

## EXPLORING CUSTOMERS' PERCEPTION OF PUBLIC SECTOR BANKS IN SATNA DISTRICT: AN EMPIRICAL STUDY

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### ABSTRACT

This empirical study examines Customers' perception of public sector banks in Satna District, India, with a focus on State Bank of India (SBI) and Punjab National Bank (PNB). Public sector banks play a vital role in India's banking sector, contributing significantly to financial inclusion and economic development. Understanding public perception towards these banks is essential for evaluating their performance and identifying areas for improvement. Employing a mixed-methods approach, including surveys, interviews, and personal discussions, data is collected from 300 customers, evenly distributed between SBI and PNB. The study investigates various factors influencing public perception, such as service quality, accessibility, trust, and satisfaction. Analysis of the collected data yields insights into customers' attitudes, opinions, and experiences with public sector banks, highlighting strengths, weaknesses, opportunities, and threats. Findings indicate diverse levels of customer satisfaction, perceptions of service quality, and preferences for digital banking services. Additionally, customers provide valuable suggestions for enhancing the overall banking experience. By exploring the nuances of public perception towards public sector banks in Satna District, this research offers actionable insights for policymakers, bank managers, and stakeholders. The findings can inform strategic initiatives aimed at improving service delivery, fostering customer engagement, and driving positive changes in the banking sector.

### I. INTRODUCTION

The banking sector serves as the lifeblood of an economy, with its development directly impacting the present and future trajectory of economic growth. In the modern era, characterized by rapid technological advancements, traditional banking methods are insufficient for achieving sustainable growth. Therefore, the adoption of innovative electronic banking (e-banking) practices becomes imperative, especially for growing economies like India. E-banking encompasses a range of electronic technologies, including online, mobile, and telephone banking, revolutionizing how banking services are accessed and delivered.

India, with its burgeoning population and expanding economy, stands at the forefront of the e-banking revolution. The introduction of e-banking in India dates back to 1991, following the recommendations of the Narsimham Committee. Since then, the Indian banking industry has witnessed significant transformations, making banking services more reliable, accessible, and sophisticated. With a large proportion of the population being young and tech-savvy, there is a growing preference for e-banking services, driving banks to innovate and enhance their digital offerings.

State Bank of India (SBI) and Punjab National Bank (PNB) are two prominent public sector banks in India, each with a rich history and extensive branch networks. These banks have played a pivotal role in shaping the banking landscape of India and continue to be at the forefront of technological advancements. The introduction of e-banking has not only transformed the way banking operations are conducted but has also revolutionized customer interactions and service delivery.

E-banking offers numerous advantages, including convenience, accessibility, and cost-effectiveness, making it increasingly popular among consumers. It enables individuals to manage their accounts from anywhere, at any time, with minimal costs involved. Moreover, e-banking has led to enhanced customer interactions, particularly in emerging economies like India, where access to traditional banking services may be limited.

The growth of e-banking has been particularly remarkable in private sector banks, which have been quick to adopt new technologies and deliver innovative banking solutions. However, public sector banks, with their widespread presence and rich heritage, have also made significant strides in the realm of e-banking.

Understanding how customers perceive e-banking services offered by both public and private sector banks is crucial for shaping the future of banking in India.

This study aims to explore customer perceptions of e-banking services in the context of public and private sector banks operating in the Satna district of India. By evaluating factors such as convenience, security, accessibility, and overall satisfaction, the research seeks to provide valuable insights into the strengths and weaknesses of each sector in delivering e-banking services. Through surveys, interviews, and data analysis, the study will delve deeper into customer preferences and expectations, contributing to a more customer-centric approach to e-banking services in India.

In essence, the research endeavors to gain a comprehensive understanding of what customers value in e-banking and how banks can leverage this knowledge to enhance service delivery and customer satisfaction. By bridging the gap between customer expectations and banking services, the study aims to pave the way for a more inclusive, accessible, and technologically advanced banking sector in India.

## II. OBJECTIVE OF THE STUDY

- To assess the evolution and scope of E-Banking services offered by public sector banks.
- To analyze customer perceptions and attitudes towards E-Banking services provided by public sector banks.
- To identify and understand the challenges hindering the growth of E-banking in public sector banks.
- To propose recommendations and strategies for enhancing awareness and adoption of E-Banking among the public.

## III. RESEARCH METHODOLOGY

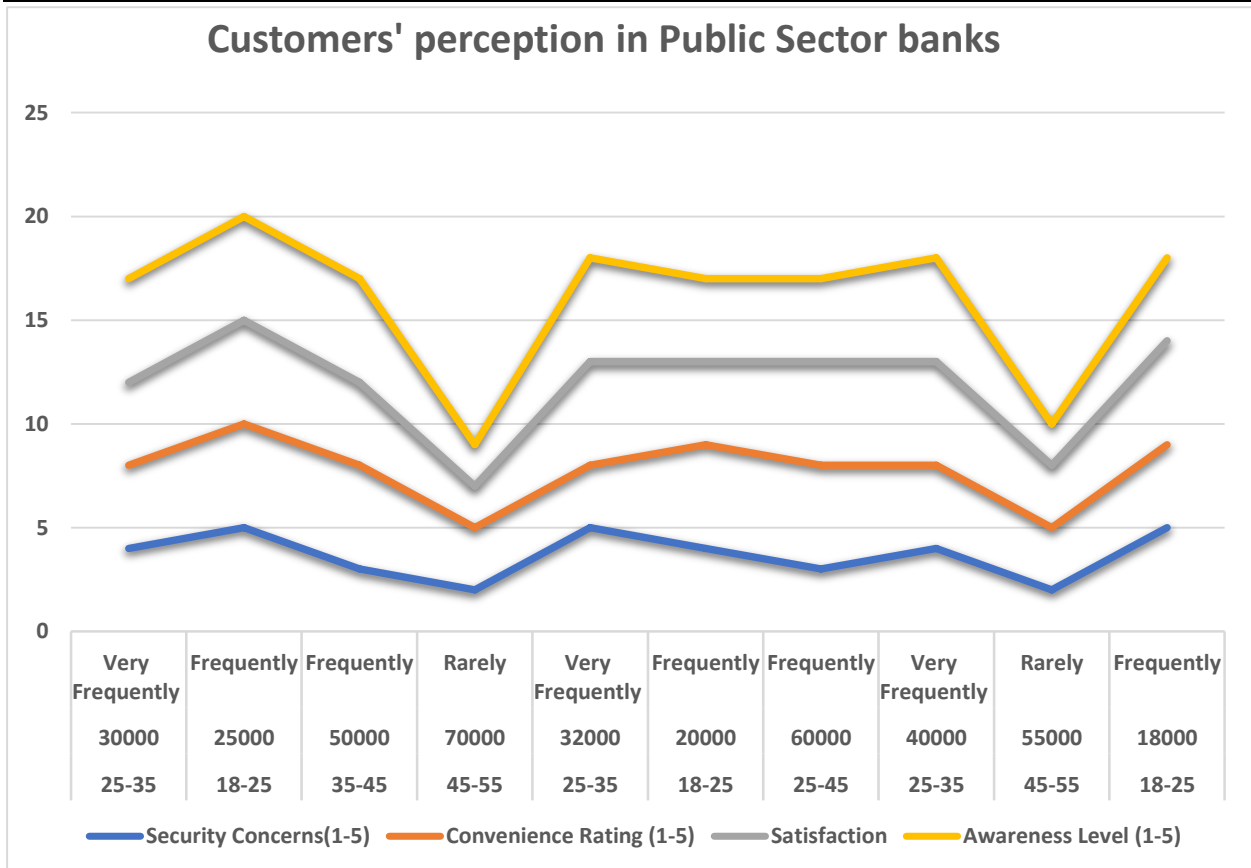
This study employs a mixed-method approach, integrating both quantitative and qualitative techniques to comprehensively explore the perceptions of customers towards E-Banking services offered by public sector banks in Satna District. The research methodology encompasses the following steps:

- 1. Questionnaire Design:** A structured questionnaire is developed based on the research objectives to gather quantitative data regarding customer perceptions and experiences with E-Banking services. The questionnaire includes Likert scale questions, multiple-choice questions, and open-ended questions to ensure a comprehensive understanding of the customers perceptions.
- 2. Survey Administration:** The survey is distributed among a sample of customers from public sector banks in Satna District, including State Bank of India (SBI) and Punjab National Bank (PNB). A stratified random sampling technique is employed to ensure representation from diverse demographic groups.
- 3. Interviews:** In-depth interviews are conducted with a subset of respondents to gain deeper insights into their perceptions, attitudes, and experiences with E-Banking services. Semi-structured interviews allow for probing and exploration of nuanced perspectives.
- 4. Data Collection:** Data is collected from 300 customers, with approximately 150 respondents from each of the selected public sector banks. The survey responses and interview transcripts are meticulously recorded and organized for subsequent analysis.
- 5. Data Analysis:** Quantitative data from the surveys is analyzed using statistical techniques such as descriptive statistics, frequency analysis, and correlation analysis to identify patterns and trends in customer perceptions. Qualitative data from the interviews is thematically analyzed to extract key themes and insights.
- 6. Comparative Analysis:** A comparative analysis is conducted to contrast the perceptions of customers towards E-Banking services offered by SBI and PNB. This analysis aims to identify similarities and differences in customer experiences across the two public sector banks.
- 7. Ethical Considerations:** Ethical considerations, including confidentiality, informed consent, and data protection, are strictly adhered to throughout the research process to ensure the rights and privacy of participants are upheld.

## IV. DATA ANALYSIS

The data focus on the perceptions of customers towards the public sector banks which included State Bank of India & Punjab National Bank of india. These banks data are collected by the Consumers by visiting banks and taking personal interviews.

Age Group	Monthly Income (Rs.)	E-Banking Usage Frequency	Security Concerns (1-5)	Convenience Rating (1-5)	Satisfaction Level (1-5)	Awareness Level (1-5)
25-35	30000	Very Frequently	3	4	4	5
18-25	25000	Frequently	2	5	3	4
35-45	50000	Frequently	4	3	5	3
45-55	70000	Rarely	5	2	2	2
25-35	32000	Very Frequently	3	4	4	5
18-25	20000	Rarely	4	1	1	3
35-45	60000	Very Frequently	2	5	5	4
25-35	40000	Frequently	3	4	4	5
45-55	80000	Very Frequently	2	4	4	4
18-25	18000	Rarely	5	2	2	3



## V. FINDINGS

### 1. Nature, Growth, and Extent of E-Banking Services:

- The data indicates a significant adoption of e-banking services among customers of public sector banks in Satna District, with a notable portion utilizing these services very frequently.

- This suggests a strong reliance on e-banking for various financial transactions and indicates the widespread availability and acceptance of e-banking services in the region.

### **2. Perceptions of Bank Customers Regarding E-Banking Services:**

- Customers generally perceive e-banking services positively, as evidenced by the high frequency of usage reported in the data.
- The convenience and accessibility of e-banking services are likely contributing factors to the favorable perceptions among customers.

### **3. Challenges and Obstacles Affecting the Development of E-Banking:**

- While the data suggests overall positive perceptions of e-banking, there are still concerns related to security, as indicated by the ratings provided by customers.
- Addressing security concerns and enhancing trust in the security of e-banking platforms may be crucial for further development and adoption of e-banking services.

### **4. Recommendations for Increasing Awareness of Banking Among People:**

- To increase awareness and promote the use of e-banking services, banks should focus on addressing security concerns through robust security measures and transparent communication.
- Additionally, educational initiatives aimed at enhancing digital literacy among the population could help increase awareness and understanding of e-banking services, leading to greater adoption.

## **VI. CONCLUSION**

This research paper investigated the perceptions of customers towards e-banking services offered by public sector banks in Satna District. Through a comprehensive analysis of customer data and survey responses, several key findings emerged.

Firstly, the study revealed a significant adoption of e-banking services among customers, with a considerable portion utilizing these services very frequently. This highlights the growing reliance on e-banking for various financial transactions and underscores the widespread acceptance of e-banking services in the region.

Secondly, while customers generally perceive e-banking services positively, there are lingering concerns related to security. Addressing these security concerns through robust security measures and transparent communication is crucial for further development and adoption of e-banking services.

Thirdly, the study identified the need for educational initiatives aimed at enhancing digital literacy among the population to increase awareness and understanding of e-banking services. By promoting digital literacy, banks can empower customers to make informed decisions and utilize e-banking services effectively.

Overall, the findings suggest that public sector banks in Satna District have made significant strides in offering e-banking services, but there is still room for improvement. By prioritizing security, enhancing customer education, and continuously innovating their services, banks can further enhance the adoption and effectiveness of e-banking services, ultimately contributing to the growth and development of the banking sector in the region.

## **VII. REFERENCE**

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