A Study on Effectiveness of Online Banking in SBI

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INTRODUCTION
Banking system of a nation is the shadow of nation’s economy. A healthy and profitable banking system is just like the backbone of nation’s economy. It is necessary for a nation to achieve growth and retain stable in this global world and global economy. The Indian banking system, with one of the largest banking networks in the world, has witnessed a series of reforms over the past few years like use of e-banking and increased participation of private sector banks.

OBJECTIVES
1. To study about the customer satisfaction in online banking.
2. To analyse the convenience of the customers.

SCOPE OF THE STUDY
In this era, Internet banking gains its importance with the development of information technology. It enables the clients to perform both transactional and non-transactional banking functions with the help of a website operated by the bank. In order to popularise the concept of online banking, its concepts and procedure should be informed to the public and should warn them against its negative impacts. Here the researcher attempts to draw a conclusion about the factors affecting online banking and its convenience to the public.

RESEARCH METHODOLOGY
The study is based on both primary and secondary data. Primary data was collected with the help of questionnaire. The project also makes use the secondary data which are collected from some books and reference fact.

• Primary Data
Primary data are those which are collected for the first time and thus happen to be original in character.

• Secondary Data
Data which is originally collected but rather obtained from published or unpublished source are known as secondary data.

LIMITATIONS
1. The study is depending on the data collected from 30 respondents.
2. The information collected from the respondents is not fully reliable.

STATE BANK OF INDIA
State Bank of India (SBI) is a multinational banking and financial services company based in India. It is a government owned corporation with its headquarters in Mumbai, Maharashtra. As of December 2013, it had assets of US$388 billion and 16,000 branches, including 190 foreign offices, making it the largest banking and financial services company in India by assets.

State Bank of India is an India-based bank. In addition to banking, the Company, through its various subsidiaries, provides a range of financial services, which include life insurance, merchant banking and mutual funds among others. Its segments include Treasury, which includes investment portfolio and trading in foreign exchange contracts and derivative contracts; Corporate/Wholesale Banking, which comprises lending activities of Corporate Accounts Group, Mid Corporate Accounts Group and Stressed Assets Management Group; Retail Banking, which comprises of branches in National Banking Group, which includes personal banking activities, including lending activities to corporate customers, and Other Banking Business. State Bank of India is one of the big four banks of India.
India, along with ICICI bank, Punjab National Bank and Bank of Baroda.

**HISTORY OF STATE BANK OF INDIA**

State Bank of India (SBI), with a 200 year history, is the largest commercial bank in India in terms of assets, deposits, profits, branches, customers and employees. The Government of India is the single largest shareholder of this Fortune 500 entity with 61.58% ownership. SBI is ranked 60th in the list of Top 1000 Banks in the world by "The Banker" in July 2012.

The origins of State Bank of India date back to 1806 when the Bank of Calcutta (later called the Bank of Bengal) was established. In 1921, the Bank of Bengal and two other banks (Bank of Madras and Bank of Bombay) were amalgamated to form the Imperial Bank of India. In 1955, the Reserve Bank of India acquired the controlling interests of the Imperial Bank of India and SBI was created by an act of Parliament to succeed the Imperial Bank of India.

The SBI group consists of SBI and five associate banks. The group has an extensive network, with over 20,000 plus branches in India and another 188 offices in 34 countries across the world. As of 31st March 2013, the group had assets worth USD 393 billion, deposits of USD 299 billion and capital & reserves in excess of USD 23.03 billion. The group commands over 22% share of the domestic Indian banking market.

SBI’s non-banking subsidiaries/joint ventures are market leaders in their respective areas and provide wide ranging services, which include life insurance, merchant banking, mutual funds, credit cards, factoring services, security trading and primary dealership, making the SBI Group a truly large financial supermarket and India’s financial icon. SBI has arrangements with over 1500 various international / local banks to exchange financial messages through SWIFT in all business centers of the world to facilitate trade related banking business, reinforced by dedicated and highly skilled teams of professionals.

The bank is forging ahead with cutting edge technology and innovative new banking models, to expand its rural banking base, looking at the vast untapped potential in the hinterland and proposes to cover 100,000 villages in the next two years. At the end March, 2011, the total number of branches was 13,542 while the number of ATMs stood at 20,084 across the country.

It is also focusing at the top end of the market, on wholesale banking capabilities. It is consolidating its global treasury operations and entering into structured products and derivative instruments. Today, the bank is the largest provider of infrastructure debt and the largest arranger of external commercial borrowings in the country. It is the only Indian bank to feature in the Fortune 500 list.

The bank is actively involved since 1973 in non-profit activity called Community Services Banking. All branches and administrative offices throughout the country sponsor and participate in large number of welfare activities and social causes. Their business is more than banking because they touch the lives of people anywhere in many ways.

State Bank of India (SBI) has received an approval from the Government of India (GOI) for acquisition of SBI Commercial and International Bank (SBICI Bank). The government had issued the 'Acquisition of SBICI Bank Order 2011' vide order dated July 29, 2011.

**PRODUCTS AND SERVICES**

**Personal Banking**

- SBI Term Deposits
- SBI Loan For Pensioners
- SBI Recurring Deposits
- SBI Housing Loan Against Shares & Debentures
- SBI Car Loan Rent Plus Scheme
- SBI Educational Loan Medi-Plus Scheme
Other Services
• Agriculture/Rural Banking
• NRI Services
• ATM Services
• Demat Services
• Corporate Banking
• Internet Banking
• Mobile Banking
• International Banking
• Safe Deposit Locker
• RBIEFT
• E-Pay
• E-Rail
• SBI Vishwa Yatra Foreign Travel Card
• Broking Services
• Gift Cheques

ONLINE BANKING SERVICES OF SBI
Online SBI is an alternative channel for our customers and provides most of the services available at branches. It includes:-

Financial services
• Fund transfers
• Third party payments
• Bill payments
• Opening bank accounts
• Closure of loan account
• Loan part payments
• PPF transactions
• Issue of demand draft

Non-financial services
• Viewing account information
• Request for cheque book
• Creating standing instructions

AVAILABILITY OF INTERNET BANKING SERVICE
• The customer’s accounts are opened and maintained in the bank’s Core Banking Solution (CBS), which does not function on 24*7 bases. Internet banking merely provides, for the convenience of the customers, certain types of viewing and or transacting access to such accounts. Access to account(s) is allowed in the prescribed manner during the availability of the CBS.

• Some of the services in Internet Banking are extended in conjunction with Other Source Systems (OSS) within or outside the bank, which may or may not function on 24*7 basis. Such services will be available only when the OSS is functional. Availability of Internet Banking is also dependent upon availability of the network. In addition, Internet Banking will not be available during downtime.

• Standing Instructions/ scheduled Transactions are executed during the day after 8am on the respective due dates, and the time taken to execute depends upon the workload on the various systems like Internet Banking, CBS and OSS.
ONLINE BANKING

Today, we cannot think about the success of a banking system without information technology and communication. It has enlarged the role of banking sector in the economy. The financial transactions and payment can now be processed quickly and easily. The banks with the latest technology and techniques are more successful in the competitive financial market. They have been able to generate more and more business resulting in their greater profitability. Because of the influence of information technology, online banking is becoming more and more popular among the masses.

Online banking allows any user with a personal computer and a browser can get connected to his bank’s website to perform any of virtual banking functions.

Internet banking means any user with a personal computer and a browser can get connected to his bank’s website to perform any of the virtual banking functions. Such functions include balance enquiry, transfer of funds, online payment of bills, accrued interest, fees and taxes transaction details of each account, transfer funds to third party accounts and open a deposit right from terminal we are sitting at.

Online banking allows customer of a financial institution to conduct financial transactions on a secured website operated by the institution, which can be a retail bank, virtual bank, credit union or building society.

To access a financial institutions online banking of facility, a customer having personal internet access must register with the institution for the service, and set up some password for customer verification. The password for online banking is normally not the same as for (telephone banking). Financial institutions now routinely allocate customers numbers, whether or not the customers intend to access their online banking facility. Customer numbers are normally not the same as account numbers, because number of accounts can be linked to the one customer number. The customer will link to the customer number any of those accounts which the customer controls, which may be cheque, savings, loan, credit card and other accounts. Customer numbers will also not be the same as any debit or credit card issued by the financial institution to the customer.

To access online banking, the customer would go to the financial institutions website and enter the online banking facility using the customer member and password. Some financial institutions have set up additional security steps for access, but there is no consistency to the approach adopted.

Investopedia explains Online Banking as – Online banks cannot provide direct ATM access, but they make provisions for consumers to use ATMS at other banks and retail stores and they may reimburse consumers for any associated fees. Because of the reduced overhead costs associated with not having physical branches, online banks tend to offer consumers significant savings and pay higher interest rates. Online banks handle customer service tasks by phone, email or online chat.

HISTORY OF ONLINE BANKING

The precursor for the modern home online banking services were the distance banking services over electronic media from the early 1980s. The term online became popular in the late ‘80s and referred to the use of a terminal, keyboard and TV (or monitor) to access the banking system using a phone line. ‘Home banking’ can also refer to the use of a numeric keypad to send tones down a phone line with instructions to the bank. Online services started in New York in 1981 when four of the city’s major banks (Citibank, Chase manhattan, Chemical and Manufacturers Hanover) offered home banking services using the videotex system. Because of the commercial failure of videotex these banking services never became popular except in France where the use of videotex (Minitel) was subsidised by the telecom provider and the UK, where the Prestel system was used.

The UK's first home online banking services known as Homelink were set up by Bank of Scotland for customers of the Nottingham Building Society (NBS) in 1983. The system used was based on the UK'S Prestel viewlink system and used a computer, such as the BBC Micro, or keyboard connected to the telephone system and television set. The system allowed on-line viewing of statements, bank transfers
and bill payments. In order to make bank transfers and bill payments, a written instruction giving
details of the intended recipient had to be sent to the NBS who set the details up on the Homelink
system. Typical recipients were gas, electricity and telephone companies and accounts with other
banks. Details of payments to be made were input into the NBS system by the account holder via
Prestel. A cheque was then sent by NBS to the payee and an advice giving details of the payment was
sent to the account holder. BACS was later used to transfer the payment directly.
Stansford Federal Credit Union was the first financial institution to offer online internet banking
services to all of its members in October 1994.
Today, many banks are internet only banks. And many of them follow both online and traditional
banking system.

ONLINE BANKING IN INDIA
The Reserve Bank of India constituted a working group on internet banking. The group divided
internet banking products in India into three types based on the levels of access granted. They are
1. Information only system
2. Electronic information transfer system
3. Fully electronic traditional system

1. INFORMATION ONLY SYSTEM
General purpose information like internet rates, branch location, bank products and their
features, loan and deposit calculations are provided in the banks website. There exist facilities for
downloading various types of application forms. The communication is normally done through emails.
There is no interaction between the customer and bank’s application system. No identification of the
customer is done. In this system, there is no possibility of any unauthorised person getting into
production system of the bank through internet.

2. Electronic Information Transfer System
The system provides customer specific information in the form of account balances, transaction
details, and statement of accounts. The information is still largely of the ‘read only’ format.
Identification and authentication of the customer is through password. The information is fetched from
the bank’s application system either in batch mode or offline. The application systems cannot directly
access through the internet.

3. Fully Electronic Transactional System
This system allows bi-directional capabilities. Transactions can be submitted by the customer
for online update. This system requires high degree of security and control. In this environment, web
server and application systems are linked over secure infrastructure. It comprises technology covering
computerization, networking and security, interbank payment gateway and legal infrastructure. It
includes ATMS, debit cards, smart cards etc...

TYPES OF ONLINE BANKING
Understanding the various types of internet banking will help examiners access the risks
involved. Currently, the following three basic kinds of internet banking are being employed in the
marketplace.
1. Informational
2. Communicative
3. Transactional

1. Informational
This is the basic level of online banking. Typically, the bank has marketing information about
the bank’s products and services on a stand-alone server. The risk is relatively low, as informational
systems typically have no path between the server and the bank’s internal network. This level of
internet banking can be provided by the banks or outsourced. While the risk to a bank is relatively low,
the server or website may be vulnerable to alteration. Appropriate controls therefore must be in place
to prevent unauthorised alterations to the bank’s server or website.
2. Communicative

This type of online banking system provides interaction between the bank’s system and the customer. The interaction may be limited to electronic mail, account enquiry, loan applications or static file updates (name and address change). Because these servers may have a path to the bank’s internal networks, the risk is higher with this configuration than with informational systems. Appropriate controls need to be in place to prevent, monitor and alert management of any unauthorised attempt to access the bank’s internal networks and computer systems. Virus controls also became much more critical in this environment.

3. Transactional

This level of internet banking allows customers to execute transactions. Since a path typically exists between the server and the bank or outsources internal network, this is the highest risk architecture and must have the strongest controls. Customer transactions can include accessing accounts, paying bills, transferring funds etc...

FEATURES OF ONLINE BANKING

Online banking facilities offered by various financial institutions have many features and capabilities in common, but also have some that are application specific. The common features fall broadly into several categories.

• A bank customer can perform non-transactional tasks through online banking, including:
  ➢ Viewing account balances.
  ➢ Viewing recent transactions.
  ➢ Downloading bank statement.
  ➢ Viewing images of paid cheques.
  ➢ Ordering check books.
  ➢ Downloading periodic account statements.

• Bank customers can transact banking tasks through online banking including:
  ➢ Fund transfers between the customers linked accounts.
  ➢ Paying third parties, including bill payments and electronic transfers.
  ➢ Investment purchase or sale.
  ➢ Loan applications and transactions, such as repayments of enrolments.
  ➢ Register utility billers and make payments.

• Financial institution administration
• Management of multiple users having varying levels of authority.
• Transaction approval process.
• The process of banking has become much faster.
• Personal financial management support, such as importing data into personal accounting software. Some online banking platforms support account aggregation to allow the customers to monitor all of their accounts in one place whether they are with their main bank or with other institutions.

DIFFERENT ONLINE BANKING SERVICES

• Bill payment services

Each bank has tie-ups with various utility companies, service providers and insurance companies, across the country. It facilitates the payment of electricity and telephone bills, mobile phone, credit card and insurance premium bills. To pay bills, a simple one-time registration for each biller is to be completed. Standing instructions can be set online to pay recurring bills automatically. One-time standing instruction will ensure that bill payments do not yet delayed due to lack of time. Most interestingly, the bank does not charge customers for online bill payment.

• Fund transfer
Any amount can be transferred from one account to another of the same or any other bank. Customers can send money anywhere in India. Payee’s account number, his bank and the branch is needed to be mentioned after logging in the account. The transfer will take place in a day or so, where as in a traditional method, it takes about three working days.

- **Payment using credit cards**
  With internet banking, customers can not only pay their credit card bills online but also get a loan on their cards. Not just this, they can also apply for an additional card, request a credit line increase and if you lose your credit card, you can report lost card online.

- **Booking railway tickets**
  Indian railway has tied up with many banks and we can now make our railway pass for local trains online. The pass will be delivered to us at our doorstep. But the facility is limited to Mumbai, Thane, Nasik, Suret and Pune. The bank would just charge 10 + 12.24 percent of service tax.

- **Investing through online banking**
  Opening a fixed deposit account cannot get easier than this. An FD can be opened through fund transfer. Online banking can also be a great friend for lazy investors. Now investors with interlinked demat account and bank account can easily trade in the stock market and the amount will be automatically debited from their respective bank accounts and the shares will be credited in their demat account. Moreover, some banks even give the facility to purchase mutual funds directly from the online banking system. So it removes the worry about filling those big forms for mutual funds, they will now be just a few clicks away. Nowadays, most leading banker offers both online banking and demat account. However if the customer have their demat account with independent share brokers, then need to sign a special form, which will your two accounts.

- **Recharging your prepaid phone**
  Now there is no need to rush to the vendor to recharge the prepaid phone, every time the talk time runs out. Just top-up the prepaid mobile cards by logging in to internet banking. By just selecting the operator’s name, entering the mobile number and the amount for recharge, the phone is again back in action within few minutes.

- **Shopping at your finger tips**
  Leading banks have tie ups with various shopping websites. With a range of all kind of products, one can shop online and the payment is also made conveniently through the account. One can also busy railway and air tickets through internet banking.

**ANALYSIS & INTERPRETATION**

**TABLE 4.1**

**AGE OF THE RESPONDENTS**

Source: Primary Data

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 20</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Between 20-30</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>Between 30-40</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>4</td>
<td>Above 40</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
**CHART 4.1**

**Inference:** The above table shows that 52% of the respondents belong to the age group of ‘between 30-40’. 4% of the respondents belong to below 20.

**TABLE 4.2**

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>35</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

**GENDER OF THE RESPONDENTS**

Source: Primary Data

**CHART 4.2**
Inference: from the above table 70% of the respondents are males. And 30% of the respondents are females.

**TABLE 4.3**  
**EDUCATION OF THE RESPONDENTS**

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Education</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Up to S.S.L.C</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Plus two</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Graduation</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>4</td>
<td>Post graduation</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

**CHART 4.3**

Inference: From the above table 46% of the respondents belong to the category ‘post graduation’. 34% of the respondents belong to the category ‘graduation’.

**TABLE 4.4**  
**OCCUPATION OF THE RESPONDENTS**

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agriculture</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Business</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>3</td>
<td>Employment</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>Others</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data
CHART 4.4

Inference: From the above table 52% of the respondents belong to the category of business. 28% of the respondents engaged in employment.

TABLE 4.5
INCOME LEVEL OF THE RESPONDENTS USING ONLINE BANKING

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Income</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 10 lakh</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Between 10-15 lakh</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Between 15-20 lakh</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>Above 20 lakh</td>
<td>16</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>28</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

CHART 4.5
Inference: From the above table 57% of the respondent's income was above 20 lakh and 18% of the respondent's income was in between 15-20 lakhs. 15% are in between 10-15 lakhs and the remaining 10% are below 10 lakhs.

**TABLE 4.6**
FREQUENTLY DEPEND BANKS

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Opinion</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>42</td>
<td>84</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

**CHART 4.6**

Inference: From the above table 84% of the respondents frequently depend banks to perform their financial transactions and 16% of the respondents are not frequently depend banks.

**TABLE 4.7**
USAGE OF BANKING SERVICES

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Usage Of Banking Services</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regularly</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>2</td>
<td>Weekly</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Monthly</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Rarely</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data
**Inference:** From the above table 46% of the respondents regularly depend banking services.
TABLE 4.8
TYPE OF BANKING PREFERRED

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Type of banking</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online banking</td>
<td>28</td>
<td>56</td>
</tr>
<tr>
<td>2</td>
<td>Traditional banking</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Both</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

CHART 4.8

![Bar chart showing the type of banking preferred with Online banking at 56%, Traditional banking at 26%, and Both at 18%]

Inference: From the above table 56% of the respondents prefer online banking and 18% of the respondents prefer both online and traditional banking.

TABLE 4.9
FEELING OF SECURITY

<table>
<thead>
<tr>
<th>Sl no</th>
<th>Secured</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>14</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Can’t say</td>
<td>10</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
**Inference:** From the above table 50% of the respondents feel that their account is more secured in online banking and 14% of the respondents feel insecurity.

**FINDING**
1. 52% of the respondents are in the age group of between 30-40.
2. 70% of the respondents are males.
3. Majority (46%) of the respondents are post graduates.
4. Majority (52%) of the respondents are engaged in business.
5. 57% of the respondents using online banking services have annual income above 20 lakh.
6. 84% of the respondents frequently depend banks for their financial transactions.
7. Majority (46%) of the respondents regularly depend banks.
8. Majority (56%) of the respondents prefer online banking.
9. Majority (50%) of the respondent’s opinion is that the accounts are secured in online banking.

**SUGGESTIONS**
1. The online banking services provided by the bank are widely used by the higher income people. So necessary steps should be taken to attract lower income people.
2. In order to attract more customers belonging to all classes, more advertisement can be given in all visual media.
3. Proper assistance can be given to customers who do not know how to carry out online activities.
4. Any special offers can be given to the customers who use online banking facilities and also to attract more customers.
5. The security in online banking should be tightened. So as to ensure no loss of money to the customers.

**CONCLUSION**
Internet banking system is a method in which a personal computer is connected by a network service provider directly to a host computer system of a bank such that customer service request can be processed automatically without the need for the intervention by a customer service representative.
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