
EPRA INTERNATIONAL JOURNAL OF ECONOMIC GROWTH AND ENVIRONMENTAL ISSUES (EGEI)

Peer-Reviewed Journal

CUSTOMER SATISFACTION IN DIGITAL BANKING PRODUCTS AND SERVICES -WITH SPECIAL REFERENCE TO SBI

Devi Krishna.V

Research Scholar, S N College, Kollam, Kerala, India

ABSTRACT

An effective digital transformation begins with understanding of digital customer behaviour, preferences, choices, likes, dislikes, stated as well as unstated needs aspirations etc. In this modern age of technology banking business will be very difficult without digitalization and without this no banks can survive for a long period. This study shows the role of digital banking products and services of SBI in the district of Thiruvananthapuram and its impact on customer satisfaction. It adds to the existing knowledge in the digital banking field of study. The research work will provide useful insight to bankers, policy makers and researchers in framing policy that can induce customer to use digital services in banking operation with both satisfaction to them and gainful business to bankers.

KEYWORDS: *Digital, Customers, Banking, Research, Satisfaction*

INTRODUCTION

Digital Banking Products by SBI –AN OVERVIEW

As part of modernization, SBI now has added another 7 digital products to their customers: SBI Digital Village, SBI Mingle, State Bank Buddy, State Bank Scribe, SBI Digi Voucher, SBI Video Statement and SBI Smart watch. With these additions, SBI becomes the “leader of digital products”, they claimed. All these SBI Digital products are available for both rural and urban customers in India.

1. **SBI Digital Village:** SBI Digital Village is a radical initiative by SBI to create a cashless ecosystem in each village and provide access to Government supported digital initiatives in education, health, social security and agro-schemes, subsidies and benefits. Initially Digital Village is being implemented in the select 21 villages across the nation. Further SBI to establish 100 villages under this scheme in various States across the country by 2017. Through Digital Village, bank can connect people by providing Green channel banking,

ATM Cards, Net banking, Mobile banking, Wallet banking, Self-service pass book printing machines, Cash Deposit Machines, POS and Micro ATM at the village locations. It is considered to be the part of Corporate Social Responsibility (CSR) undertakings aiming to improve the standard of people particularly in villages.

2. **SBI Mingle:** State Bank Mingle is the social banking application of SBI which enables you to perform basic banking activities through SBI official Facebook page. To get started, users need to access SBI Mingle from the Official SBI Facebook Page. Once the access to the page is established, users need to register and then Sign in, in that order. SBI Mingle gives convenience of banking on Facebook and Twitter through an APP-based interface. Customers can do all transactions anytime, anywhere just by logging in to their social media account.

3. **State Bank Buddy:** State is a mobile wallet application that allows to send or ask money from any of your contacts even if they do not have an SBI account. **SBI Buddy** is the best in market-wallet with a unique blend of payment and banking service. State Bank Buddy has comprehensive collaborations with merchant partners for unparalleled shopping and payment experience. Use State Bank Buddy and have the freedom to send money to Anyone, pay bills, recharge mobile/ DTH, book movie/ flight/bus tickets 24x7 on the move. Anytime Anywhere!!!
4. **State Bank Scribe:** SBI Scribe is a unique, first of its kind service. Just fill up the account opening form on the digital board at the bank and open your account in a jiffy. Walk-in with your KYC documents, walk-out with an account number.
5. **SBI digi voucher:** SBI Digi Voucher is a green initiative of SBI that gives you online access to various challans, transactions slips and forms through an APP. It saves valuable time by allowing you to pre-complete transaction forms online to get direct access to the teller counter.
6. **SBI video statement:** SBI Video Statement is the initiative to view your account statement with spend analysis and dashboards. It comes with a friendly audio narration for the visually challenged customers
7. **SBI smart watch:** SBI Smart Watch permit banking through your State Bank Smart Watch. A unique banking experience that is in tune with the technology of the future.

REVIEW OF LITERATURE

Dhiraj Sharma and Tejinder Pal Singh Bra (2016) stated that an important role has been played by internet in the interaction and doing of business today Even though there are a number of advantages in E-banking. But the most important challenge that oppose E banking are the bank customers concerns of security and privacy of information and transactions. It deals with bank customer’s perception towards current e banking security status. The no of usage of e banking channel and banking technology for transaction through e channel has been reduced due to the perceived insecure and vulnerable environment.

Nathan K Rashmi P.C (2015) noted that E-payment becoming a daily part of our life. This paper gives the brief description of E-payment System. It is also explains the type of E-payment gateway system and E-payment protocols. The security requirements of E-payments were discussed. The problem of misusing the data related to customer in E-payment is addressed.

Surabhi Singh (June 2016) describes the impact of digital efforts adopted by Indian banks to enhance customer experience and perception of banking services in rural India. This study states that rural customers are not interested in modern technologies like digital media. They are comfortable with traditional mode for their banking operations. The Internet users and awareness of digital media in rural areas are less.

OBJECTIVE

1. To find out the type and usage of digital banking products by the customers of SBI in Thiruvananthapuram district.
2. To determine the factors encouraging the use of digital banking resources by customers of SBI.
3. To identify the satisfaction level and problems faced by customers in accessing the digital banking products.

METHODOLOGY

The study is descriptive in nature .Both primary data and secondary data are used for this study. The primary data are collected from customers of SBI bank with the help of interview schedule. This study was carried out in Thiruvananthapuram district .The district host 39 SBI branches. The target population of the study consist of customers of the SBI in Thiruvananthapuram .A convenient sampling method is used for selecting sample. From the population 70 customers are taken as sample from 7 SBI branches (7 customers each was selected from 10 SBI branches)

DATA ANALYSIS AND INTERPRETATION

The present study is entitled to the impact of digital banking on customer satisfaction with special reference to Thiruvananthapuram city .The data is collected from 70 respondents

Table 1
Age wise classification

SI No	Age	Respondents	Percent
1	Up to 25 yrs.	10	14%
2	26-30 yrs.	25	36%
3	31-40yrs	18	26%
4	41-50yrs	10	14%
5	Above 50yrs	7	10%
	Total	70	100%

Table 2

Use of different types of Digital Banking products of SBI

Sl no	Types of Digital Banking Products	Respondents	Percent
1	SBI digital village	8	11%
2	SBI Mingle	10	14%
3	State bank buddy	24	36%
4	SB scribe	7	10%
5	SBI digi voucher	13	16%
6	SBI video statement	6	10%
7	SBI smart watch	2	3%
	Total	70	100%

Table 3

Frequency of using digital banking products

Sl no	Frequency of using digital banking product	Respondent	Percent
1	Daily	10	14%
2	Once in week	20	28%
3	Twice in a week	15	20%
4	Once in a month	10	14%
5	Occasionally	10	14%
6	Never	5	10%
	Total	70	100%

Table 4

Factors encouraging to use Digital Banking Products

Sl no	Factors	Respondents	Percent
1	Easy use/Fast access	21	31%
2	Ability to track transaction	8	11%
3	Time saving	14	20%
4	Rewards	11	15%
5	Higher security	7	10%
6	Free transaction	9	13%
	Total	70	100%

Table 5

Problems encountered in using Digital Banking products

Sl no	Factors	Respondent	Percent
1	Habits to use cash	20	29
2	Complexity of using	13	18
3	Lack of compelling	11	16
4	Value proposition	9	12
5	Inertia of non-cash method	7	10
6	Fraud/hidden charges	6	9
7	Reach	4	6
	Total	70	100

Table 6

Satisfaction level of using Digital Banking products by customers

Option	Respondents	Percent
Yes	45	64%
No	25	36%
Total	70	100

FINDINGS

- Majority of the respondents are between the age group of 26 to 30
- It is clear from the study that out of 70 respondent's 24(36%) respondent's used state bank buddy as the preferred digital banking product
- Majority of respondents that is out of 70 respondents 20 used digital banking products once in a week and from the total customers only 5 respondents never used the digital banking products
- Majority of the respondents agreed that easy use or fast access is one of the important factor that encouraged the respondents to use the digital banking products
- It is clear from the study that habit to use money is one of the Problems encountered in using Digital Banking products. From the respondent's 29% of respondent's uses cash as their means of transaction
- In spite of various problems majority of respondents were satisfied with the using of digital banking products

SUGGESTIONS

- Awareness among the customers should be created to obtain the latest information
- Guidance should be provided to use the digital banking products
- Security should be provided to safe guard the interest of customers

CONCLUSION

The study found out that easy use or fast access are the important factors that encouraged the people to use digital banking products. Even though SBI provides a number of digital banking products but majority of customers under study use state bank buddy for their transactions. Awareness, guidance and security should be provided to safe guard the interest of customers

REFERENCE

1. Lipton, A., Shrier, D., & Pentland, A. (2016). *Digital Banking Manifesto/ : The End of Banks/ ?*
2. Rao, Y.V, & Budde, S. R. (2015). *Banking Technology Innovations in India/ : Enhancing Customer Value and Satisfaction. Indian Journal of Science and Technology, 8(December), 1-10. <https://doi.org/10.17485/ijst/2015/v8i33/78280>*
3. Sharma, P, & Corresponding, B. (2011). *Issues & Challenges in Mobile Banking In India/ : A Customers 'Perspective. Research Journal of Finance and Accounting, 2(2).*
4. Singhal, D, & Padhmanabhan, V. (2008). *A Study on Customer Perception Towards Internet Banking/ : Identifying Major Contributing Factors. The Journal of Nepalese Business Studies, V(1), 101-111.*
5. Study, C., Swedish, L., & Ortstad, R. (2017). *The Effects of the Digital Transformation Process on Banks ' Relationship with Customers.*
6. Rao, Y.V, & Budde, S. R. (2015). *Banking Technology Innovations in India/ : Enhancing Customer Value and Satisfaction. Indian Journal of Science and Technology, 8(December), 1-10. <https://doi.org/10.17485/ijst/2015/v8i33/78280>*
7. Dhiraj Sharma and Tejinder Pal Singh Brar, "Indian management studies journal" *E Banking security and Bank customers Discernment: An Empirical Investigation, Vol 20, no1 (2016) pp 21-31.*