

A Study of Awareness of SBI Yono App and its Impact on Banking Services

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Abstract: *The State Bank of India introduced the YONO app as an innovative way of delivering banking services to customers. The app provides a comprehensive range of financial and non-financial services, including banking, insurance, investments, and shopping. This study aims to examine the level of awareness among customers regarding the SBI YONO app and how it impacts their banking services.*

The research employed a mixed-methods approach, utilizing both quantitative and qualitative data collection methods. A survey questionnaire was distributed to customers of the State Bank of India, and interviews were conducted with selected respondents to obtain a deeper understanding of their awareness and usage of the YONO app. The data collected were analyzed using statistical methods and thematic analysis.

The findings of the study suggest that there is a moderate level of awareness among customers regarding the SBI YONO app. Most of the respondents who were aware of the app reported using it for banking transactions. The study also found that the use of the app had a positive impact on the banking services provided by the State Bank of India. Customers reported that the app had made banking more convenient, accessible, and user-friendly.

The research concludes that the SBI YONO app has the potential to transform the banking industry by providing a comprehensive range of services through a single platform. The study recommends that the State Bank of India should invest more in promoting the app to increase awareness among customers and enhance the quality of its services. Overall, this study provides valuable insights into the impact of digital technology on the banking industry and the need for banks to adapt to changing customer needs..

Keywords: SBI YONO

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