



A Study on Customer Awareness and Satisfaction Towards E-Banking Services of Axis Bank

Ambati Lakshmi Harika¹, Dr. S. Narender²

¹II MBA, Malla Reddy Engineering College (Autonomous), Hyd, India

²Professor, Department of MBA , Malla Reddy Engineering college(Autonomous), Hyderabad, India

Abstract – Technological developments and the increasing use of digital financial services have significantly changed the banking industry. Through electronic channels including internet banking, mobile banking, ATMs, and telebanking, consumers can conduct a variety of banking operations without physically visiting bank offices thanks to e-banking. The current study intends to examine consumer awareness of and satisfaction with Axis Bank's online banking services in Hyderabad. The study's primary data came from 50 Axis Bank clients who answered a structured questionnaire. Data analysis was done using statistical tools such tables, charts, and percentages. The results show that most consumers are aware of online banking services and favor mobile banking because of its accessibility and ease of use. The majority of customers believe that Axis Bank's online banking services are secure, safe, and easy to use. Although there is still room for raising awareness and improving service quality, the survey concluded that e-banking services have greatly increased user convenience and happiness.

Keywords – Banking, Axis Bank, Mobile Banking, Customer Satisfaction, Digital Banking, Customer Awareness.

I. INTRODUCTION

The rapid development of information technology has transformed the traditional banking system into a digital banking environment. Electronic Banking, commonly known as E-Banking, refers to the delivery of banking services through electronic channels such as internet banking, mobile banking, Automated Teller Machines (ATMs), tele-banking, and other digital platforms.

E-Banking provides customers with the flexibility to access banking services anytime and anywhere. It allows customers to perform various financial transactions such as fund transfers, bill payments, account inquiries, balance checks, and online purchases without physically visiting bank branches.

Axis Bank, one of India's leading private sector banks, has adopted advanced digital banking technologies to enhance customer convenience and service efficiency. The bank offers a wide range of E-Banking services through its internet banking portal, mobile banking applications, ATM network, and digital payment solutions.

The growing acceptance of digital banking services has increased the need to evaluate customer awareness, usage patterns, and satisfaction levels. Therefore, this study focuses on analyzing customer awareness and satisfaction regarding E-Banking services offered by Axis Bank in Hyderabad.

Importance Of E-Banking Services

E-Banking has become an essential part of the modern banking system due to rapid technological advancements and increased internet usage. It enables customers to access banking services anytime and anywhere without visiting bank branches, thereby saving time and effort.

The importance of E-Banking lies in its ability to provide convenience, speed, and efficiency in financial transactions. Customers can perform activities such as fund transfers, balance inquiries, bill payments, online shopping payments, and account management through digital platforms.

E-Banking also enhances customer satisfaction by offering 24/7 banking services and reducing waiting time at bank branches. It improves operational efficiency for banks by minimizing paperwork and lowering transaction costs.

For banks, E-Banking helps in expanding customer reach, improving service quality, and strengthening customer relationships. Advanced security features such as OTP verification, encryption, and two-factor authentication increase customer confidence in digital transactions.

In the present digital era, E-Banking plays a significant role in promoting financial inclusion by providing banking services to people in remote and rural areas. Therefore, E-Banking has emerged as a vital tool for improving banking accessibility, customer convenience, and overall economic development.

II. REVIEW OF LITERATURE

1. Davis (1989)

The Technology Acceptance Model (TAM) explains that perceived usefulness and perceived ease of use are the primary factors influencing technology adoption. Customers are more likely to adopt E-Banking services when they find them useful and easy to operate.

2. Venkatesh et al. (2003)

The Unified Theory of Acceptance and Use of Technology (UTAUT) states that performance expectancy, effort expectancy, social influence, and facilitating conditions significantly affect the adoption of digital technologies including E-Banking.



ISSN:3048-7722

3. Pikkarainen et al. (2004)

The study found that customer awareness and knowledge about online banking services positively influence the adoption of internet banking.

4. Eriksson et al. (2005)

The research concluded that convenience, accessibility, and perceived benefits are major factors encouraging customers to use E-Banking services.

5. Yousafzai and Yani-de-Soriano (2012)

The study emphasized that customer trust and security perceptions are crucial factors affecting the acceptance and usage of online banking services.

Need And Importance Of The Study

The increasing use of digital technologies in banking has made E-Banking an essential component of modern financial services. Understanding customer awareness and satisfaction towards E-Banking services is important for banks to improve service quality and customer retention. Axis Bank has invested significantly in digital banking infrastructure. Therefore, it is necessary to evaluate customer perceptions regarding the effectiveness, convenience, and security of its E-Banking services. The findings of the study can help the bank improve customer experience and strengthen its digital banking offerings.

Scope Of The Study

The scope of this study is to examine the awareness, usage, and satisfaction levels of customers regarding E-Banking services offered by Axis Bank. The study focuses on understanding customer perceptions towards various E-Banking facilities such as mobile banking, internet banking, ATM services, tele-banking, and plastic money services.

The research is limited to Axis Bank customers in Hyderabad and is based on primary data collected from 50 respondents through a structured questionnaire. The study evaluates customer awareness, preferred modes of E-Banking, security perceptions, convenience factors, and overall satisfaction levels.

Furthermore, the study helps identify the strengths and weaknesses of Axis Bank's E-Banking services and provides suggestions for improving customer experience. The findings of the study can assist the bank in enhancing its digital banking services and increasing customer adoption of E-Banking facilities.

The study is confined to the selected respondents and the specified geographical area; therefore, the findings may not represent the opinions of all Axis Bank customers across India.

Objectives Of The Study

- To study customer awareness regarding E-Banking services offered by Axis Bank.
- To identify the most preferred mode of E-Banking among customers.

- To analyze customer satisfaction towards various E-Banking services.
- To examine customer perceptions regarding the safety and security of E-Banking services.
- To provide suggestions for improving E-Banking services of Axis Bank.

III. RESEARCH METHODOLOGY**Research Design**

The study adopts a descriptive research design to analyze customer awareness and satisfaction regarding E-Banking services provided by Axis Bank.

Data Collection

The study is based on primary data collected through a structured questionnaire from Axis Bank customers in Hyderabad.

Sample Size

A total of 50 respondents were selected for the study.

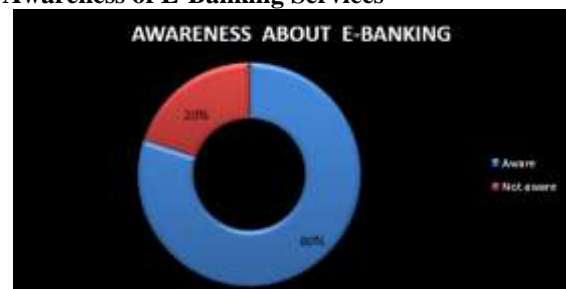
Tools of Analysis

- Percentage Analysis
- Tables
- Graphical Representation
- Comparative Analysis

Limitations Of The Study

Every research study has certain limitations that may affect the scope and generalization of the findings. The present study is subject to the following limitations:

- The study is limited to Axis Bank customers in Hyderabad only.
- The sample size consists of only 50 respondents, which may not fully represent the views of all Axis Bank customers.
- The study is based on primary data collected through a questionnaire, and responses may be influenced by personal opinions and perceptions.
- Time constraints restricted the collection of data from a larger population.
- The findings are based on the awareness and satisfaction levels of customers during the period of study and may vary over time.
- The accuracy of the study depends on the honesty and understanding of the respondents while answering the questionnaire.

Data Analysis and Interpretation**1. Awareness of E-Banking Services**



	No. of respondents	Percentage
Aware	40	80
Not aware	10	20
Total	50	100

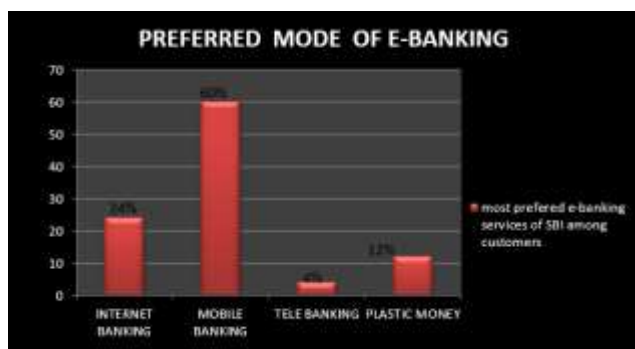
Source: Primary Data

Interpretation:

The findings reveal that 80% of respondents are aware of Axis Bank's E-Banking services, whereas only 20% are unaware. This indicates a strong level of awareness among customers regarding the digital banking facilities provided by the bank.

2. Preferred Mode of E-Banking

	No. of respondents	Percentage
Internet banking	12	24
Mobile banking	30	60
Tele banking	2	4
Plastic money	6	12
Total	50	100



Source: Primary Data

Interpretation:

Mobile banking is preferred by 60% of respondents, making it the most popular mode of E-Banking. Internet banking accounts for 24%, followed by plastic money (12%) and tele-banking (4%). This highlights the increasing dependence on mobile-based banking due to its convenience and accessibility.

3: Security Perception of E-Banking Services

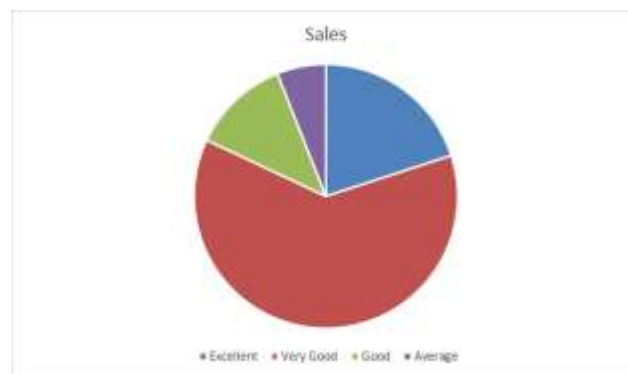
Opinion	Percentage
Strongly Agree	16%
Agree	70%
Neutral	8%
Disagree	6%

Interpretation:

The table shows that a majority of respondents believe that Axis Bank's E-Banking services are safe and secure. About 86% of the respondents either agreed or strongly agreed regarding the security of digital banking services, indicating a high level of customer trust.

4: Overall Rating of E-Banking Services

Rating	Percentage
Excellent	20%
Very Good	62%
Good	12%
Average	6%



Interpretation:

The table indicates that most respondents have a positive opinion regarding Axis Bank's E-Banking services. About 62% rated the services as "Very Good" and 20% rated them as "Excellent," reflecting a high level of customer satisfaction with the bank's digital banking facilities.

Summary Of Findings

- The study found that the majority of respondents belong to the age group below 30 years, indicating a higher adoption of E-Banking services among young customers.
- Most of the respondents are aware of the E-Banking services offered by Axis Bank, reflecting the increasing popularity of digital banking.
- A large number of customers consider E-Banking services to be safe and secure for conducting financial transactions.
- Mobile banking emerged as the most preferred mode of E-Banking due to its convenience, accessibility, and ease of use.
- The majority of respondents use E-Banking services for balance enquiry, fund transfers, account statements, and other banking transactions.
- Most respondents are satisfied with the promptness, accessibility, and efficiency of Axis Bank's E-Banking facilities.

Suggestions

- Axis Bank should conduct awareness programs and promotional campaigns to educate customers about various E-Banking services and their benefits.



ISSN:3048-7722

- The bank should provide regular guidance and training to customers regarding the safe and effective use of digital banking platforms.
- Security features should be continuously upgraded to enhance customer trust and protect against cyber threats and online fraud.
- User interfaces of mobile banking and internet banking applications should be made more simple and user-friendly to improve customer experience.
- The bank should strengthen its customer support services to provide quick assistance and resolve customer issues efficiently.

Books

6. Kothari, C. R., *Research Methodology: Methods and Techniques*, New Age International Publishers.
7. Gordon, E., & Natarajan, K., *Banking Theory, Law and Practice*, Himalaya Publishing House.
8. Gupta, S. P., *Statistical Methods*, Sultan Chand & Sons.
9. Indian Institute of Banking and Finance (IIBF), *Principles and Practices of Banking*, Macmillan Publishers.

IV. CONCLUSION

The study concludes that E-Banking services have become an integral part of modern banking and have significantly enhanced the convenience and efficiency of banking transactions. Axis Bank has successfully adopted digital banking technologies and provides a wide range of E-Banking services such as mobile banking, internet banking, ATM services, and tele-banking to meet the evolving needs of its customers.

The findings of the study reveal that a majority of customers are aware of E-Banking services and actively utilize them for various banking transactions. Mobile banking emerged as the most preferred channel due to its ease of access and convenience. Customers generally perceive Axis Bank's E-Banking services as safe, secure, and reliable. The overall satisfaction level of customers towards the bank's digital banking services was found to be positive.

The study highlights that E-Banking services play a vital role in improving customer satisfaction and promoting digital banking adoption. Therefore, continuous innovation and customer-centric service delivery are essential for the sustained growth and success of Axis Bank's E-Banking services.

REFERENCES

Journals & Research Papers

1. Davis, F. D. (1989), "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology", *MIS Quarterly*, Vol. 13, No. 3.
2. Pikkariainen, T., Pikkariainen, K., Karjaluoto, H., & Pahnla, S. (2004), "Consumer Acceptance of Online Banking: An Extension of the Technology Acceptance Model", *Internet Research*, Vol. 14, No. 3.
3. Eriksson, K., Kerem, K., & Nilsson, D. (2005), "Customer Acceptance of Internet Banking in Estonia", *International Journal of Bank Marketing*.
4. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003), "User Acceptance of Information Technology: Toward a Unified View", *MIS Quarterly*.
5. Yousafzai, S. Y., & Yani-de-Soriano, M. (2012), "Understanding Customer-Specific Factors Underlying Internet Banking Adoption", *International Journal of Bank Marketing*.