

A STUDY ON BANKING INNOVATIONS AND ITS IMPACT ON CUSTOMERS IN VISAKHAPATNAM.

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Abstract

The Banking Sector Industry is getting a good transformation due to change in consumer needs knowledge and huge amount of competition as a result of liberalization globalization and privatization. Therefore, it is crucial for this business to continually adapt to change in accordance with the demands; technological improvements have an immediate influence on bank operations; customers profit from these innovations; banks attract a large clientele as a result.

Key words: Banking sector, new innovation, and technology

Banking Innovation

To create something novel is what is meant by the word "innovation." In order to expand their customer base and attract new clients, banks have begun to branch out into previously uncharted territory. Introducing a novel manufacturing process, entering a new market, securing a previously untapped supply of raw materials, or reorganising an existing industry are all examples of innovation. There have been several changes in the financial system in India during the last few decades. Today's market is shopper orientated, thus creating value for them is crucial. In an effort to provide more value to their clientele and attract new ones, most financial institutions have implemented novel banking practises. Ever since India gained its independence, the financial system has seen profound changes. The advent of innovation in the 1990s and 2000s caused significant shifts in the way banking was understood and practised due to the induced and autonomous needs of the environment.

After the liberalisation, privatisation, and globalisation policies of the 1990s were implemented in the banking industry in India, a greater focus was put on Innovation and technology. Innovative banking technology has allowed financial institutions to rapidly improve the quality of their services without sacrificing efficiency. Because of advancements in information technology, customers may now conduct banking transactions from a variety of locations, a fact that was formerly impossible and, to some degree, unknown. For this reason, technological advancements are critical to the success of the banking industry.

Most banks and financial institutions in India now provide customers with digital banking options including e-banking, internet banking, electronic cash transfer, electronic clearing, mobile banking, and more in an effort to save costs and increase service times. The first staged plan of bank automation in India began in 1985, ushering in an era of mechanisation and computerization in the banking industry. One hundred percent of commercial and international banks and 97 percent of public sector banks in India are fully computerised now. The banking industry is increasingly reliant on information and communication technology (ICT)-based financial services, and it also employs cutting-edge IT systems to run its own internal operations. Foreign and new private banks have been joining the Indian banking business with cutting-edge technological offerings since the financial reform era of 1991. It promotes efficiency and competitiveness among financial services based on information and communications technology in India. The Reserve Bank of India (RBI) and the Institute for Banking Research and development of technology have been working tirelessly to improve the system by providing the

necessary facilities to banking and financial institutions in India.

Review of Literature

In this report, **Birla Institute of Scientific Research (1991)** evaluates the progress made by public sector banks and large private sector banks after nationalisation. They conclude that, as compared to private sector banks, the performance of public sector banks is unsatisfactory in rural development operations.

Customer service has declined in Indian banks, according to **Govindarajalu's (1996)** "Satisfaction and discontent with bank services" essay. Banks and policymakers need to address consumer unhappiness with banking services if the banking industry is to grow.

In agreement with Varghese's conclusions is **P Verma's (2000)** work. Examining the effects of IT on next-gen financial institutions According to Verma, the new generation of banks is light years ahead of the old public sector banks. He concludes that the public sector banks are under danger because of the rise of information technology. He notes that new generation banks do several times more business per employee than the main public sector banks in India. To remain competitive with the new generation of banks, which are totally computerised, the public sector banks must increase their productivity and efficiency. However, Eapen Varghese (2001)¹¹ does not identify any significant difference in the services provided by public sector and private sector banks.

According to **Mini Joseph's (2001)** assessment, new generation banks have injected healthy competition into the banking sector by prioritising client happiness above all else, thanks to their embrace of the conveniences and efficiencies made possible by advances in technology and computerization. To protect their market share, both traditional private and public sector banks are increasingly offering competitively priced, high-quality services.

According to **Dharmendra Singh and Garima Kohli (2006)**, India's new generation banks are distinct from the country's older financial institutions. They were the first to use cutting-edge machinery, put their employees to good use under expert supervision, and establish sound business practises. To keep their consumers, conventional financial institutions have begun to employ similar technological strategies.

According to research by **Sujatha.S and Arumgan N (2014)** titled "Customer satisfaction in the Indian Banking Sector," customers' requirements should be met before banks provide new services to them. Banks should implement efforts to attract and retain customers from a wide range of jobs and educational levels. Customer happiness is related to a bank's success. As a result, banks should prioritise client happiness as a relationship marketing objective.

Statement of Problem

The primary goal of this research is to determine the effectiveness of banking's innovative services and the influence of information technology on the bank's clientele.

The impact of various aspects involved in availing online banking facilities was concerned to understand the customer's perception towards internet banking services. The influence of risks in online banking was determined. Many novel products and distribution mechanisms have emerged in response to the high pace of technological development and the arrival of private and international banks. One of the most important developments is the ease that Internet banking has offered to clients. With the rise of online banking, banks face a whole new set of complications and prospects. Despite these opportunities, the spread of online banking is hampered by a number of psychological and behavioural barriers. These include aversion to change, worries about personal security, and a preference for human interaction. To that end, the bank's online banking services were analysed. Competition prevailing in the banking sector and the need for introducing effective improvised services by the bank through online facility was clearly analyzed to signify the growth opportunities available to the bank and to signify the benefits that can be perceived, and availed by the customers.

Scope of Study

The word "scope of research" refers to the overall compass of an investigation. The area of operation is confined to certain banking innovations provided by SBI Srinagar Branch, Canara Bank Hanumanth Nagar Branch, Corporation Bank Srinagar Branch, ICICI Bank Basavangudi Branch, Karnataka Bank Srinagar Branch. We conducted this research to better understand how recent changes in the banking industry have affected their clients.

Objective of Study

1. The main objective that is explored in this research is innovative banking practices adopted by banks.
2. This study also focuses on utilities and advantages with introduction of new technology.
3. To identify and describe the key services that are available to the customers.
4. To study the impact of Innovations on customers and provide feasible suggestion to improve the services.

Sample Size

The population of interest was defined as a group of bank customers who were users of banking innovation services. A total of 200 Respondent are selected and they are customer of State Bank of India Srinagar Branch, Canara Bank Hanumanthnagar Branch, Corporation Bank Srinagar Branch, ICICI bank Hanumanthnagar

Branch, Karnataka Bank Srinagar Branch.

RESEARCH METHODOLOGY

Research methodology is the study of research techniques and rules for conducting the research. If the project is to be accomplished effectively an appropriate step in the research process has to be pursued. Components of this process include defining research questions, outlining methodology, listing data collection locations, and so on.

Research on banking's cutting-edge offerings has been conducted. These studies make use of information obtained from the internet.

Sources of Data

❖ **Primary Data:** Primary data is information gathered directly from a source. The primary data for the research is extracted from the area of office of State Bank of India Srinagar Branch, Canara Bank Hanumanthnagar Branch, Corporation Bank Srinagar Branch, ICICI Bank Basavanagudi Branch, Karnataka Bank Srinagar Branch. The data was collected through personal interviews and structured questionnaire, administered to target respondents.

❖ **Secondary Data:** Secondary data plays a crucial role in research since it gives information on important factors. Secondary data have been gathered from a variety of print and online sources.

Tools for Analysis

The data statements using statistical methods collected from primary and secondary sources will be analyzed and tabulated into following

- Pie charts
- Bar diagrams
- Tables

Limitations of the Study

The limitations of the study is determined as the various challenges faced in the process of research to understand the impact of banking innovations on customers

- Only the Banks We've Chosen to Study Will Be Analyzed
- Study is mainly undertaken in the area of Basavanagudi, Bangalore Urban.
- Study is limited to only Certain Banking innovations.
- Time constraint of the study.

Innovations in Banking

1) **Google Glass Technology:** It was the Spanish bank Banco Sabadell that pioneered the usage of a retail Google app to help customers find the closest ATM. View your balance and utilise a video call for help with technical issues.

2) **Beacon Technology:** Installing Bluetooth Beacons in financial institutions paves the way for a more seamless fusion of the online and offline worlds, which in turn provides a more personalised and relevant service to clients. It's notable that Barclays is an early adopter of this technology among major financial institutions.

3) **Cheque Truncation:** Check truncation is the process of converting a paper check into an electronic version that may be sent to the paying bank. Shortening a check's length decreases the amount of work required to clear it, as well as the time and money spent doing so.

4) **E-Banking Services**

- Automated Teller Machine(ATM)
- Cash Deposit Machines.
- Internet Banking
- Mobile Banking
- Tele Banking
- Electronic clearing services
- Electronic Fund Transfer
- Smart Cards
- E-cheques

A) Automated Teller Machine (ATM): In the early 1990s, international banks were the ones to bring ATMs to India. As of that time period, most international banks and certain private sector firms had a significant disadvantage due to their absence of a well-developed branch network. By reaching out to customers at reduced startup and transaction costs and giving trouble free services, ATM technology helped mitigate this disadvantage to some extent. Since the introduction of ATMs, both technology and client receptivity have advanced significantly. There has been a recent influx of competition from public-sector banks seeking to increase their number of ATMs. In addition to reducing transaction costs, growth in ATM networks may be used as a valuable advertising avenue.

An ATM is a type of electronic computerised telecommunication device that allows customers of a financial

institution to directly access their bank accounts, order to make withdrawals, and check their account balances via a secure method of communication, all without the assistance of a human bank teller (or cashier)

B) Cash Deposit Machine: In the same way as an ATM processes withdrawals, a Cash Deposit Machine (or CDM) processes deposits. This gadget makes it possible to add funds to your account without having to visit a physical bank. Your current account balance is shown on the Transactions receipt as well. These are just a few of the product's most notable characteristics:

- Deposits to personal bank accounts are reflected instantly.
- A fast and easy method to put money in the bank.
- Paperless transaction
- The maximum amount you may spend in a single transaction using a credit card is Rs 49,900 (minus the deposit) and using a debit card is Rs 2 lacs (subjected to account has PAN number)

C) Internet Banking: To conduct financial transactions online from the comfort of home is known as "internet banking." Internet banking is a service provided by many retail and online banks that enables users to manage their finances via a bank-operated website.

Internet Banking in India

An online banking task force was established by the Reserve Bank of India. Three distinct categories were established for India's online banking services, each reflecting varying degrees of user access. And those things are:

- **Data-only procedure:** The bank's website includes useful resources including interest rate calculators, branch locators, product descriptions, and loan and deposit summaries. Multiple application form download options are available. Usually, people will correspond with one another using electronic mail. The consumer does not communicate with the bank's application system in any way.
- **System for Electronically Transferring Information:** Data like as account balances, transaction data, and account statements are made available to customers via the system. Customers are able to verify their identities and access their accounts using a password.
- **Comprehensively Digital Business Processes:** These systems provide two-way communication. A consumer may submit a transaction for online revision. Security and regulation of this system must be tight. It is made up of elements such as the legal framework and the infrastructure for making and receiving interbank payments and using other forms of computerised and networked data storage and protection.

D) Tele Banking: By using a telephone, a client of a bank or other financial institution may do banking business with the institution without physically visiting a branch or ATM.

E) Mobile Banking: Customers of financial institutions may use a mobile banking system to do a variety of banking tasks on the go using their smartphones or tablets. The user of a mobile device may do mobile banking through phone calls, text messages, websites, and apps.

Mobile Banking Services

The majority of mobile-accessible banks enable all of the following features:

- i. Account Balance Enquiry.
- ii. Account Statement Enquiries.
- iii. Cheque status Enquiry.
- iv. Cheque Book Requests.
- v. Fund Transfer between Accounts.
- vi. IMPS (Immediate Mobile Payment system).
- vii. Bill Payment alerts.
- viii. Minimum Balance Alerts.
- ix. Recent Transaction History Requests.

F) E- Cheque: To put it simply, an E-cheque is an electronic counterpart of a paper check. The E-cheque has the same data and legal framework as a traditional paper check. It has replaced the need for paper checks in online and mail-order purchases. If you want to send money to someone, you may "write" them an electronic check on any number of different electronic devices and then "deliver" it to them digitally, just like a traditional paper check. When an electronic check is "deposited," the payee's bank gives the payee's bank credit and the payee's bank "clears" the e-cheque, sending payment confirmation to the paying bank. E-checks are cleared by the paying bank, which subsequently "charges" the account of the check's author.

G) Real Time Gross Settlement (RTGS): The term "real time" and "gross" refer to the speed and transparency with which money or securities may be moved from one bank to another using this specialised fund transfer system. When a transaction is completed in "real time," payment is made immediately upon processing; there is no waiting period. For a deal to be considered "grossly settled," it must be resolved in cash on a one-for-one basis, with no additional deals being bundled or netted. Once a "settlement" is finalised, all payments are final and cannot be revoked.

Since March 2008, the RTGS system has been in place, and the minimum threshold limit is now set at Rs 2 lakh, making it suitable for transactions of a substantial magnitude. The RTGS system is accessible for interbank transactions until 18:00, while the service window for customers is open from 09:00 to 16:30.

H) National Electronic Fund Transfer (NEFT): It's no secret that one of India's most well-known e-wallet options is called National Electronic Funds Transfer (NEFT). Started in November 2005. It is electronic money transfer system, which permits transfer of monies to other bank accounts at over numerous bank branches around the country. This method of transferring money is straightforward, secure, quick, safe, quick, and cheap, making it ideal for retail remittances.

Timings

1. Guests have access to the centre on weekdays from 8 AM to 7 PM and on Saturdays from 8 AM to 1 PM. Every weekday between 8 a.m. and 7 p.m., and every Saturday between 8 a.m. and 1 p.m., there are twelve hourly settlements.
2. If the notification is made during the last batch of settlement, the funds will be deposited to the beneficiary account the same day, or the day after at the earliest.

Charges

1. Fee of Rs 5 per transaction if the total is less than Rs 1 lakh
2. If the total of your transaction is more than Rs 1 Lakh, you will be charged an additional Rs 25.

I) Electronic Clearing Services (ECS): With electronic clearing services, a retail payment system, you may send and receive payments in bulk, particularly if the payments are routine and low-dollar. Companies and government agencies may earn or receive enormous sums of money using this service, but individuals will not be able to use it. Institutions use ECS to make mass payments for things like dividends, interest, salaries, pensions, and utility bills, and to collect massive sums for things like taxes, cess, water and energy bills, loan payments, mutual fund contributions, insurance premiums, and so on.

J) Plastic Money: Plastic money, sometimes called polymer money, is a modern and convenient alternative to paper currency. In the 1950s, the concept of plastic currency was created, and now it is a crucial type of ready money that greatly decreases the dangers associated with handling large sums of cash. Credit cards, debit cards, smart cards, etc., are all included. If you don't want to lug about a hefty wad of cash, plastic money is a great alternative.

1) Debit cards: A debit card, sometimes known as a check card, is a plastic card that may be used as an alternative to cash when making transactions. Because the money is taken straight out of the bank account or the card balance, this kind of payment is also known as an electronic check.

It includes

- I. Issuing bank logo.
- II. EMV chip (Euro pay, MasterCard and Visa).
- III. Hologram.
- IV. Card Number.
- V. Card Brand logo.
- VI. Expiration date.
- VII. Cardholder's name.
- VIII. Magnetic stripe.
- IX. Signature strip.
- X. Card security code.

2) Credit Cards: A credit card is a plastic payment card provided by a bank that may be used to make purchases over time using borrowed, but pre-approved, cash. Credit cards are generally used for short-term lending and carry interest fees.

3) Green Banking: It's a method for making your banking more eco-friendly and cutting down on your carbon impact. The goal of "Green Banking" is to reduce the financial sector's environmental impact by promoting more sustainable practises among bank customers and employees. It's similar to traditional banking, however it also takes social and environmental concerns into account. It's a method of running a bank that takes into account both financial and non-financial factors, such its effect on the community.

4) Digital Banking: This is the use of technology to guarantee the error-free, efficient, and convenient completion of all stages of a customer's banking transaction or operation, from the point of origination to the point of completion, at the lowest possible cost to the bank. To sum up the most significant development in online banking, we may say that

5) Digital-only: All of a digital only bank's customer interactions take place only on digital channels, such as mobile devices, tablets, and the web. Paperless, signature-free, and accessible around the clock—what that's online banking has become. In India, the Aadhaar system underpins entirely digital banking. Services include account opening, term deposits, and the sale of financial goods including insurance and mutual funds. There is

still some security risk associated with digital banking, despite its convenience and low cost.

6) Biometric technology: Using a combination of the individual's distinctive facial, hand, retinal, vocal, and aural characteristics, a positive identification may be made. Using biometric authentication may do rid of the need for a wide variety of different passwords and PINs.

7) Artificial intelligence: It caters to each individual client and their needs in order to provide fast, individualised service. It may be used for data collection, the automated construction of relevant models, inferential analysis, and conversational fluency.

8) Robotics: Robots are now being used by financial institutions to respond to consumer inquiries about their accounts, services, and products (such as demat accounts, lockers, loans, and fixed deposits). Software robots are being used in a growing number of industries, including but not limited to retail banking operations, agriculture, trade and FX, treasury, and human resource management.

9) Block Chain technology: It may be used for administrative tasks like transferring funds and maintaining records. You may use it to safeguard your records, reports, payments, treasury, securities, and even your trade finance operations. Saves money and aids in preventing fraud.

10) Wholesale and Retail Banking: The term "retail banking" is used to describe financial services in which financial institutions do business primarily with retail clients, as opposed to institutional or other banks.

These other services are also included:

- a. Savings and checking accounts
- b. Personal loans
- c. Debit cards
- d. Credit cards

What is often referred to as "wholesale banking" is the practise of dealing with large corporations and other commercial enterprises as banking clients. Business conglomerates, wholesalers, stock exchanges, foreign and local conglomerates, and similar entities are all included.

- i. Fund based services
- ii. Non fund based services
- iii. Value added services
- iv. Internet banking services.

Data Analysis

Table: 1 Demographic Profile

Variable	Particulars	Frequency	Percentage
Age	Less than 25	114	38%
	26-40	153	51%
	41-60	30	10%
	Above 60	3	1%
Education	Illiterate	6	2%
	PUC	24	8%
	Degree	117	39%
	Master Degree	141	47%
	Others	12	4%
Employment	Government Employee	18	6%
	Private Employee	129	43%
	Business	60	20%
	Student	78	26%
	Housewife	15	5%
	others	0	0%
Gender	Male	198	66%
	Female	102	34%

The data in the table above suggest that

- 1) The Majority of Respondents are Male.
- 2) Majority of respondents are Private Employee.

3) The Majority of Respondents are Graduates.

Table No 2: Showing the Status of Bank Usage

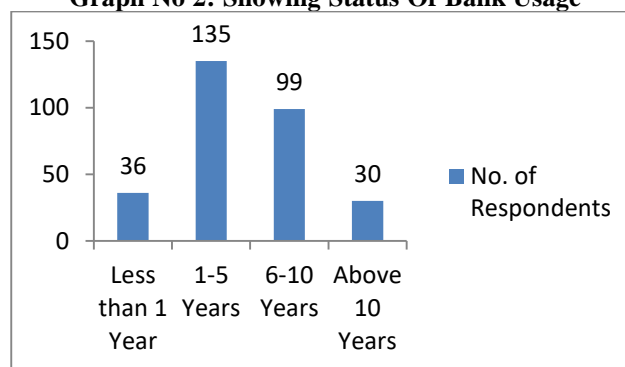
Status of Usage	No of Respondents	Percentage
Less than 1 year	36	12
1-5	135	45
6-10	99	33
Above 10	30	10
Total	300	100

Analysis

Based on the data in the table, we can conclude that 12% of respondents have used banking services for less than a year, 45% have used them for between one and five years, 33% have used them for between six and ten years, and 10% have used them for more than ten years.

A large proportion of respondents have been making use of banking services for at least the last five years.

Graph No 2: Showing Status Of Bank Usage



Interpretation

From the graph No2 Researcher can interpret that 36 respondents are using the banking services for less than 1 year, 135 respondents are using the banking services for about 1-5 years, 99 respondents are using the banking services for about 6-10 years, and 30 respondents are using banking services for more than 10 years from the table and Graph Researcher can conclude that the majority of respondents are using banking services for about 1- 5 years.

Table No 3 Showing The Technological Advancement Of Public And Private Sector Bank.

Attribute	No of Respondent	Percentage
Yes	168	56
No	132	44
Total	300	100

Analysis

The third table shows that respondents are more likely to think that public sector banks are more technologically sophisticated than private ones (56 percent). The remaining 44% of those polled think that private banks are better advanced technologically.

There is conclusive evidence that the vast majority of respondents consider public-sector banks to be more innovative in terms of technology than their private-sector counterparts.

Graph No 3: Showing the Technological Advancement of Public and Private Sector Banks

Interpretation

From the above graph no 3 Researcher can interpret that 168 respondent agree that public sector bank are most technologically advanced. However, rest of another 132 respondents believes that private sector banks are most technologically advanced.

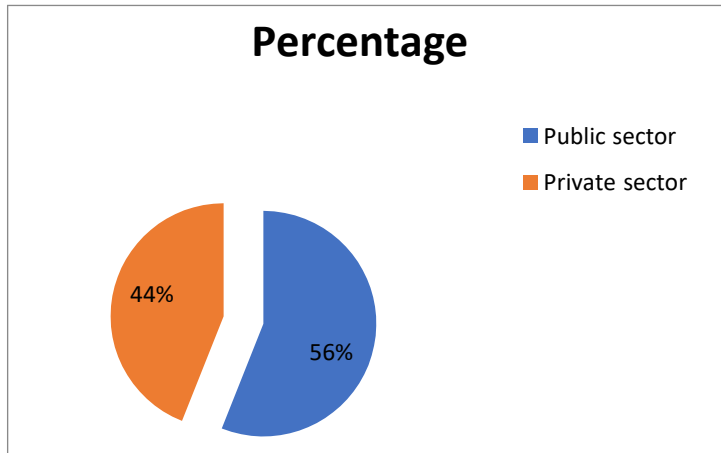


Table No 4: Showing Customer Usage Level of E-Banking

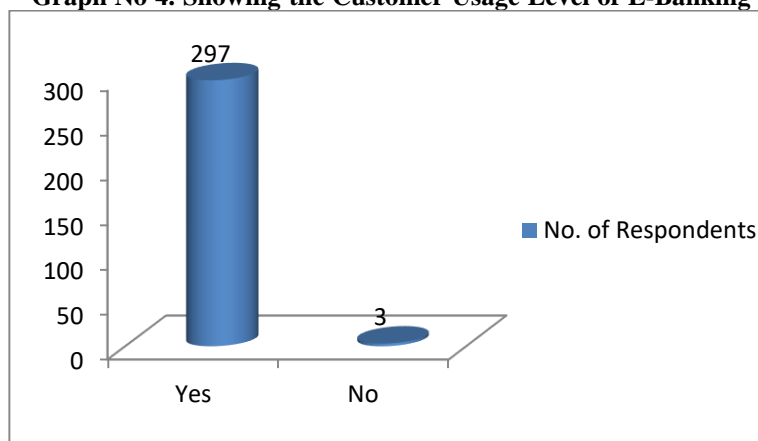
Attributes	No of Respondents	Percentage
Yes	297	99
No	3	1
Total	300	100

Analysis:

From the data shown above, we can conclude that 99 percent of respondents make use of the electronic banking services provided by a wide range of commercial and non-commercial financial institutions. The above table makes an attempt to measure the usage level of E- Banking among the respondent.

It is clearly shown that majority of respondents are using E- Banking facilities provided by banks. From this we can Analyze that Customer are benefited by the Using E- Banking.

Graph No 4. Showing the Customer Usage Level of E-Banking



Interpretation

From the above graph Researcher can interpret that 297 respondents are using the E-Banking facilities because nowadays most of the people use their mobile phones and cards for online shopping hence e-banking is popular and 3 respondents are unaware may be because of illiterate From the table and Graph Researcher can conclude that 99 percentage of people are aware of E-banking facility. This shows that people are getting updated with new technology and they are ready to take a risk as they are well educated about the usage of the facility under the umbrella of E-banking

Table 5 Table Showing Awareness Level and Beneficiaries of Neft

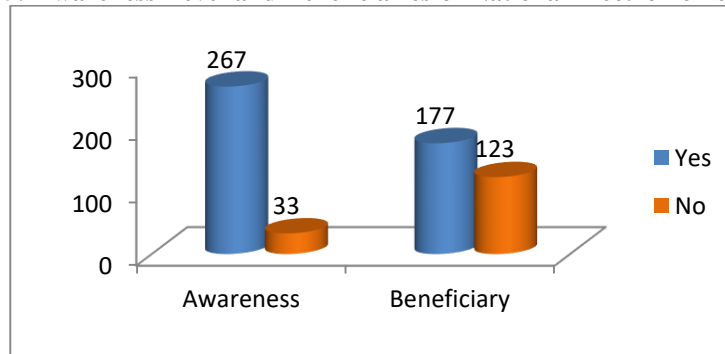
Options	Awareness	Percentage	Beneficiary	Percentage
Yes	267	89	177	59
No	33	11	123	41
Total	300	100	300	100

Analysis

From the table 5 Researcher can analyze that 89 percent of respondent are aware of NEFT facility and remaining 11 percent of respondent are not aware of NEFT facility but only 59 percent of respondents are beneficiary of NEFT facility and remaining 41 percentage of respondents are not a beneficiary of NEFT facility.

It is clearly shown that more number of respondents are aware and beneficiary of NEFT facility and some of the respondent are not aware and beneficiary of NEFT facility.

Graph No 5: Awareness Level and Beneficiaries of National Electronic Fund Transfer



Intrepretation

From the graph no 5 Researcher can interpret that 267 respondents are aware of NEFT facility and remaining 33 respondents are not aware of NEFT facility, but only 177 respondents are beneficiary of NEFT Services and remaining 123 respondents are not beneficiary of NEFT facility

Table No 6: Showing Awareness Level and Beneficiaries of Real Time Gross Settlement

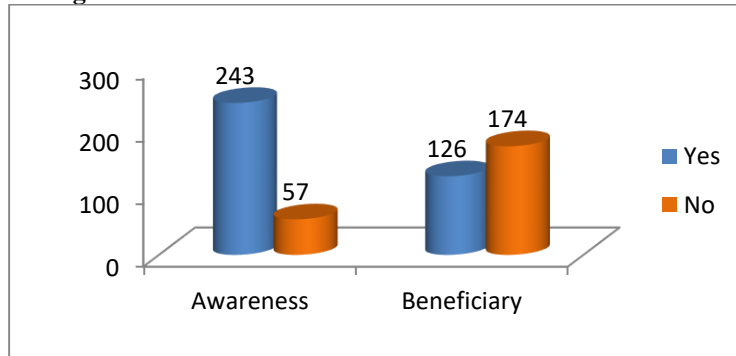
Options	Awareness	Percentage	Beneficiary	Percentage
Yes	243	81	126	42
No	57	19	174	58
Total	300	100	300	100

Analysis

From the table no 6 it can be analyzed that 81 percent of respondents are aware of RTGS facility and remaining 19 percent of respondents are not aware of RTGS facility, but only 42 percent of respondents are beneficiary of RTGS facility and remaining 58 percent of respondents are not a beneficiary of RTGS facility.

It is clearly shown that few are beneficiary of RTGS facility but more number of respondents are not a beneficiary of RTGS facility.

Graph No 6: Showing Awareness Level and Beneficiaries of RealTime Gross Settlement (Rtgs)



Interpretation:

From the graph no 06 Researcher can interpret that 243 respondent are aware of RTGS facility and remaining 57 respondents are not aware of RTGS facility, but only 126 respondents are beneficiary of RTGS facility and rest 174 respondents are not a beneficiary of RTGS facility.

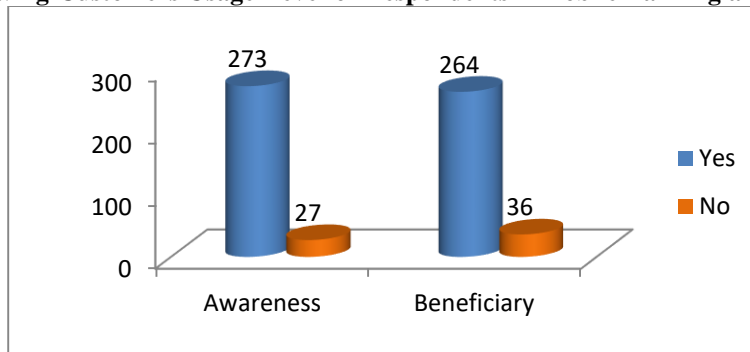
The accompanying table and graph show that relatively few respondents really use the RTGS facility, whereas the vast majority of respondents do not use it. Whereas maximum respondents are aware of RTGS facility but only few respondents are not aware of it.

Table No 7: Showing Customers Usage Level of Mobile Banking and Internet Banking

Options	Mobile Banking	Percentage	Internet Banking	Percentage
Yes	273	91	264	88
No	27	9	36	12
Total	300	100	300	100

Analysis: From the table 7 It can be analyzed that 91 percentage of respondent are using Mobile banking and 96 percentage of respondent are using Internet banking. While 9 percent of respondents are unaware of Mobile banking and 12 percentages of respondents are unaware of Internet banking.

Graph No 7: Showing Customers Usage Level of Respondents in Mobile Banking and Internet Banking



Interpretation

From the Graph 7 Researcher can interpret that 273 respondents out of 300 are using mobile banking, while remaining 18 respondents are not using of mobile banking.

Further 264 respondents out of 300 are using internet banking, while remaining 36 respondents are using internet banking. Researchers may infer that the vast majority of respondents make use of the internet and

mobile banking options thanks to the data shown in Table 7 and Graph 7. But only few respondents were unaware as they were well versed with offline services (Traditional banking services).

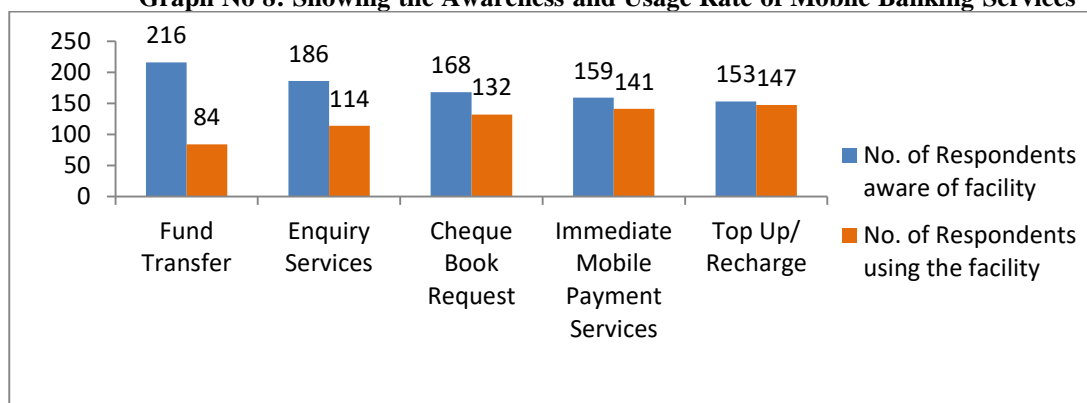
Table No 8: Showing Awareness and Usage Rate of Mobile Banking Services

Mobile Banking Facilities	No of Respondents aware of facility	Percentage	No of Respondent using the facility	Percentage
Fund Transfer	216	72	84	28
Enquiry Services	186	62	114	38
Cheque book request	168	56	132	44
Immediate Mobile payment Services	159	53	141	47
Top up/ Recharge	153	51	147	49
Total	300	100	300	100

Analysis

From the table 8 It can be analyzed that in case of Fund transfer 72 percent of respondents are aware but only 28 percent of respondents use it. In case of Enquiry Services 62 percent of respondents are aware but only 38 percent of respondent use it. In case of cheque book request 56 percent of respondent are aware and only 44 percent of respondents use it. In case of IMPS 53 percent of respondents are aware but only 47 percent of respondents use it. And in case of Top/ Recharge 51 percent of respondents are aware and 49 percent of respondent use it.

Graph No 8: Showing the Awareness and Usage Rate of Mobile Banking Services



Interpretation

From the graph 8 Researcher can interpret that in case of fund transfer 144 respondents are aware but only 56 respondents use it. In case of Enquiry services 125 respondents are aware and 52 respondents use it. In case of cheque book request 112 respondent are aware and but only 54 respondent use it. In case of IMPS 107 respondents are aware but only 66 respondents use it. In case of Top/Recharge 101 respondents are aware and 65 respondent use it.

According to the data shown in the table and graph above, the vast majority of respondents had complete knowledge of all mobile banking services. And most of the services offered under mobile banking facility are used by customers when compared to internet banking facility. This may be due to the fact that all most 90 percent of people have an android set and they carry where ever they go.

Table No 9: Showing Awareness and Usage Rate of Internet Banking Services

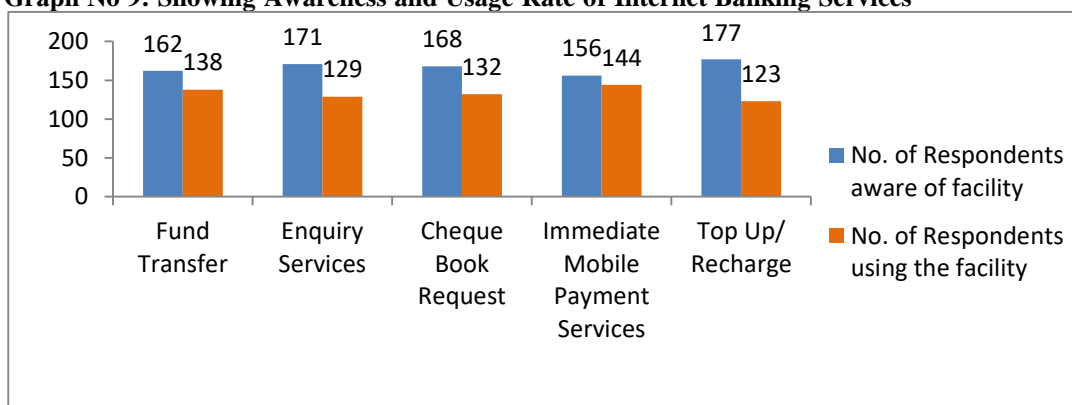
Internet banking facilities	No of respondents aware of the facility	Percentage	No of respondent used the facility	Percentage
Account Statement	162	54	138	46

Inter-Bank Transfer	171	57	129	43
Ordering cheque book	168	56	132	44
Fund Transfer	156	52	144	48
Make bill payment	177	59	123	41
Total	300	100	300	100

Analysis:

From the table 9 Researcher can analyze that in case of Account statement 54 percent of respondent are aware and 46 percent of respondent use it. In case of inter-bank transfer 57 percent of respondent are aware and 43 percent of respondent use it. In case of ordering cheque book 56 percent of respondent are aware of it and only 44 percent of respondent use it. In case of Fund transfer 52 percent of respondents are aware of but only 48 percent of respondents use it. In case of making bill payment 59 percent of respondents are aware but only 41 percent of respondent use it. It is evident that the vast majority of respondents who use online banking are aware of a variety of services but do not make extensive use of them.

Graph No 9: Showing Awareness and Usage Rate of Internet Banking Services



Interpretation:

From the graph 9 Researcher can interpret that respondent are aware of facilities but many customers are not making use of it. In case Account statement 108 respondents are aware but only 73 respondents use it. In case of inter-bank transfer 114 respondents are aware but only 47 respondents use it. In case of ordering cheque book 111 respondents are aware but only 39 respondent use it. In case of Fund Transfer 105 respondents are aware but only 78 of respondents use it. In case of making bill payment 119 respondents are aware but only 58 percent of respondent use it.

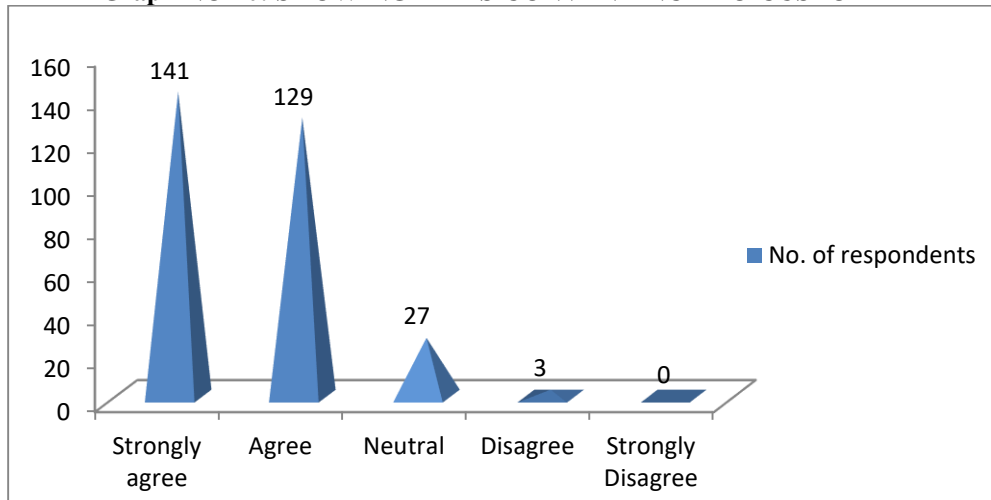
Table No 10: Showing the Atms Convenience to Customer

Particulars	No of respondent	Percentage
Strongly agree	141	47
Agree	129	43
Neutral	27	9
Disagree	3	2
Strongly Disagree	Nil	Nil
Total	300	100

Analysis: From the above table 10 Researcher have analyzed that 47 percent of respondent strongly agree that ATM services leads to convenience to customer. 43 percent of respondent agree that ATM services leads to

convenience to customer. 9 percent of respondents are neutral and remaining 2 percent customers disagree with ATM services leading to convenience to customer.

Graph NO 10: SHOWING ATMS CONVENIENCE TO CUSTOMER



Interpretation

From the graph No 10 Researcher can interpret that 141 respondent strongly agree ATM services leads to convenience for customers. 129 respondents agree that ATM services leads to convenience for customers and 3 respondents disagree and 27 respondents are neutral in their opinion.

The data shown in the table and graph above suggest that most respondents believe that ATM services improve consumer convenience.

Table No 11: Showing the Awareness Level of Tele Banking and Green Banking

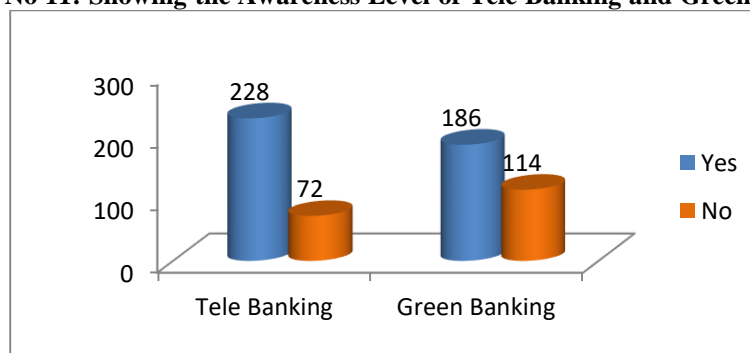
Options	Tele Banking	Percentage	Green Banking	Percentage
Yes	228	76	186	62
No	72	24	114	38
Total	300	100	300	100

Analysis

From the table 11 Researcher can analyze that 76 percent of respondent are aware of Tele banking and 62 percent of respondent are aware of Green banking. While 24 percent of respondent are unaware of Tele banking and 38 percent of respondent are unaware of Green banking

Almost all of those who participated in the survey had heard of telebanking and eco-friendly banking.

Graph No 11: Showing the Awareness Level of Tele Banking and Green Banking



Interpretation:

From the Graph no 11 is interpreting that 228 respondents out of 300 are aware of Tele Banking, while remaining 72 respondents are unaware of Tele Banking
 Further 186 Respondents out of 300 are aware of Green Banking, while remaining 114 Respondents are unaware of Green banking.

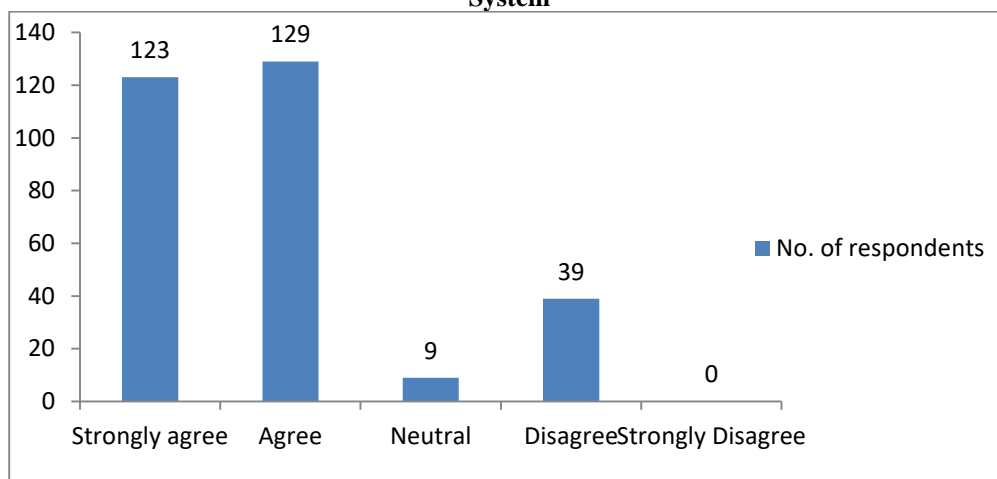
Table No 12: Showing The Comparision Of New Banking System Is Better Than Traditional Banking System

Options	No of Respondents	Percentage
Strongly Agree	123	41
Agree	129	43
Neutral	9	3
Disagree	39	13
Strongly Disagree	0	0
Total	300	100

Analysis

From the table 12 It can be analyzed that 41 and 43 percent of respondent strongly agree and agree that new banking system is better than traditional banking services. While 2 percent were neutral and 13 percent of respondent disagrees with new banking system is better than traditional Banking It is clearly shown that the majority of Respondents agrees with new banking system is better than traditional banking system

Graph No 12: Showing The Comparision Of New Banking System Is Better Than Traditional Banking System



Interpretation

The No. 12 Graph The results suggest that between 123 and 129 of respondents feel that the new banking system is superior to the old one. Only 9 respondents disagree with said issue and 39 respondents are neutral in their opinion.

Table No 13: Showing Whether Bank Employees Have Sufficient Knowledge to Guide about Services of New Innovations in Banking

Options	No of Respondents	Percentage
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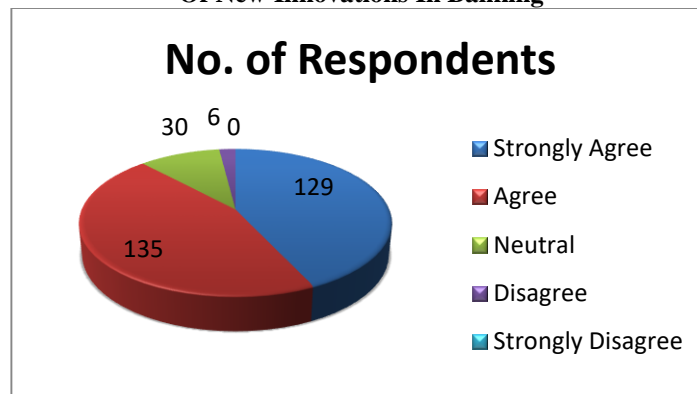
Strongly Agree	129	43
Agree	135	45
Neutral	30	10
Disagree	6	2
Strongly Disagree	0	0
Total	300	100

Analysis

From table 13 It can analyzed that 43 percent of respondent strongly agreed, 45 percent of respondent agreed, 10 percent were neutral, with 2 percent disagreed with the fact the bank employee should have sufficient knowledge to guide about the services of new innovations in banking

It is clearly shown that maximum number of respondents believe that bank employees should have sufficient knowledge to guide about services of new innovations in banking.

Graph N0 13: Showing Whether Bank Employees Have Sufficient Knowledge To GuideAbout Services Of New Innovations In Banking



Interpretation:

From the graph no 13 it can be interpreted that 129 respondents strongly agree and 135 respondent agrees that bank employees should have sufficient knowledge to guide about service of new innovations in banking. However only 6 respondents disagrees with the bankers should have less knowledge about new innovations in banking.\

From the table and graph It can be concluded that the majority of respondents agrees that bank employees should have sufficient knowledge to guide about new innovation services in banking.

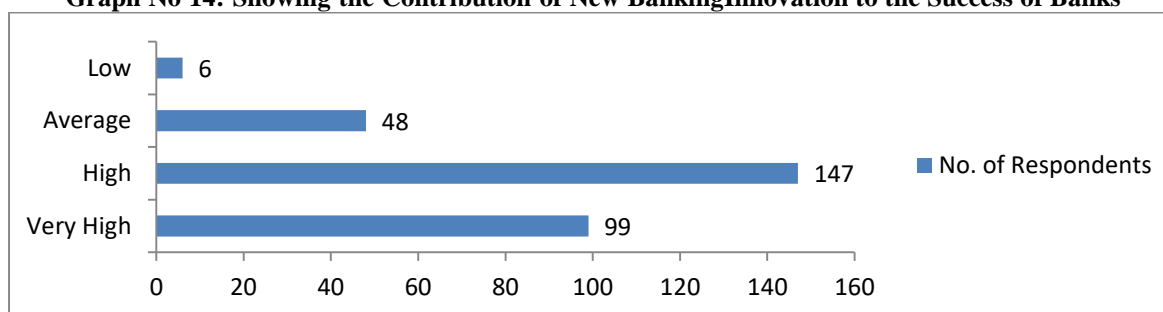
Table No 14: Explicitly Demonstrating How Recent Banking Innovation Has Boosted Established Financial Institutions

Options	No of Respondents	Percentage
Very high	99	33
High	147	49
Average	48	16
Low	6	2
Total	300	100

Analysis

From table no 14 Researcher can analyze that 33 and 49 percent of respondent agrees that contribution of banking innovation to the success of the banks are high. 16 percent of respondent agrees that contribution of banking innovation to the success of the banks are average and only 2 percent of respondents say that contribution of new banking innovation to the success of Banks are low

Graph No 14: Showing the Contribution of New Banking Innovation to the Success of Banks



Interpretation:

From the above graph we can interpret that 99 and 147 respondents clearly agree that contribution of new banking innovations to the success of banks are very high. Of the 300 respondents, 48 think that banks benefit only somewhat from new technological advancements, while 6 find the opposite to be true.

We may infer from the table and the graph that the vast majority of respondents believe banking innovations have made significant contributions to the success of banks.

Findings, Suggestions and Conclusion

Respondents were chosen at random and given a questionnaire to fill out. The data thus obtained was tallied and examined. On the evaluation of the collected data from the respondents, the following findings were collected

Findings:

- ❖ Among 300 respondents of various public and private sector banks that are undertaken for study it is found that majority of 66% are male and only 34% are female.
- ❖ Majority of customers that is 51% of them belongs to the age group of 25-40 years and only 1 % of the customers are above 60 years
- ❖ It is found that 47% of the Respondent have studied master degree and 39% of the respondent have studied degree and 8% of the respondent have studied PUC and 2% percent of responded are illiterate.
- ❖ It is found that among 300 respondents 43% of them are private employee and 20% percent of the respondent are business men and 26% of the respondents are students and rest 5% of respondents are house wife's.
- ❖ Among 300 respondents the majority of respondents that is 45% of them have maintained their accounts from past 1 to 5 years and 34% of them have accounts in banks from past 6 to 10 years and only 9% of people have maintained account in banks for more than 10 years.
- ❖ Most customers are aware of banks' electronic banking services, according to the results.
- ❖ Awareness level in the case of NEFT and RTGS services are very high, but beneficiary of these services are very Low.
- ❖ Awareness Level in the case of NEFT and RTGS services are very high, but the beneficiary of these services are very low.
- ❖ Awareness level in the case of Mobile banking, Internet banking, services are very high, maximum number of customers prefer for either for Fund transfer, enquiry services, Account Statement, and Inter Bank transfer.
- ❖ As many as 47% of those who took the survey strongly believe that the availability of ATMs from different financial institutions makes their lives easier.
- ❖ More than 50% of the respondent agree that they are satisfied with the quality of currency notes available in ATM
- ❖ Awareness level in case of Tele Banking and Green Banking are very high but the beneficiary of these services are very low.
- ❖ Most of the respondent feels that New banking system are better than traditional banking.
- ❖ More than 77% of people feel that E-banking , Internet Banking are cheaper than traditional banking.
- ❖ More than 87% of the respondent feels that bank employees should have sufficient knowledge to guide about the new innovations in banking.
- ❖ Through the study it is found that although people are aware of New Innovations they desist from using online mode of transactions as it is more comfortable for them to visit the bank branch and have face to face interactions with the bankers and perform banking activity
- ❖ The bank's overall customer satisfaction rating is high.
- ❖ The Technology development has drastically improved the banking staff performance

Conclusion

As per the present challenge there is a need for bank to come up with new innovations. Modern methods of doing financial transactions online or over the phone, such as E-banking, Internet banking, mobile banking, and telephone banking. The various public and private sector banks has to encourage the common public to reduce the burden of maintaining paper records where the works can be more digitized which increases the efficiency of the bank and also profitability of the banks.

As the banks may utilise mobile banking, internet banking, e- banking as a tool to attract consumers and encourage them to undertake banking operations such as cash transfer, account statement, cheque book order, utility payments etc. Banks should also keep a check on security software to up to date to avoid hacking of the banks private information by unauthorized persons. From the primary data collected we can conclude that majority of customers are aware of various banking innovations but they are not using it due to safety and security concerns or because of illiteracy. Various banks have to use promotional strategy to encourage the remaining portion of the accounts holders to use banking innovations services which will be a great achievement on the part of the bank and it also will enhance country's banking industry efficiency

Suggestions:

- First and foremost obvious steps that bank should take is to see basic problem of unsatisfied customers which needs to be addressed.
- Financial institutions need to inform their clients of the many advantages of modern banking technology.
- E-banking, Mobile banking, Internet banking, Tele- Banking, Green banking are functioning properly in banks but interestingly same is not popular among the customers. So bank should inform about such services to customers,
- Banks staffs need to be more responsive to the grievance of customer to help in building a positive image about their respective banks.
- Banks should take an initiative to reach customers in effective way by providing training programme to develop skills to use various banking innovations.
- As the competition among the public and private sector banks are increasing they should provide prompt and effective services to customer.
- Promotional activities should be undertaken by banks through various medias so that it can reach the customers effectively
- Though the majority of customers are aware of all innovations in banking but they are not using it because of security issues and banks should take adequate steps, measures to check the security software.

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