

A Comparative Study of E-Banking in Public and Private Sector Banks with Special Reference to (SBI and HDFC)

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Abstract: The paper present the comparative study between the private sector banks and public sector banks in electronic banking in different cities. E –banking is the provision of banking service through electronic channels and the customer can access the data without any time and geographical limitation. This paper identified the how much electronic banking adoption in different Banks in Korba City. Also comparative study of banks in different region to analyze ATM, Net banking, Mobile banking services used by user in that banks.

The Paper is basically concerned with the customer aspect of electronic banking searching for customer satisfaction level and adoptions of banks. This is a comparative study of Public sector banks and Private Sector Indian banks and find out the majority of which kind of transaction in banks in Korba region.

Keywords: Mobile Banking, ATM, Internet banking.

1. INTRODUCTION

Mobile banking is a Technology that allows customers to conduct a number of financial transactions through a mobile device such as a mobile phone or personal digital assistant (pda). Mobile banking services are being offered on various access channels viz. Short Messaging Services (SMS), Interactive Voice Response (IVR), Mobile Application, Wireless Application Protocol (WAP) etc. Mobile Banking, we can check account balance, transfer funds , pay bills, book bus and flight tickets, recharge prepaid mobile or DTH connection and do a lot more effortlessly and securely. Most of the banks provide different types of services like mobile banking, online banking etc.

Internet has helped customers in doing their banking transactions in a cost effective manner, which is convenient and time saving also. The e-banking service is available 24*7 and it also allows customers to access the same from remote areas.

But there is some risk involved in it as well, that is of data security and privacy. This is the biggest challenge for e-banks.

The lead in internet banking in India has been taken up by the new private sector banks and foreign banks and the four banks which offer Internet banking facilities in a significant way are SBI, Bank of Baroda, HDFC Bank and ICICI Bank

2. RESEARCH METHODOLOGY

The data collected for the research was in the form of written as well as verbal information.

1) Primary data- The information about the selected bank is gathered from the discussion with the employees of bank. For data collection, observation and interview method is used. Interview of manager can be conduct to get information.

2) Secondary data- The secondary data was collected from summary reports, e-mails, circulars, books and an annual report of the banks.

3) Data Analysis- Researcher has selected SBI and HDFC in different region as a sample for study. In above study

ATM, Net banking and Mobile banking facility used by the customer in selected private and public bank can be analyzed.

This paper analyzes the Comparative study between the Public Sector Banks and Private Sector Banks.

Name of Public Sector Banks	Name of Private Sector Banks
State Bank of India	ICICI BANK
IDBI Bank	HDFC Bank
SBBJ Bank	AXIS BANK
OBC Bank	INDUSIND BANK

Most Popular Mode to avail E-banking facility:

Banking Facility	Public Sector Banks	Private Sector Banks
ATM	70%	58%
Mobile Banking	12%	18%
PC Banking	8%	16%
TeleBanking	10%	8%

3. CONCLUSION

This paper includes a comparative analysis of difference between public sector banks and private sector banks in Korba region in terms of E-banking. E-Banking is the future of banking, going online for banking has become a trend among the customers and also it helps in improving the relationship between bankers and customers. Customers are inclined towards mobile banking now in particular from PC banking. As the popularity of e-banking is increasing and banks are adopting the latest technology, they are prone towards cyber crimes and greater is the potential for reputational risks also, therefore, there is a need to have sound security controls and strong cyber laws in India.

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