



Article Type: Research Paper

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A STUDY ON RISK MANAGEMENT IN E-BANKING SERVICES AT SBI BANK

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ABSTRACT

Electronic Banking (e-banking) is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. E-banking includes the systems that enable financial institution, customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network, including the internet. E-banking is also called internet banking, electronic funds transfers and mobile transfer using various banking apps and credit cards. Nowadays, internet banking sites process customer service inquiries, allow transactions from one account to another, take loan application, open new accounts etc. In addition to the rapid use of electronic bank branches an entire financial community has suddenly offering most and financial service. As customers are visiting banks more and more are using ATM, home banking terminals and the internet to do their financial business. It is supported by speed of telecommunications, powerful inexpensive computers and secured encryption. This change to the internet is increasing the number of competitors in the market. Technology has introduced new ways of delivering banking to their customer, such as ATM and internet banking.

Keywords:

INTRODUCTION

E-banking is can be done from anywhere. It's a type of bank related activity which can be done from anywhere and which enables the user to connect with the bank or its website which can help perform the banking activity virtually. Banks have their centralized databases And due its mobility user can perform banking activity from anywhere. All the branch offices are connected through network a which enables its customers or we can say has freedom to manage its account from anywhere, anytime or anyhow. Its delivery channels include public networks, private networks etc. Recently there has been a increase in the no. of E-banking users. Internet nowadays is being used as a channel to receive the instructions and delivery their products and to as internet banking. We can say that increase in the percentage in E-banking is also impacting financial institution positively. More people are indulged in using products and services offered by banks.

RESEARCH METHODOLOGY



In a view to Precede the research in a systematic way the following research methodology has been used. By means of obtaining detailed opinion of the customer this research falls under the category satisfaction with e-banking services in state bank of india. The data need for the study is collected from the employees, through questionnaire, Analysis and interpretation has been done by using the statistical tools and data presented through tables and charts.

The data needed for the study is collected from the customer questionnaire.

Research Design

The study was based on survey method. The aim of the study is to find the how to retain the employee in the SBI bank.

Sampling

Sample size- 50 Responded.

Sampling method- survey is done by random sampling method.

Sampling design- Simple random sampling.

Sample unit- SBI bank

Sample area- (MP) district

Sampling design

A sample design is a definite plan for obtaining a sample from a given population convenience sampling method used in selected sample.

Descriptive Research design

Descriptive research studies are those studies which are concerned with describing the character of improve.

Data Collection Method

The collection for the study Consist are both primary and secondary data.

Primary Data

In this study primary data were collected through direct communication and feedback from the method

Instrument used- Questionnaire

Secondary Data- Secondary data for this study whose collected from

Previously, published, resource, research summer internship and documents.
Websites

Instrument used- Bank website summer internship and article

Graphical representation of data-

graphical representation tool such a bar, graph, pie charte have been used for the data analysis.

Data Collection

Objectives-

- To have an analysis invertors of fixed deposit in kadi to accomplish this objective it has been divided into five.
- To determine reasons behind aping for a fixed deposit.
- To know the most preferred fixed deposit policy
- To determine customers perception towards corporation bank and their expectation private bank.
- To determine the feedback an services provided by a corporation bank.
- To shidy the types of benefits provided by the bank service.

Primary Data

In the study primary data were collected through direct communication and feedback from the customer

Secondary Data

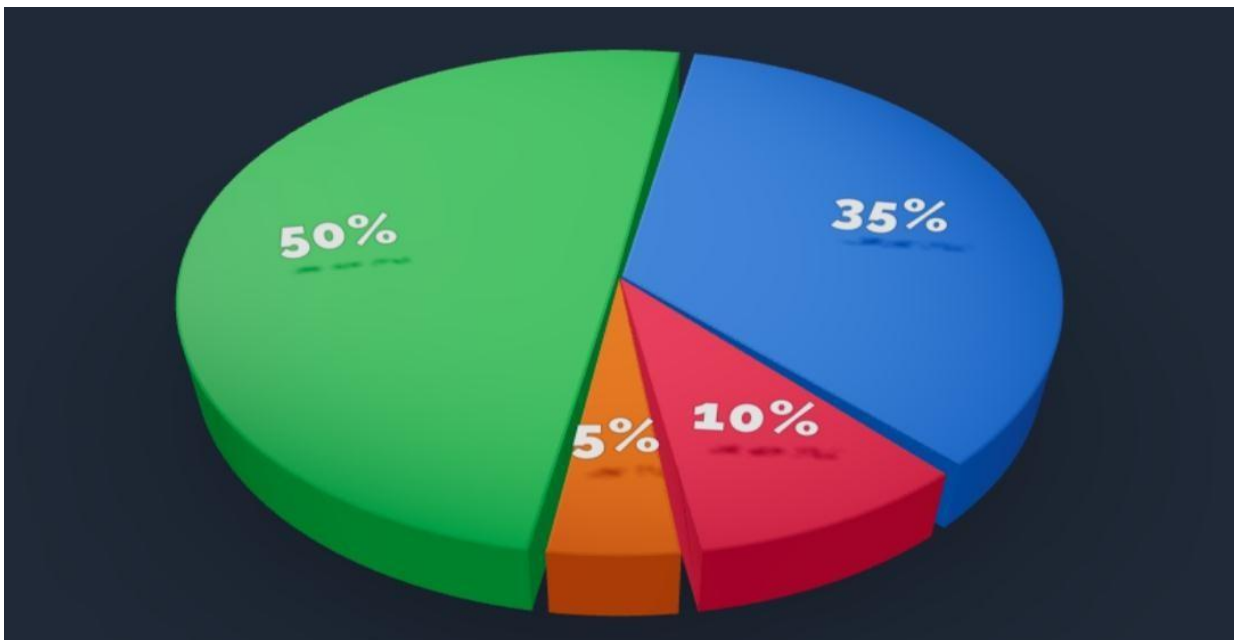
- Books and magazines
- Database at SBI
- Internal summer internships of the banks
- Library research
- Websites

RESULTS AND DISCUSSION

Data Analysis

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

Particulars	No. Of Respondents	Percentage
Well informed / much	35	35%
Enough / little	10	10%
Nothing at all	5	05%

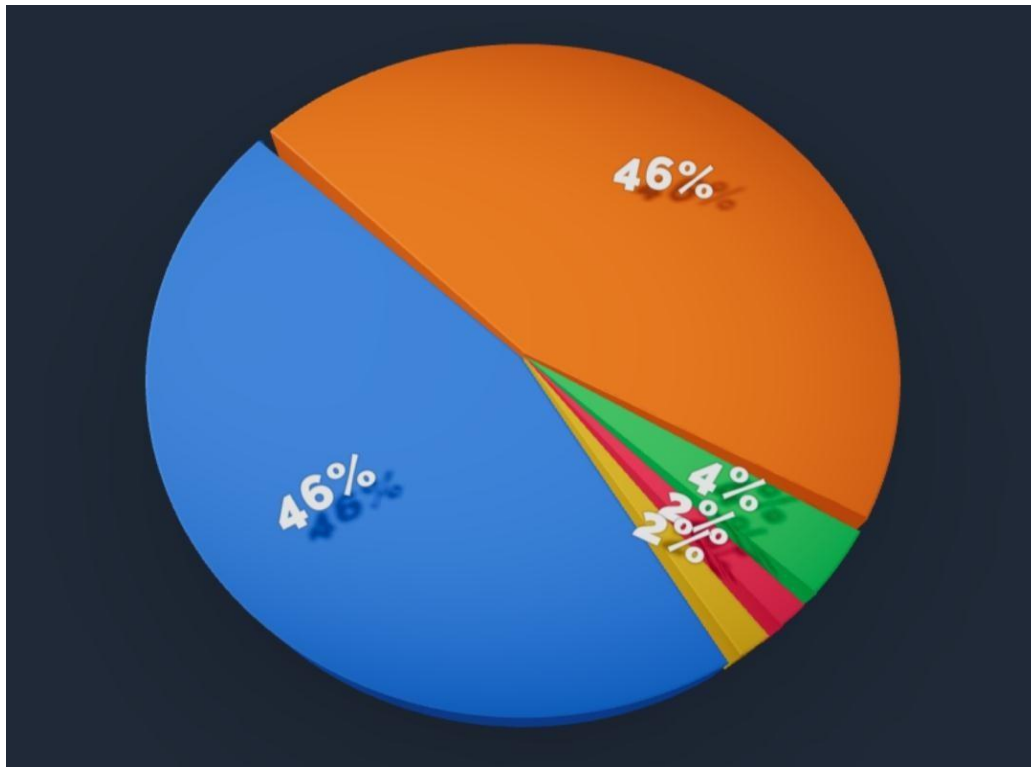


Interpretation

We had surveyed 50 people out of which 35% people are well informed about e-banking, 10% people have little knowledge about e-banking, and 5% people do not know about e-banking.

Do you use the following facilities provided by the bank?

Facility	Frequency		%	
Phone Banking		1		2%
Mobile banking		2		4%
Net Banking		23		46%
Electronic Fund Transfer		1		2%
ATM		23		46%
Total		50		100%

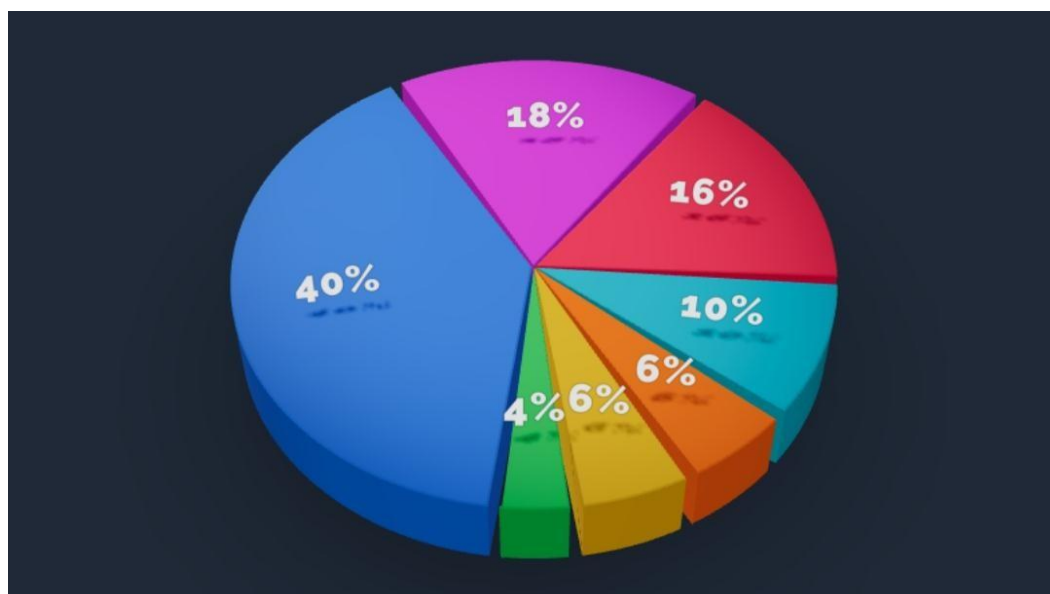


Interpretation

Form the about table it is found that meajority 46% discount are using the facility of net banking and ATM followed by 4% using mobile banking

from where you heard about net banking for the 1st time?

Source	Frequency	%
Friend	20	40%
Relatives	8	16%
Magazines	3	6%
Leaflets of the Company	2	4%
Bank Employee	3	6%
Internet	5	10%

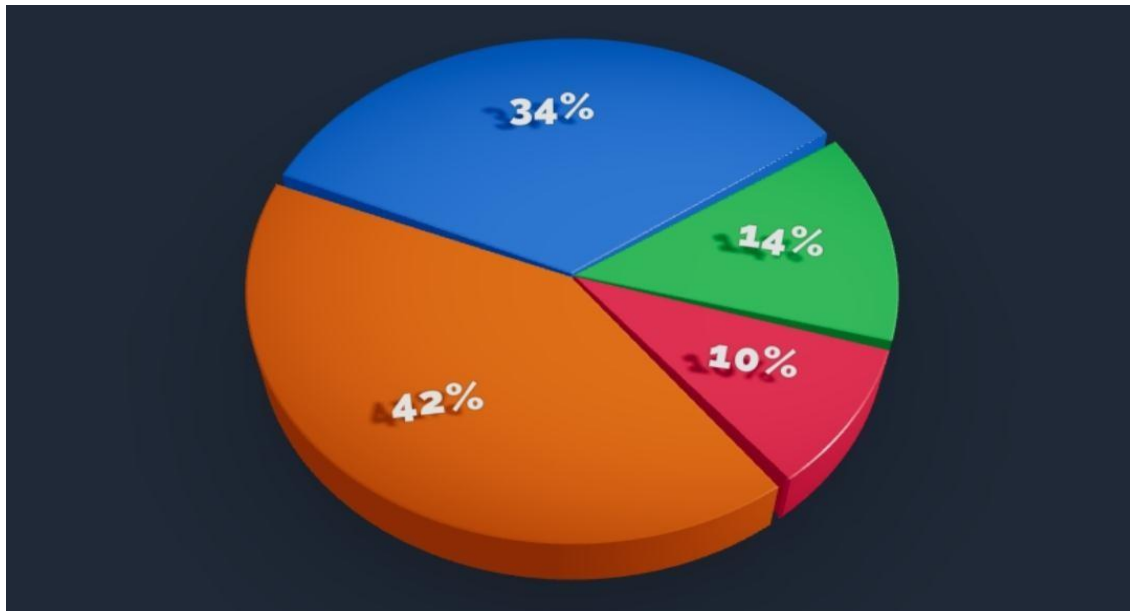


Interpretation

Form the about table it is found that majority 40% discount are using the facility of net banking 1st time from friend follow by 16% are heard from their relative.

how did the learn to use of net banking?

Learn from	Frequency	%
Self	17	34%
Bank website	5	10%
Staff of bank	7	14%
Friend	21	42%
total	50	100%



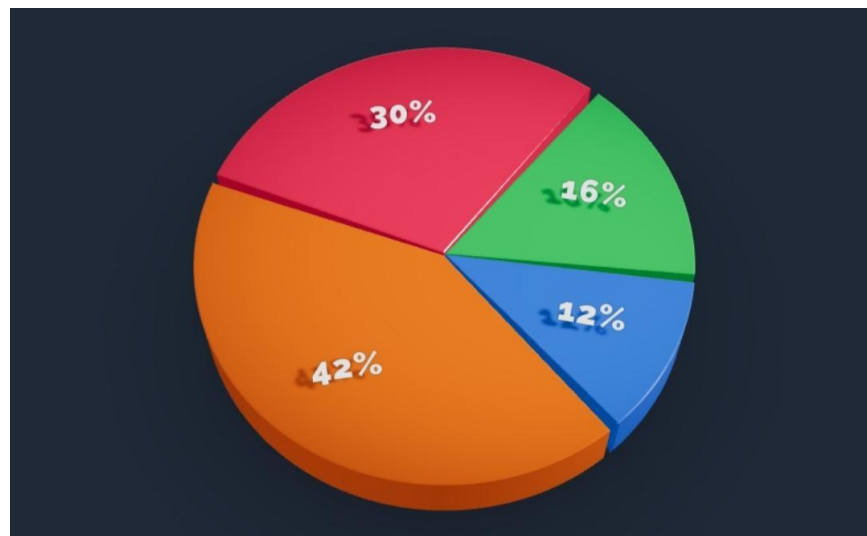
Interpretation

Form the about table it is found that meajority 42% response are learn to net banking from there friend followed by 34% are learn to use self 14% are learn from bank staff and 10% are learn from website of bank.

Reason Due To You Started Using Net Banking?

Reason	Frequency	%
IT Save Time	21	42%

IT is safe and secure	6	12%
I can use It ant were	15	30%
I don't have time to go to bank	8	16%
total	50	100%



Interpretation

From the above table it is found that mejury of 42% response are started to use net banking because it saves the time followed by 30% are started because it save time 16% are started because responds don't have time to go to the bank and 12% are started because it is safe and secure.

Internet user in india by occupation? Senior Executive 22%

Junior Executive 22%

Student 20%

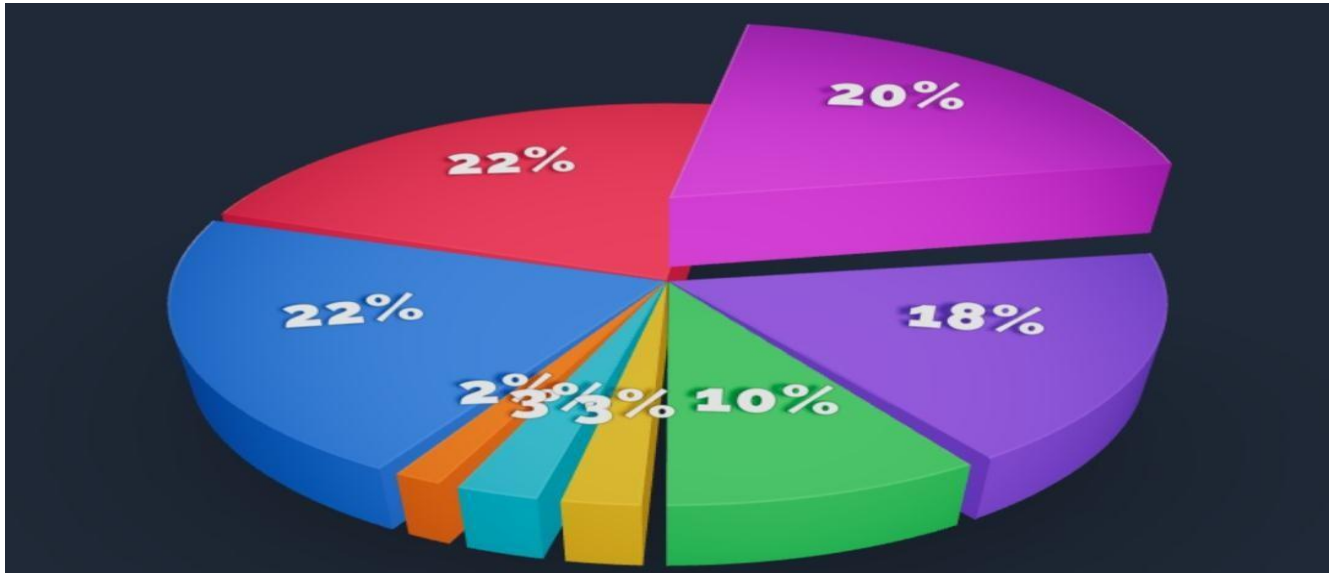
Self Employee 10%

Business man 3%

Small Businessman 3%

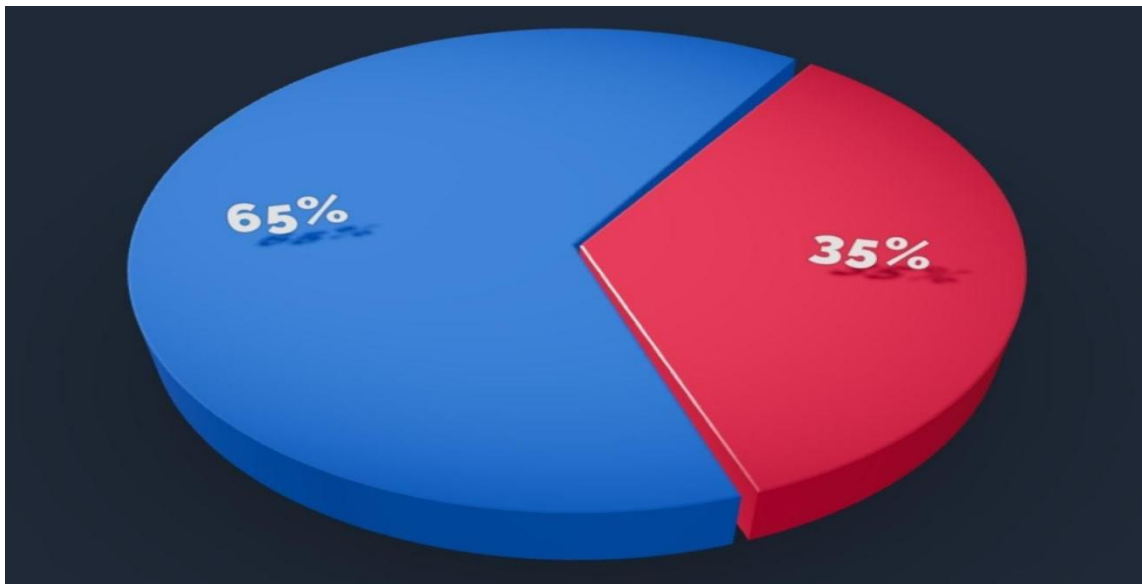
Housewife 2%

Other 18%



Use of internet banking?

Yes	65%
No	35%

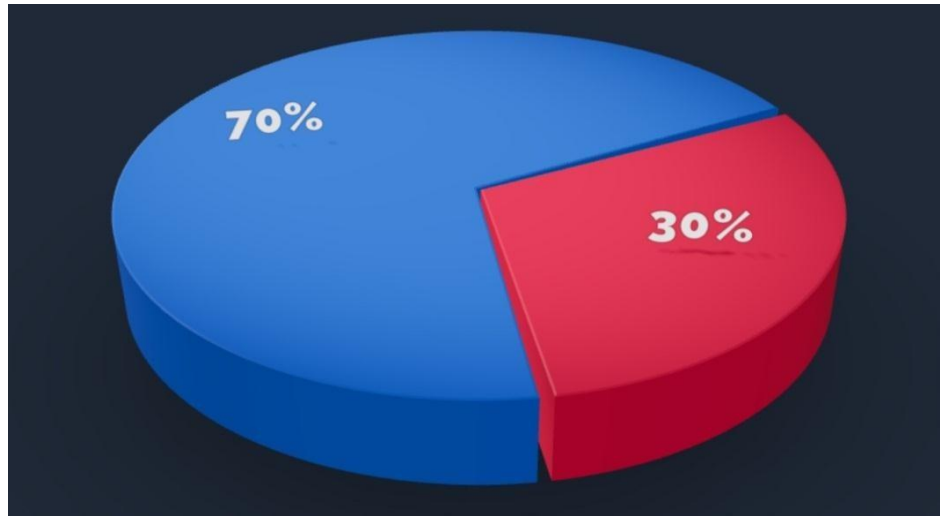


Interpretation

It is found that 65% of people use internet banking

Preference from online shopping?

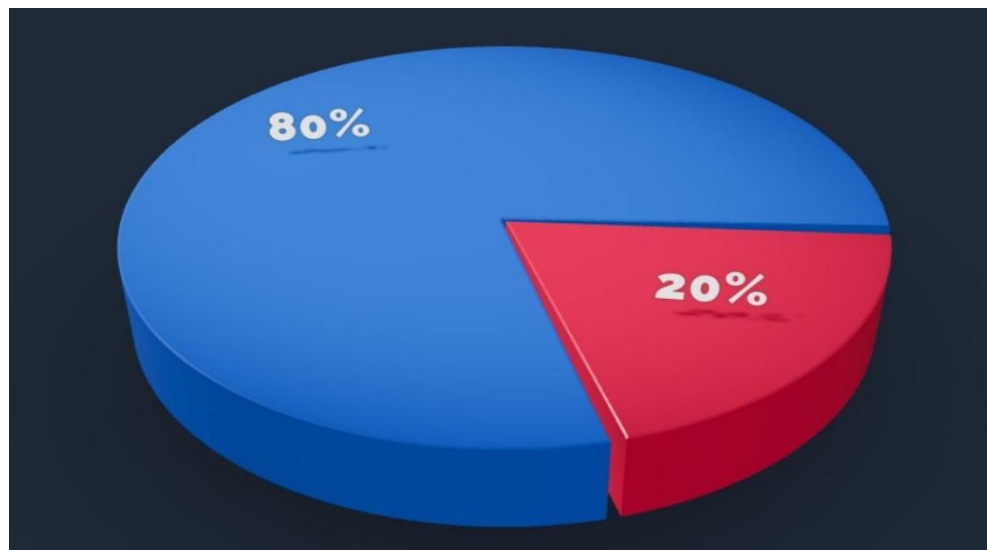
Yes	70%
No	30%



Interpretation

It is found that 70% of people give preference to online shopping

Preference for online ticket?	
City person	80
Village person	20

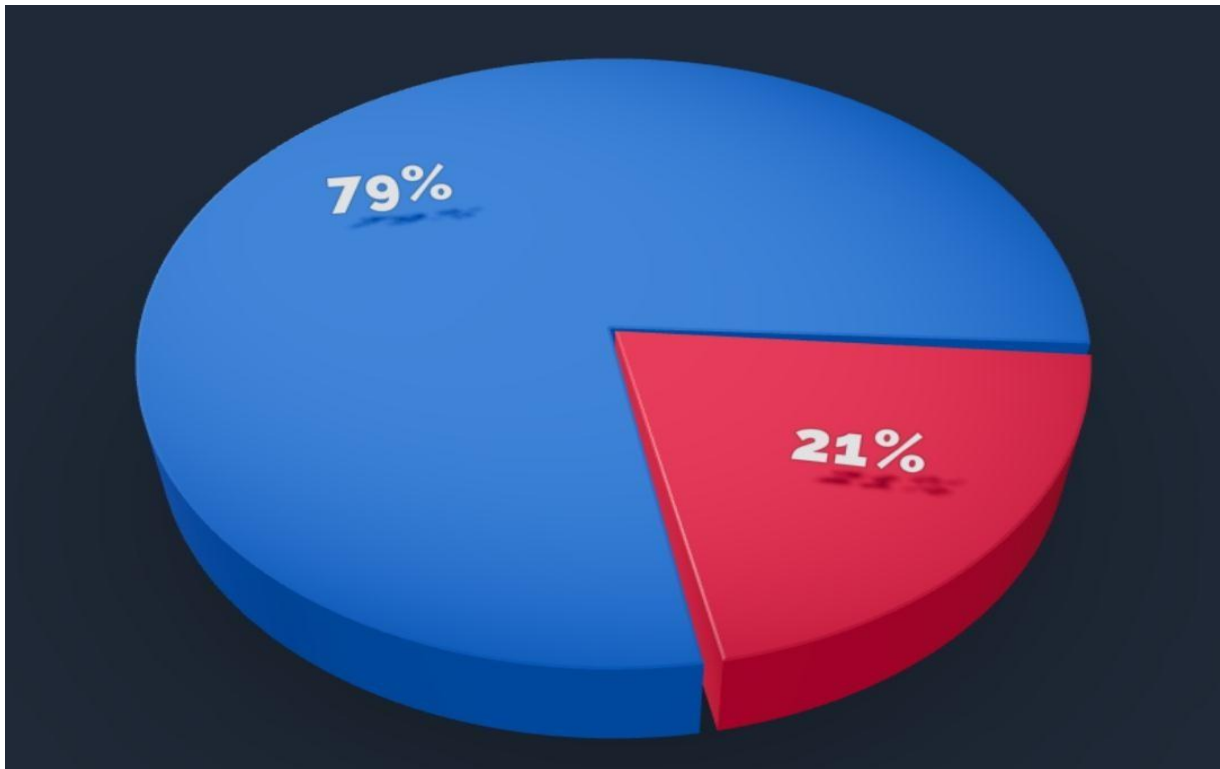


Interpretation

It is found that about 80% of people give preference to online Ticket

Is e-banking convenient in the context of today lifestyle?

Particular	Response	Percentage
Yes	79	79%
No	21	21%



Interpretation

We had survey 50 people out of each 79 people think that the internet banking is very much convention to then in the contacts of today life style where 21% people think that the internet banking is not convention to then in the contacts of today life style.

FINDINGS

- Some of the findings during summer internship are:
 - Majority of people i.e, are very much aware about the products of E- banking..
 - Out of 50 respondents, maximum number of respondents i.e, 42% people find that E-banking is having significant importance in their daily banking activities
 - Also, 45% people think that the internet banking is very much convenient to them in the context of today life style.
 - After conducting the survey, it was found that maximum number of respondents find that the services being offered to them are adequate.
 - According to survey, 49% people do personal banking over the internet.
 - Moreover, 49% people use SMS text passwords while using E-banking.
 - Maximum no. of respondents rate E-banking as the highest in the matter of security and privacy
 - Most of the Employees don't ask respondents if their account is linked with E-banking or not.
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RECOMMENDATIONS & SUGGESTIONS

- Advertising is not appropriate, as many people are not aware of internetbanking Therefore Hoarding and Boards should be displayed at variousprime locations in the city.
 - Timely payment of salary and Promotion of employees will boost theirmorale.
 - All the complaints of Customer should be deal in proper manner becauseit is the customer who will give good or bad mouth about bank services.
 - Non maintenance & other charges which are very high as compared toother Banks should be reduced.
 - Existing customer should always be informed about the new product.
 - Regular connected with customer.
 - Proper training of Bank staff to give impressive presentation.
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CONCLUSION

Studying the project, I came to know that internet banking is clearly the way forward for the State Bank of India. It provided comfort to customers and at the same time it provided cost cutting to SBI by eliminating physical documentation. Internet banking saves time of bank as well as those of customers.

Study state that internet banking provides greater reach to customer feedback can be obtained easily as internet is virtual in nature. Customer loyalty can be gained, personal attention can be given by bank to customer, also quality service can be served. Bank should know that no system is perfect.

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