation's socioeconomic progress. A strong financial infrastructure helps the nation achieve balanced

development without any special consideration of rich and poor, cities and rural areas etc.

The significance of e-banking

In the middle of the 1990s, businesses started using e-banking. Because operational expenses were so minimal, e-banking became more prevalent. First, it takes the form of phone and ATM transactions. Lately, a new conduit between clients and banks that is advantageous to both was transferred to the internet. E-banking services' primary goal is to give clients cheaper, much faster services. Based on the advancement of information technology over the past twenty years, the banking industry has adopted a new banking approach. In addition to these clients, information technology-based transaction and communication capabilities are attached.

Automated teller machines were used to initiate the development of electronic banking, which later led to internet banking. That will be done on mobile phones in the future (wap-enabled). In any case, the optimum method for financial transactions is still internet banking. E-banking offers both banks and clients a number of benefits. Both users and banks benefit from how much simpler and faster banking has become thanks to e-banking. Below are the main benefits.

- It cuts down on bank wait times
- It offers means of doing international banking.
- It offers banking year-round, around-the-clock, from any location with internet connectivity.
- It offers efficient cash management for search engine optimisation.

- In terms of money, labour, time, and any other resources required to complete a transaction, it offers convenience.

When financial transactions are carried out electronically, computer systems are employed. The EFT is used for customer-initiated transactions involving electronic payments in which the cardholder makes a credit or debit card payment. Withdrawal, deposit, inter-account transfer, enquiry, and administrative transactions, which include PIN changes and non-financial transactions, are the different transaction kinds. Authorization is required for all electronic fund transfer transactions, as well as a way to match the card and cardholder. The cardholder's PIN must be submitted online in encrypted form for confirmation by the card issuer when using EFT transactions. The address of the cardholder or the CVV2 security value displayed on the card are examples of additional information.

Withdrawal, deposit, inter-account transfer, enquiry, and administrative transactions, which include PIN changes and non-financial transactions, are the different transaction kinds. Authorization is required for all electronic fund transfer transactions, as well as a way to match the card and cardholder. The cardholder's PIN must be sent online in encrypted form for confirmation by the card issuer in order to complete an EFT transaction. The address of the cardholder or the CVV2 security value displayed on the card are examples of additional information.

- Internet banking
- Banking via short message service, telephone banking, and mobile banking
- Interactive television banking

Online banking is the most popular among account holders and plays a significant part in all of the aforementioned operations. Let's talk about each of the aforementioned points individually now.

Banking online

Online banking, commonly referred to as internet banking, is a kind of electronic payment that allows bank or other financial institution clients to carry out a variety of financial transactions via the financial institution's website. In contrast to branch banking, which was the conventional method through which clients received banking services, the online banking system will generally link to or be a component of the core banking system run by a bank. These are some reasons why internet banking is important:

1. Pay Your Bills Online: We may avoid having our check misplaced in the mail by using the online banking service provided by our bank to pay our payments. The majority of banks provide a section where we may set up payees. You must fill all the required fields once, and then we can simply choose that profile every time we pay a bill online.

2. See transaction: Account history and transaction information are accessible from anywhere when using online banking. The easiest approach to determine whether a transaction has cleared an account is in this fashion. Even if we've misplaced our receipt, we may still determine the value of a transaction. Also, it makes it possible to discover fraudulent transactions more rapidly, aiding in the immediate resolution of any problems.

3. Transferring money between accounts: Internet banking also makes it possible to verify our available finances before making a purchase and transfer money between accounts much more swiftly. It can prevent a trip to the bank and is more practical than utilising the automated phone service. Make sure all of our bank accounts are listed when we apply or set up our internet banking are listed. This will make it easier to transfer money and make loan payments online.

4. Mobile banking: The majority of banks will provide a mobile app that enables access to internet banking on a phone. This makes internet banking even more practical and enables you to instantly check your account while you're out shopping, transfer money if you're running low, or discover whether a retailer double-charged you. To avoid utilising unsecured networks like public Wi-Fi while doing these activities, we must

make sure we are accessing this data securely. Online banking is much simpler with mobile banking.

5. Syncing with Money Apps: A lot of money applications will sync our online banking data automatically. This makes maintaining our spending plan much simpler. Applications frequently function on both our desktop computer and mobile device, allowing us to keep current when travelling. If we use one of these applications, tracking our expenditures for our budget is also made simpler. Although though paper statements are becoming far less prevalent, it is still crucial to balance our accounts with our bank each month to avoid overdrawing our accounts. We may still update our accounts each day by signing on and manually updating accounts even if a bank is small and does not offer the synchronisation capability.⁵One of the finest benefits is the ability to sync expenditures in real-time, which prevents us from overspending while we buy separately.

6. There are several variables that affect client satisfaction in Indian banks. It cultivates client loyalty.

7. The bank and gives banks an advantage in a cutthroat market. Some studies have suggested

8. Customer happiness is driven by service excellence. The service quality in the Indian banking sector is dependent

9.on several criteria, including assurance, empathy, dependability, responsiveness, and tangibleness.

10. There are several variables that affect client satisfaction in Indian banks. It cultivates client loyalty.

11. The bank and gives banks an advantage in a market that is very competitive. Some studies have suggested

12. Customer pleasure is driven by service excellence. The service quality in the Indian banking sector is dependent

13. on a variety of criteria, including assurance, empathy, dependability, responsiveness, and tangibleness.

14. There are several variables that affect client satisfaction in Indian banks. It cultivates client loyalty.

15. The bank and gives banks an advantage in a cutthroat market. Just a few studies have demonstrated 16. That consumer happiness is influenced by service quality. The service quality in the Indian banking sector is determined by a variety of factors, including assurance, empathy, dependability, responsiveness, and tangibleness.

18. Customer satisfaction refers to meeting a customer's expectations. Whenever you buy a goods or

19. Service: The customer has certain expectations for the performance or benefits. Whether the good or service can

20. When that expectation is met, the buyer is satisfied. If the item or service is incapable of

21. If that expectation is not met, it causes unhappy customers. There are situations when the product

23. Poor customer service results in the product or service being discontinued and bad word of mouth. On the other hand, the

24. Increased sales of a good or service and good word of mouth are both influenced by customer satisfaction. Customer

25. One of the most important success criteria in the banking sector is customer happiness.

26. Customer satisfaction refers to meeting a customer's expectations. Whenever you buy a goods or

27. Service: The customer expects a specific level of performance or benefit. Whether the good or service can

28. When that expectation is met, the buyer is satisfied. Customer discontent results if the item or service fails to meet their expectations. The goods or service may occasionally

29. If that expectation isn't met, it causes unhappy customers. The goods or service may occasionally

30. Service that goes above and beyond expectations, delighting the consumer. Inadequate satisfaction

31. Poor customer service results in the product or service being discontinued and bad word of mouth. On the other hand, the

32. Increased sales of a good or service and good word of mouth are correlated with customer satisfaction. Customer

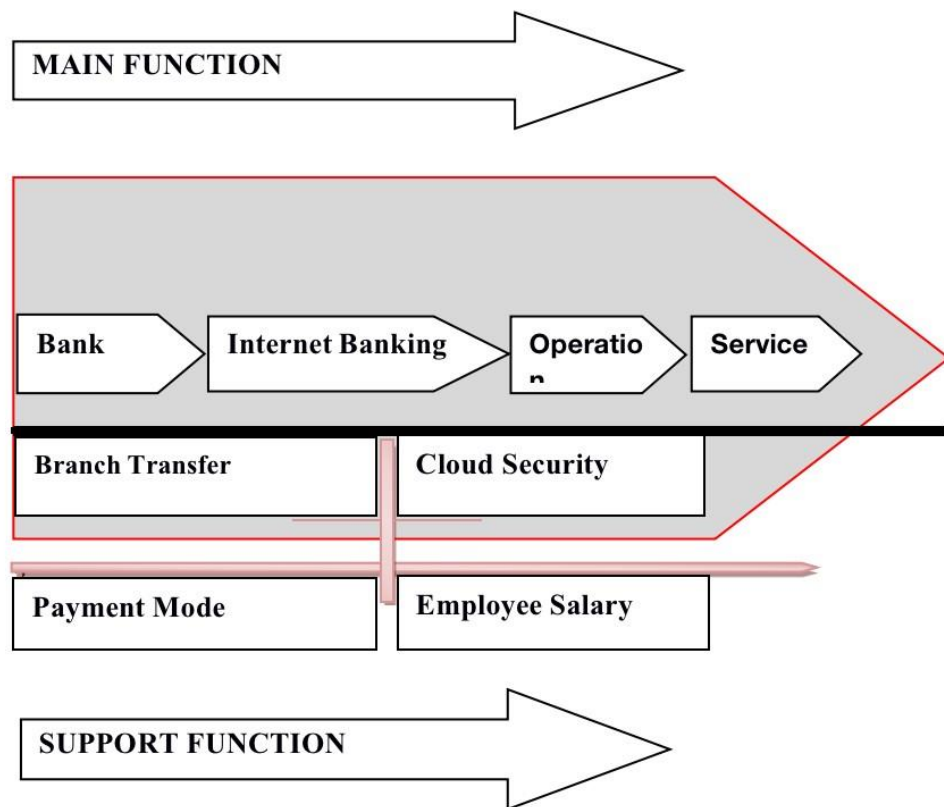
Service excellence and client satisfaction

Meeting client expectations is the definition of customer satisfaction. Customers have specific expectations in terms of advantages or performance when they acquire any goods or services. Customer satisfaction results when a product or service can match that expectation. Customer discontent results from a product or service failing to live up to expectations. It occasionally occurs that a product or service might go above and beyond expectations, delighting the consumer. Negative word-of-mouth and product and service discontinuance are results of unsatisfactory services. Contrarily, client satisfaction encourages increased purchases of the goods and services as well as favourable word-of-mouth advertising. One important factor in success is customer happiness factors for the banking industry.

Several factors affect how satisfied customers are with Indian banks. In this cutthroat atmosphere, it helps the bank gain an advantage by fostering client loyalty. Just a few studies have shown that customer happiness is influenced by service quality. Service

quality in the Indian banking sector is determined by a number of factors, including assurance, empathy, dependability, responsiveness, and tangibility.

2.4 CONCEPTUAL FRAMEWORK OF THE STUDY



Fig; Conceptual framework of the project

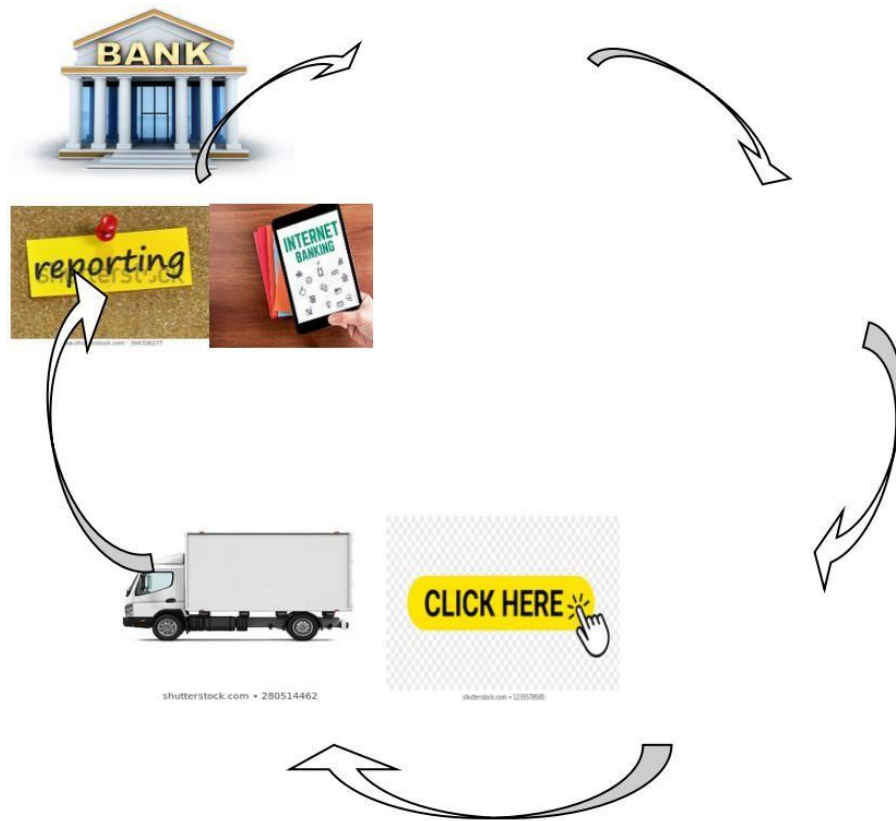


Fig. Conceptual operation of the project

CHAPTER 3-PROJECT METHODOLOGY

3.1 OBJECTIVES OF THE STUDY

1. To research the importance of online banking.
2. To assess how smart banking policies affect users of online banking.
3. To depict a map of the policy's efficacy.

3.2 IMPORTANCE OF THE TOPIC

By establishing a constant digital connection between the banker and the consumer, smart banking will simplify and streamline the customer's banking experience. Have all of your questions addressed by utilizing smart banking services from the convenience of your home or workplace. This policy will eliminate the need for additional wait times when depositing and withdrawing cash from banks. Both the customer and the bank will benefit from this situation, which brings the benefits of smart banking services right to their doorstep, is convenient, and meets all of the customers' financial needs.

3.3 METHODOLOGY

Research Design: A conceptual framework for doing research is known as a research design. It is a descriptive research design in line with the project's goal.

Target Population: All prospective consumers are included in the study's target audience, with a particular emphasis on students, workers, and other people who have used financial services.

Sample Size: Just like in other studies, this one requires a sample size because it is hard to collect data from the complete population. As a result, the researcher's sample size was 100 samples drawn from the same population.

Sampling Methods: The project survey uses a practical sample method. Only 100 samples are required, and they are being taken from the target demographic.

3.4 DATA COLLECTION

Both primary and secondary data sources were used to compile the information. The sources included gathering information from the corporate website and other consumers. These sources comprised the 100 responses from various clients. Secondary data have been gathered through personal interactions, questionnaires, and Google forms in addition to secondary data from various research papers, publications, and the Internet. We employed both qualitative and quantitative data collecting techniques. Combining several approaches allowed for the strength of one approach to outweigh the shortcomings of the others. Both open-ended and closed-ended questions were on this test. In order to avoid asking respondents humiliating personal questions, ethical consideration was given the appropriate attention. Moreover, this made guaranteed that the respond rights were respected. Respondents were not coerced into answering any questions against their will as a consequence.

3.5 DATA ANALYSES TOOLS

The data was processed using statistical techniques such as tabulation. Simple tables have been used to show the quantitative data. In order to show the data in a visually appealing manner, frequency distribution tables were used to arrange the data using the statistical method. The study's findings are presented using various graphs, charts, and other visual aids.

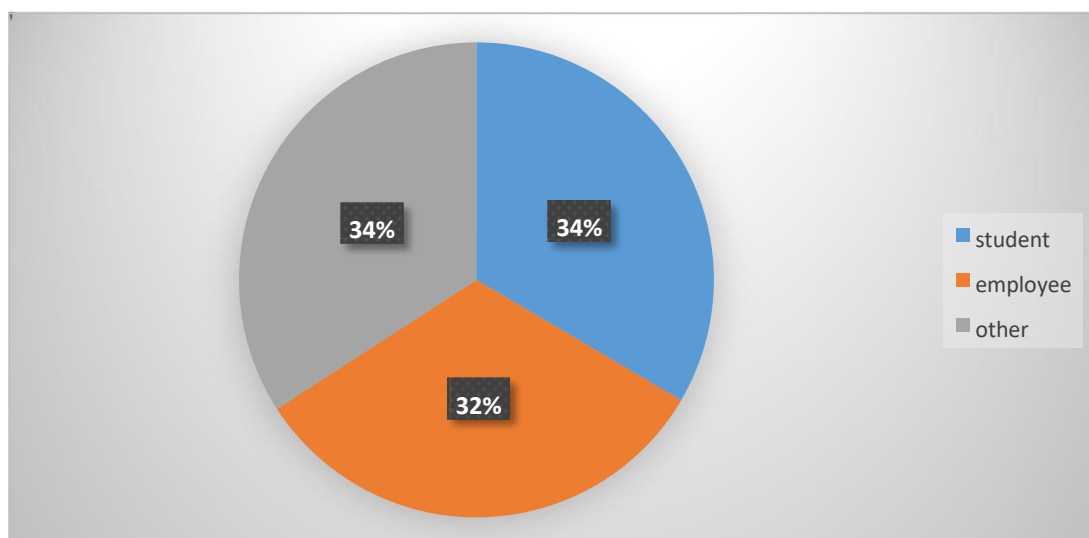
CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

TABLE NO.1: BANK ACCOUNT HOLDER

Category	Yes	No	No. of respondent	Percentage
Student	50	-	50	33.33
Employee	49	-	49	32.67
Others	51	-	51	34
Total	150	-	150	100

Sources: Compiled from Questionnaire

1.Are you a bank account holder? How many if so?



Interpretation: According to the aforementioned table, every single one of the 150 respondents has a bank account. Moreover, responses are gathered from three primary categories: students (50), workers (49), and others (51).

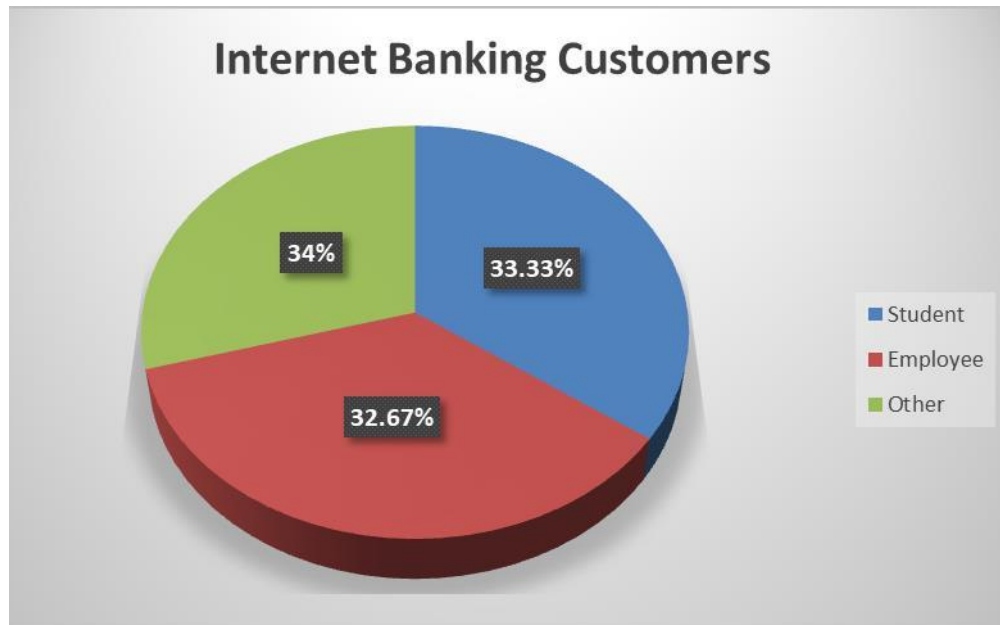
TABLE NO. 2: INTERNET BANKING CUSTOMER

2.

Category	Yes	No	No. of respondents	Percentage
Student	44	6	50	33.33
Employee	45	4	49	32.67
Others	37	14	51	34
Total	126	24	150	100

Sources: Compiled from Questionnaire

Have you included online banking in your account?



Interpretation: According to table no. 2, out of 150 respondents, 45 were employees, making up the majority of those who used online banking. Following the employee are the student, who received 44 and 37 responses, respectively. The final 24 respondents do not use online banking.

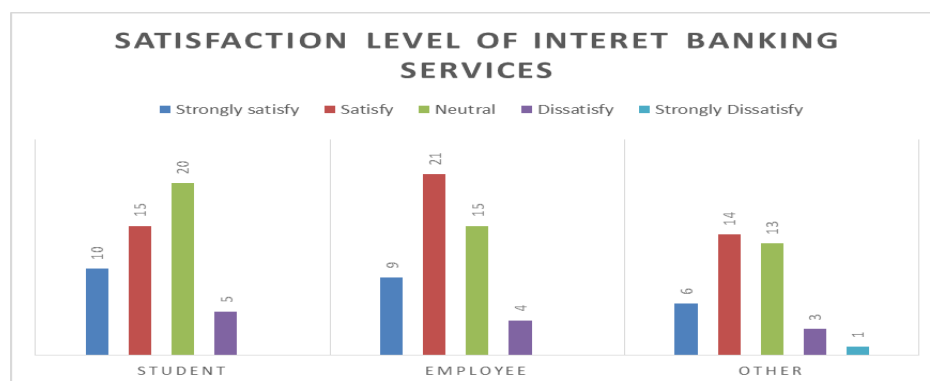
TABLE NO. 3: SATISFACTION LEVEL OF INTERNET BANKING SERVICE

Category	Students	Employees	Others	Total
Strongly satisfy	10	9	6	25
Satisfy	15	21	14	50

Neutral	20	15	13	48
Dissatisfy	5	4	3	12
Strongly dissatisfy	-	-	1	1
No. of respondent	50	49	37	136
Percentage	36.76	36.03	27.21	100

Source:Compiled from Questionnaire

3. Do you find the number of services available on the online banking platform to be satisfactory?



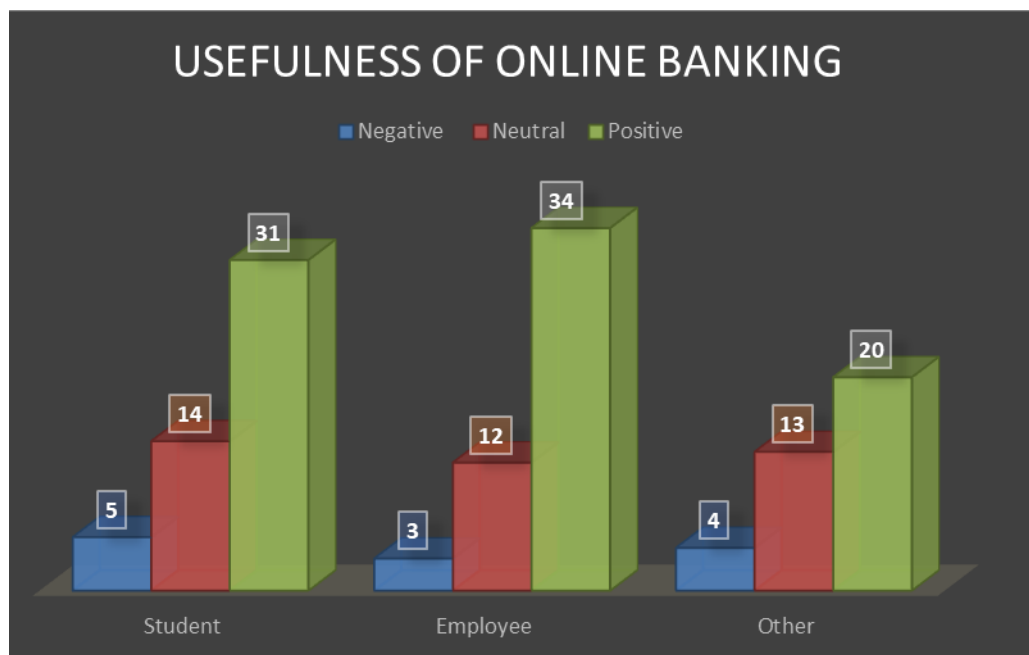
Interpretation: It can be seen from the preceding graph that the majority of respondents are happy with the services offered by the online banking platform. The most satisfied customers are employees, followed by students, then other categories, in that order.

TABLE NO. 4: USEFULNESS OF ONLINE BANKING

Category	Negative	Neutral	Positive	No. of respondent	Percentage
Student	5	14	31	50	36.76
Employee	3	12	34	49	36.03
Other	4	13	20	37	27.21
Total	12	39	85	136	100

4. Source: Compiled from Questionnaire

How would you rank the usability and accessibility of internet banking?



Interpretation: According to the data above, most employees find online banking services to be helpful. Following the employee maximum student use comes the rest of the group.

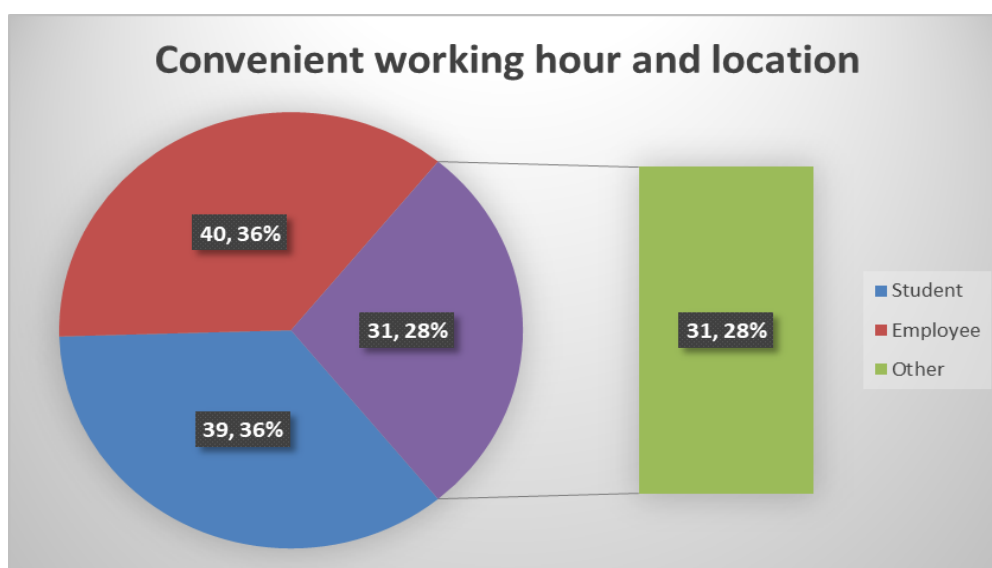
TABLE NO.5: CONVINIENT WORKING HOURS AND LOCATION

Category	Yes	No	No. of respondent	Percentage
Student	39	11	50	36.76
Employee	40	9	49	36.03

Other	31	6	37	27.21
Total	110	26	136	100

Source: Compiled from Questionnaire

5. Do the bank's branches offer convenient hours and are situated in handy areas to better serve you?



Analysis of the aforementioned number reveals that 40 workers feel that the bank offers convenient working hours and location. Then, the identical remark was agreed with by 39 pupils and 31 others.

TABLE NO. 6: CUSTOMERS PREFERENCE SERVICES

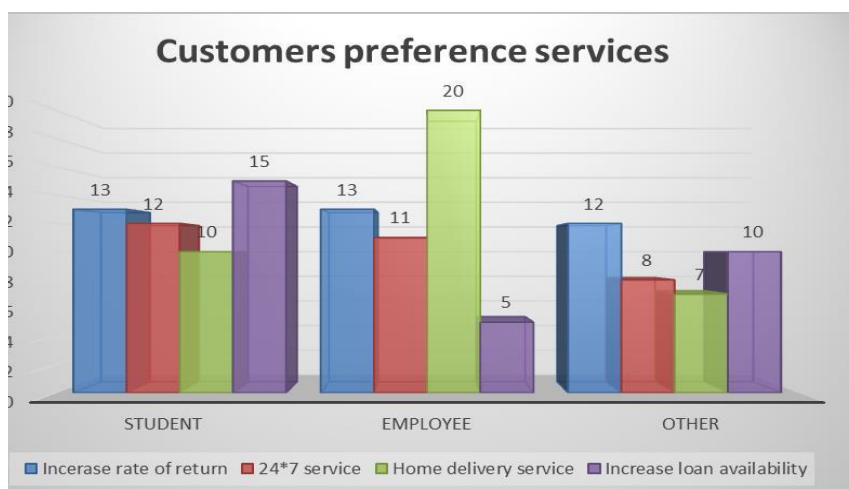
Category	Students	Employees	Others	Total

6

Increase in rate of return	13	13	12	38
24*7 service	12	11	8	31
Home delivery service	10	20	7	37
Increase loan availability	15	5	10	30
No. of respondent	50	49	37	136
Percentage	36.76	36.03	27.21	100

Source: Compiled from Questionnaire

Which of the following banking services would you prefer to choose?



Interpretation: According to the statistics presented above, the majority of employees prefer the convenience of home delivery. The majority of students also desire increased loan options and higher return rates.

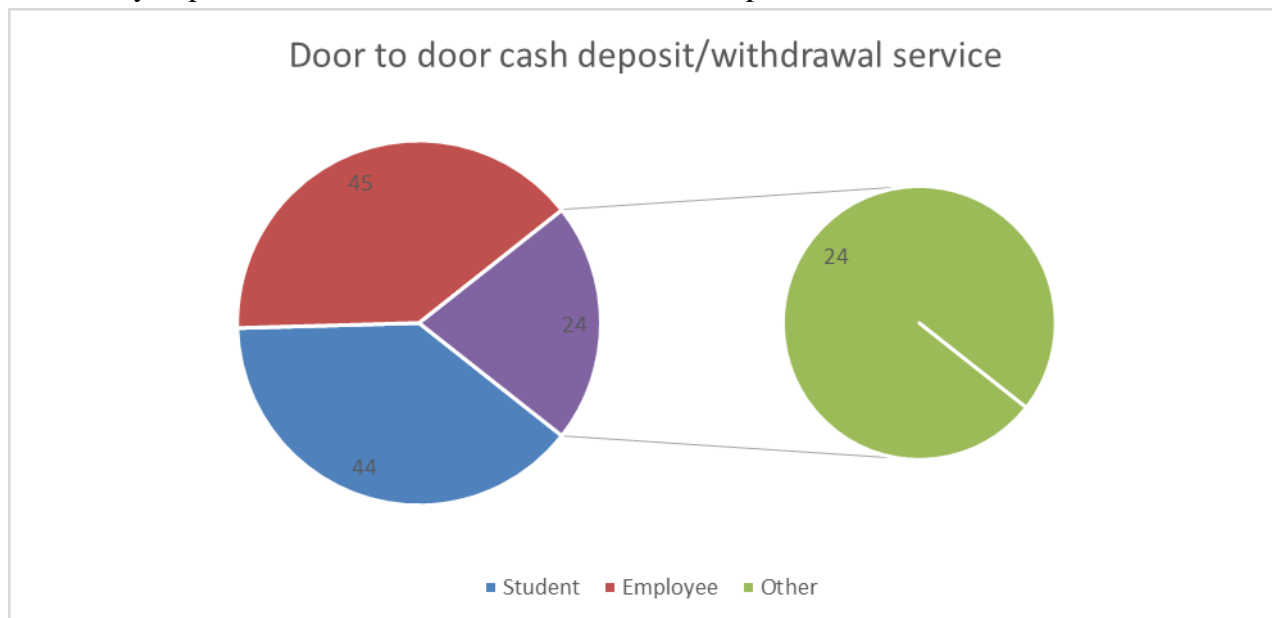
TABLE NO. 7: DOOR TO DOOR CASH DEPOSIT/WITHDRAWAL SERVICE

Category	Yes	No	No. of respondent	Percentage
Student	44	6	50	36.76
Employee	45	4	49	36.03
Other	24	13	37	27.21

Total	113	23	136	100
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Source: Compiled from Questionnaire

7. Would you prefer door-to-door cash withdrawal and deposit service?



Interpretation: Among the 136 customers that use online banking, 45 employees, 44 students, and 24 other customers each wish to use the door-to-door cash deposit/withdrawal service, while the other 23 do not.

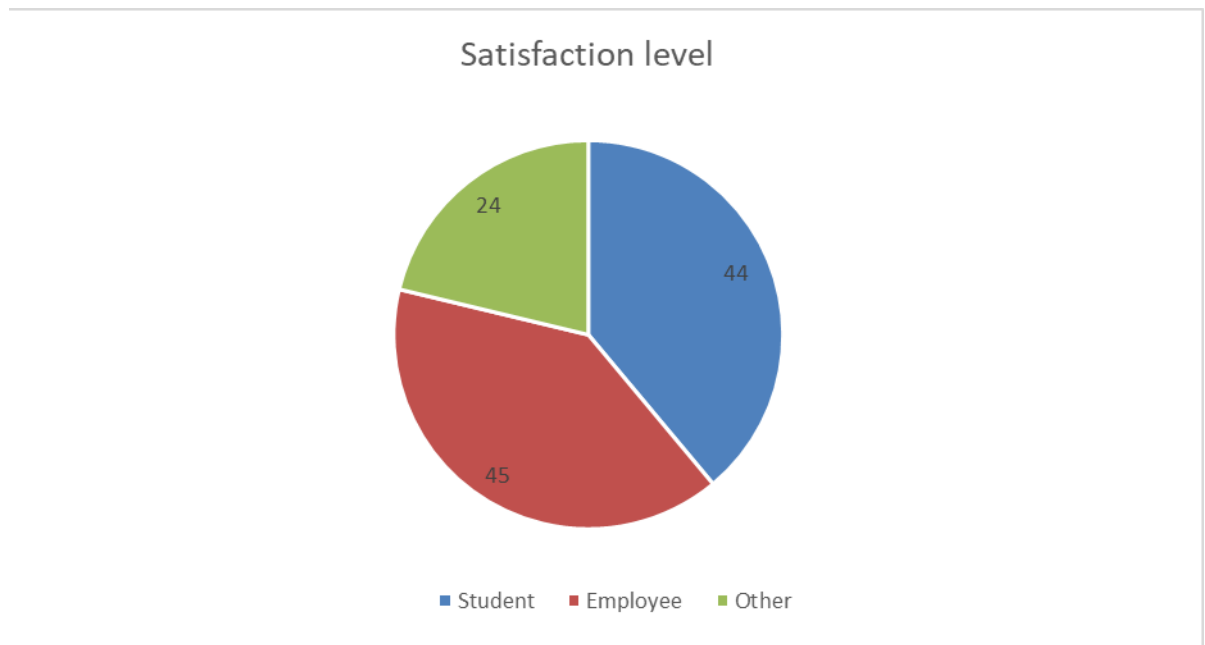
TABLE NO. 8: EXPECTATION LEVEL FOR CUSTOMERS SATISFACTION

Category	Yes	No	No. of respondent	Percentage
Student	44	6	50	68

8. Employee	45	4	49	66.64
Other	24	13	37	50.32
Total	113	23	136	100

Source: Compiled from Questionnaire

Do you agree that this service will raise your level of satisfaction?



Interpretation: Based on the preceding graph, it can be deduced that out of 136 respondents, 45 employees, 44 students, and 24 others agreed that this service would raise their level of satisfaction, while the other 23 disagreed.

CHAPTER-5 RESULTS AND SUGGESTIONS

5.1 OBSERVATIONS AND FINDINGS:

1. According to the analysis above, every respondent has a bank account. This demonstrates that the majority of individuals have bank accounts and are familiar with banks.
2. Employees love the importance offered in the online banking platform the most. They are familiar with the functions and applications of internet banking. Yet, students are starting to like using internet banking. This demonstrates that employees and students are the groups most familiar with internet banking.
3. The majority of individuals are happy with the services offered by the online banking channel, but it appears that they desire more utility in order to be happier.
4. The majority of consumers concur that using online banking services gives them the greatest benefits, but they also want better, more services.
5. During data analysis, it was shown that customers were not overly bothered by the location and hours of the bank.
6. The majority of individuals desire to build a 24-7 service in order to boost the rate of return. Also, some students seek to expand the loan capacity. This demonstrates

that some students are having difficulty obtaining for bank loans for their schooling and other purposes.

7. More than 90% of individuals desire door-to-door cash withdrawal or deposit services.

8. The majority of consumers said that this service will raise their level of pleasure.

5.2 SUGGESTIONS

1. To take full use of the features offered by the online banking platform, it is advised that all bank account holders link their accounts to the service. This will be the active line for all banking operations.

2. Banks have a gap in their business hours, and customers want better services. They don't want to wait in huge lines or waste any of their time, money, or effort.

3. The customer wishes to add some additional useful services that will increase their level of happiness, such as greater customisation when staff members approach them and improved staff responsiveness.

4. The customer wants an easier user interface and to increase the security and safety of online banking. Because every banking activity revolves on money, having a reliable and secure website will help the bank keep its customers. Trust is therefore of the utmost importance in the banking industry.

5. Customer wants available of cash every time in ATM by frequently checking, and should be always with cash in ATM.

6. The most important matters to be concerned on this changing market trend is home delivery. Each and every products we can easily get through online and have facilities to get at home within a short period of time. Likewise, transfer money or any other activities are done through different mobile apps so it will create big impact to the retail banking. In order to overcome those impact and to adapt in this changing market trend retail banking should have big concerned to home delivery services.

CHAPTER- 6 CONCLUSION

The majority of banks provide internet banking for our convenience, and we profit from it at every step of the transaction process. For example, you can pay your bills, transfer money, and examine a history of your checking account activities all from a web browser.

Everything you do with your finances is a little bit easier when you can bank from the comfort of your couch. Banks only offer these services for our convenience. Your banking information is accessible on your computer or mobile device from any location where you have Internet connection.

One of the numerous advantages of internet banking is its accessibility, but it also makes banking incredibly convenient. There is no longer any need to wait in a large line at the bank. Moreover, online banking offers a variety of options for various tasks, making money transfers and payments simpler. You can conduct transactions while on the go, whether you're in a traffic jam or at work. In order to prevent humiliation if your account doesn't have enough money to cover everything on your shopping list, it is now even simpler to check your balance before making cashless transactions.

In addition to the aforementioned advantages, the majority of banks will provide a highly distinctive choice for internet banking customers in the form of cash withdrawal and cash deposit home delivery services. By establishing an ongoing digital relationship between the banker and the client for the purpose of providing bank service, related transaction activities will simplify and streamline the customer's banking experience. Use these banking services in the convenience of your home or workplace to get all of your questions addressed. This approach will eliminate additional wait times for lengthy lines to deposit and withdraw money from banks; in this scenario, both the client and the bank will profit from and have access to smart banking services.

Generally, it is advised that bank management make sure that online banking technology is integrated into the company's operations. In order to stay competitive, create corporate

growth, and increase consumer trust by taking a proactive rather than a reactive strategy, management must increasingly look for inventive methods to use it. Management should appoint a chief mobility officer to help systems of direct consumer contact succeed as a result of these gadgets' power transfer to individuals.

LIMITATIONS OF THE STUDY:

- The study's limitation is that while using an online bank account requires a computer and an internet connection, not many individuals can use it because not everyone has a computer or the necessary technical skills.
- Data security risk involving customers. Some fraudulent or proxy websites have the ability to steal user names and passwords that users submit for transactions and then exploit those details for their own purposes.
- It will decrease in-person interactions and cross-selling of bank goods

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ANNEXTURE

QUESTIONNAIRE

Smart Banking Policy for Internet Banking Customers

by Gaurang Gupta

gaurang.gupta2000@gmail.com [Switch account](#)



1. Name of the respondent

Your answer

2. Gender

- ☐ male
- ☐ Female
- ☐ Other: _____



3. Occupation

- ☐ student
- ☐ Employee
- ☐ self- employee
- ☐ Other: _____

4. Are you a bank account holder?

- ☐ Yes
- ☐ No

5. Have you included online banking in your account?

- ☐ Yes
- ☐ No

6. Do you find the number of services available on the online banking platform to be satisfactory?

- ☐ Strongly dissatisfy
- ☐ Dissatisfy
- ☐ Neutral
- ☐ Satisfy
- ☐ Strongly Satisfy

7. How would you rank the usability and accessibility of internet banking?

- ☐ Negative
- ☐ Neutral
- ☐ Positive

8. Do the bank's branches offer convenient hours and are situated in handy areas to better serve you?

- ☐ Yes
- ☐ No



9. Which of the following banking services would you prefer to choose?

- ☐ Increase in rate of return
- ☐ 24*7 service
- ☐ Home delivery service
- ☐ Increase loan availability

10. Would you prefer door-to-door cash withdrawal and deposit service?

- ☐ Yes
- ☐ No

11. Do you agree that this service will raise your level of satisfaction?

- ☐ Yes
- ☐ No

12. Any suggestions



Your answer

