



Impact And Performance Of Mobile Banking Of Sbi Bank With Special Reference To Palakkad District

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Abstract

This Project Investigates The Impact And Performance Of State Bank Of India's (Sbi) Mobile Banking Services Within Palakkad District, Kerala. It Seeks To Understand How Widely Sbi Mobile Banking Is Used, Assess User Satisfaction With The Platform, And Analyze Its Effects On Customer Behavior And Bank Transactions. The Research Will Delve Into The Benefits And Challenges Of Using Sbi Mobile Banking, Exploring Factors That Influence Adoption, Such As Internet Access, Digital Literacy, And Security Concerns. Furthermore, It Will Evaluate The Contribution Of Mobile Banking To Financial Inclusion And Customer Convenience. A Crucial Aspect Of The Research Will Be Exploring The Perceived Benefits And Challenges Of Sbi Mobile Banking. This Includes Understanding What Motivates People To Use The Service, As Well As The Obstacles That Prevent Others From Adopting It. By Identifying These Factors, The Project Can Provide Valuable Information For Developing Strategies To Promote Wider Adoption. The Study Will Also Investigate The Role Of Mobile Banking In Financial Inclusion, Examining Whether It Is Helping To Bring Banking Services To Previously Underserved Populations. Finally, The Research Will Assess The Overall Contribution Of Mobile Banking To Customer Convenience, Considering Factors Such As Ease Of Use, Accessibility, And Time Savings. The Project's Findings Will Be Crucial For Sbi In Its Efforts To Improve Its Mobile Banking Services And Enhance Customer Experience. By Identifying Areas Of Strength And Weakness, The Research Will Provide A Foundation For Targeted Improvements And Innovations. The Insights Gained Into The Factors Influencing Adoption Will Enable Sbi To Develop Effective Strategies To Reach A Wider Audience And Promote The Use Of Mobile Banking.

Keywords: Mobile Banking, Sbi, Banking, Digital, Customer.,

Introduction

Mobile Technology Is Revolutionizing The Global Banking And Payment Industry. It Offers New Opportunities For Banks To Provide Added Convenience To Their Existing Customers In Both Developed And Developing Countries In Order To Reach A Large Population Of Unbanked Customers In Emerging Markets, Banks Have Radically Shifted From Traditional Banking To Branchless Mode Of Banking. Adoption Of Latest Technology Has Enabled Banks To Extend Their Customer Base, Where Mobile Banking Has Proved To Be The Chief Advancement. Mobile Banking Can Be Categorized As The Latest Advancement In Electronic Banking, Which Has



Widened Customers' Access To Bank Accounts Through Wireless Channels. Mobile Banking Is A Financial Service Where The Bank Customers Perform Balance Inquiry, Credit Transfer, And Other Businesses According To Instruction Sent Through The Mobile Phone. From Customers' Perspective Adopting Mobile Banking Services Benefit In Terms Of Convenience To Perform Banking Transactions Anytime And Anywhere.

The Origin Of The **State Bank Of India** Goes Back To The First Decade Of The Nineteenth Century With The Establishment Of The Bank Of Calcutta In Calcutta On 2 June 1806. Three Years Later The Bank Received Its Charter And Was Re-Designed As The Bank Of Bengal (2 January 1809). A Unique Institution, It Was The First Joint-Stock Bank Of British India Sponsored By The Government Of Bengal. The Bank Of Bombay (15 April 1840) And The Bank Of Madras (1 July 1843) Followed The Bank Of Bengal. These Three Banks Remained At The Apex Of Modern Banking In India Till Their Amalgamation As The Imperial Bank Of India On 27 January 1921. Primarily Anglo-Indian Creations, The Three Presidency Banks Came Into Existence Either As A Result Of The Compulsions Of Imperial Finance Or By The Felt Needs Of Local Europe A Commerce And Were Not Imposed From Outside In An Arbitrary Manner To Modernise India's Economy. Their Evolution Was, However, Shaped By Ideas Culled From Similar Developments In Europe And England, And Was Influenced By Changes Occurring In The Structure Of Both The Local Trading Environment And Those In The Relations Of The Indian Economy To The Economy Of Europe And The Global Economic Framework.

Objectives Of The Study

- To Evaluate User Satisfaction With Sbi's Mobile Banking Platform, Including Its Features, Usability, And Security.
- To Identify The Factors That Influence The Adoption And Usage Of Sbi Mobile Banking In Palakkad
- To Examine How Sbi Mobile Banking Influences Customer Behaviour, Such As Transaction Trends, Number Of Visits To Branches, And Utilization Of Additional Banking Channels.
- To Suggest Improvements For Sbi Banking Services And Encourage Broader Usage Among The Residents Of Palakkad.

Scope Of The Study

This Study Will Comprehensively Assess The Impact And Performance Of Sbi's Mobile Banking Services Specifically Within The Palakkad District, Focusing On The Localized Experiences Of Its Customers. The Scope Encompasses A Detailed Analysis Of User Demographics, Usage Patterns, And Satisfaction Levels, Aiming To Understand Who Utilizes Mobile Banking And How They Do So In This Particular Region. It Will Delve Into The Role Of Mobile Banking In Promoting Financial Inclusion, Particularly In Palakkad's Rural Areas, And Evaluate Customer Perceptions Regarding Security And Trust. Furthermore, The Study Will Examine The Impact Of Mobile Banking On The Local Economy, Including Its Effects On Small Businesses And Commerce. It Will Also Consider The Influence Of The Region's Technological Infrastructure And Regulatory Compliance On Mobile Banking Adoption And Performance, Providing A Holistic View Of Sbi's Mobile Banking Effectiveness Within The Unique Context Of The Palakkad District.



Research Methodology

The Quality Of A Research Project Depends Among Other Things, Upon The Suitability Of The Methods Selected For It. Hence, The Study Conducted Would Be Descriptive In Nature So That Particulars Aspects Or Dimensions Of The Problem Studied Can Be Focused Upon. Various Statistical Methods Are Also Employed For Testing The Hypotheses And Understanding The Interrelation.

Sampling Method

Research Design Constitutes The Blue Print For The Collection, Measurement And Analysis Of Data. The Present A Study On Consumer Attitude Towards Handloom Products With Reference To Coimbatore City. By Using Convenient And Random Sampling Method, 110 Respondents Were Considered For The Study. For The Purpose Of Survey, Handloom Users From Different Areas In Coimbatore Were Consulted.

Sample Size

It Indicates The Numbers Of People To Be Surveyed. Though Large Samples Give More Reliable Results Than Small Samples But Due To Constraint Of Time And Money, The Sample Size Was Restricted To 110 Respondents.

Tools Used For Data Analysis

- Simple Percentage Analysis
- Chi-Square
- T-Test

Limitation Of The Study

- Surveys Often Suffer From Low Response Rates. If The Response Rate Is Low, It Could Introduce Bias Into The Data, As The Views Of Those Who Choose To Respond May Differ Systematically From Those Who Do Not.
- The Study Is Focused On Palakkad District. The Findings May Not Be Directly Generalizable To Other Districts In Kerala Or Other Regions Of India Due To Variations In Socio-Economic Conditions, Digital Literacy Levels, Banking Infrastructure, And Cultural Factors.
- The Study Specifically Examines Sbi's Mobile Banking. The Findings May Not Be Applicable To Other Banks' Mobile Banking Services, As Their Platforms, Features, And Target Customer Base May Differ.
- Access To Secondary Data, Especially Internal Data From Sbi, Maybe Limited. This Could Restrict The Scope Of The Analysis And The Ability To Triangulate Findings From Multiple Sources.

Review Of Literature



Roshan Et Al., (2012) Authors In This Paper Describes The E-Banking Facility Provided By Various Banks In India. Banks Today Functions In A Highly Competitive Environment, Therefore To Sustain In The Competitive World, Banks Need To Use The Digital Technology For Offering The Various Services To The Banks Customers. The Paper Further Describes The Different Kind Of Challenges Faced By Indian Banks In Adoption Of Technology.

Simplice A. Asongu, Nicholas M Odhiambo (2017) A Study That Enquire Into The Relationship Between Mobile Banking & Inclusive Development That Includes Quality Of Growth, In Equality And Poverty. The Conclusion That Can Be Drawn Out Is That Mobile Banking Application Will Play A Supreme Role In Responding To The Problems Of Decent Growth, Inequality & Poverty Of The Developing Countries.

Sharma, S.K. And Sharma, M., (2019) This Study Was Conducted To Understand Users' Actual Usage Of M-Banking. The Research Model Was Tested And Validated Using Data Collected By Survey From 227 Omani Residents. This Study Employed A Two-Staged Analytical Approach By Combining Structural Equation Modelling And Neural Network Analysis. On The Basis Of Research, They Concluded That Service Quality And Trust Are The Key Determinants Influencing

Huseynli Nigar And Huseynli Bahman (2023) In Their Paper Examine The Relationship Between Customer Experience And Satisfaction, Usage Intention And Brand Loyalty In The Context Of Mobile Banking. The Findings Demonstrate That Mobile Banking Usage Intention And Customer Satisfaction Affect Loyalty To The Bank Brand, And Customer Satisfaction Influences Mobile Banking Usage Intention.

Data Analysis And Interpretation

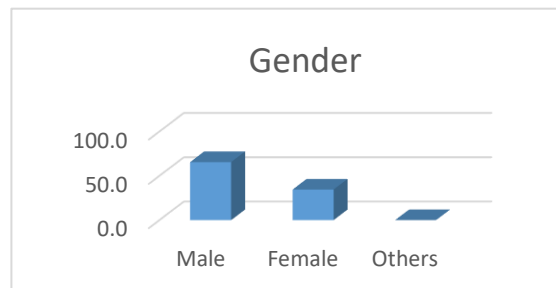
Percentage Analysis

1.Gender

Sl. No	Particulars	Percentage
1	Male	65.5
2	Female	34.5
3	Others	0.0
	Total	100

Interpretation

This Table Consistently Shows That Males Constitute A Significant Majority (65.5%) Of Sbi Mobile Banking Users. Females Represent 34.5% Of The User Base, Indicating A Notable Gender Gap. The "Others" Category Accounts For 0%, Suggesting It's Either Not Applicable Or Not Reported. The Total Percentage Across All Categories Consistently Equals 100%, Confirming A Complete Gender Distribution Within The Surveyed Group.

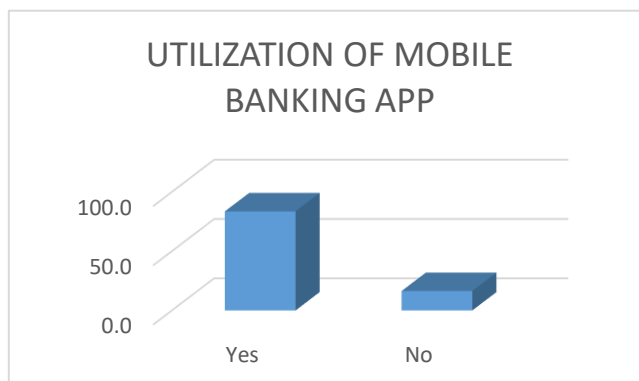


2.Utilization Of Mobile Banking App

Sl.No	Options	Percentage
1	Yes	83.6
2	No	16.4

Interpretation

This Table Indicates That A Substantial Majority (83.6%) Of Respondents Answered "Yes" To A Particular Question Or Statement. Conversely, A Smaller Portion (16.4%) Answered "No." This Suggests A Strong Consensus Or Positive Response Among The Surveyed Group.



Chi- Square

Gender And Utilization Of Mobile Banking App

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	16.820 ^a	2	.000
Likelihood Ratio	17.182	2	.000
Linear-By-Linear Association	6.461	1	.011
N Of Valid Cases	110		



2 Cells (33.3%) Have Expected Count Less Than 5. The Minimum Expected Count Is 4.01.

Interpretation

The Chi-Square Test Results Indicate A Significant Relationship Between Gender And Utilization Of The Mobile Banking App (P = 0.000). Among Males, 72.7% Use The App, While Only 30.6% Of Females Do. The Data Shows That 50% Of The Total Sample Uses The App, With Males Accounting For 36.4% And Females For 13.6%. The Test's Low P-Value Suggests That Gender Significantly Influences Mobile Banking App Usage.

Age And Utilization Of Mobile Banking App

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	2.770 ^a	4	.597
Likelihood Ratio	3.821	4	.431
Linear-By-Linear Association	.111	1	.739
N Of Valid Cases	110		

6 Cells (66.7%) Have Expected Count Less Than 5. The Minimum Expected Count Is .08.

Interpretation

The Chi-Square Test Results Show No Significant Relationship Between Age And The Utilization Of The Mobile Banking App (P = 0.597). The Highest Usage Of The App Is Seen In The 18-30 Age Group (92.7%), With A Much Lower Percentage In The Under 18 Group (44.4%). The Small Number Of Cases In The 31-42 Age Group Limits Its Significance In The Analysis. The P-Value Above 0.05 Indicates That Age Does Not Significantly Affect Mobile Banking App Usage.

T Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error
Problems Of Utilization	110	2.58	.999	.095

One-Sample Test

Test Value = 0				
T	Df	Sig. (2-Tailed)	Mean Difference	95% Confidence Interval Of The



						Difference	
						Lower	Upper
Problems Of Utilization		27.108	109	.000	2.582	2.39	2.77

Interpretation

The One-Sample T-Test Shows A Significant Difference ($T = 27.108$, $P = 0.000$) Between The Mean Score (2.58) For "Problems Of Utilization" And The Test Value Of 0. This Indicates That Respondents Experience Notable Problems With Utilization. The 95% Confidence Interval For The Mean Difference Is Between 2.39 And 2.77.

Findings

- Out Of 110 Respondents, Most Of The Respondents 65.5% Belongs To Male.
- Out Of 110 Respondents, Most Of The Respondents 83.6% Are 18-30 Age Group Of Peoples.
- Out Of 110 Respondents, Most Of The Respondents 65.5% Are Degree Of Bachelor's.
- Out Of 110 Respondents, Most Of The Respondents 83.6% Are Utilization Of Mobile Banking App.
- Out Of 110 Respondents, Most Of The Respondents 80.9% Are Convinent Of Visiting Branch.
- Out Of 110 Respondents, Most Of The Respondents 59.1% Are Quality Of Customer Service.
- Out Of 110 Respondents, Most Of The Respondents 63.6% Are Satisfaction Of Banking Platform
- Out Of 110 Respondents, Most Of The Respondents 57.3% Are Navigation And Utilization Of Mobile Banking App.
- Out Of 110 Respondents, Most Of The Respondents 52.7% Are Security Of Mobile Banking App



- Out Of 110 Respondents, Most Of The Respondents 65.5% Are Frequency Utilization.
- Out Of 110 Respondents, Most Of The Respondents 36.4% Are Frequency.
- Out Of 110 Respondents, Most Of The Respondents 68.2% Are Any Problems Of Sbi Mobile Banking.
- Out Of 110 Respondents, Most Of The Respondents. 29.1% Are Influenced Factors For Sbi Mobile Banking
- Out Of 110 Respondents, Most Of The Respondents 47.3% Are Visiting Frequency For Sbi Branch
- Out Of 110 Respondents, Most Of The Respondents 59.1% Are Usage Of The Banking Channels.
- Out Of 110 Respondents, Most Of The Respondents 36.4% Are Frequency Of Channel.
- Out Of 110 Respondents, Most Of The Respondents 50.0% Are Specific Improvements.
- Out Of 110 Respondents, Most Of The Respondents 26.4% Are Factors Encouraging Frequent Sbi Services.
- The Chi-Square Test Results Indicate A Significant Relationship Between Gender And Utilization Of The Mobile Banking App ($P=0.000$) Are Accepted.
- The Chi-Square Test Results Show No Significant Relationship Between Age And The Utilization Of The Mobile Banking App ($P = 0.597$)
- The One-Sample T-Test Shows A Significant Difference ($T=27.108$, $P = 0.000$) Between The Mean Score (2.58) For "Problems Of Utilization" And The Test Value Of 0.

Suggestions

- Address Security Concerns By Implementing Robust Measures (E.G., Multi-Factor Authentication, Biometric Logins) And Clearly Communicating These To Users. Transparency About Security Protocols Is Crucial For Building Trust.
- Simplify The Mobile Banking App Interface, Making It More Intuitive And User-Friendly. Offer Personalized Tutorials And In-App Assistance To Guide Users, Especially Those Less Digitally Literate. Conduct Usability Testing To Identify Areas For Improvement.
- Partner With Local Organizations, Community Centers, And Educational Institutions To Offer Digital Literacy Training Programs. These Programs Should Focus On Basic Digital Skills, Online Safety, And How To Use Mobile Banking Effectively.



- Explore Expanding The Range Of Services Offered Through Mobile Banking, Including More Complex Financial Products Like Investments, Insurance, And Loan Applications. This Can Increase The Value Proposition Of The Platform And Encourage Wider Adoption.
- Ensure A Supportive Regulatory Environment That Fosters Innovation In Mobile Banking While Also Protecting Consumers From Fraud And Other Risks.
- Integrate Mobile Banking Into Broader Financial Inclusion Strategies, Targeting Underserved Populations And Providing Them With Access To Essential Financial Services.

Conclusion

The Impact And Performance Of Mobile Banking At Sbi In Palakkad District Highlight A Positive Trend In Customer Adoption And Usage. The Findings Show That A Majority Of Customers Are Satisfied With The Convenience And Accessibility Provided By Mobile Banking. With Many Using It For Frequent Transactions Such As Account Balance Checks, Fund Transfers. And Bill Payments. Despite Some Challenges Such As Network Issues, Lack Of Convenience, And Limited Access For Illiterate Individuals, The Overall Response Indicates That Mobile Banking Is An Effective And Efficient Channel For Banking Services In The Region.

The Performance Of The Mobile Banking App Is Generally Viewed Positively, With Users Feeling Confident About Its Security And Ease Of Navigation. However, Further Efforts Are Required To Address Accessibility Issues, Particularly For Less Literate Populations, And To Ensure A Smoother Experience For All Users. The Continued Improvement Of Mobile Banking Infrastructure And User Education Will Enhance Its Effectiveness, Making It A More Valuable Tool For Customers In Palakkad District.

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