WORK PLAN AND METHODOLOGY:

The current study is a descriptive research.

a. **Description of area of study** – The study is proposed to be confined to Mumbai.

b. **Selection of Banks** – The researcher proposes to confine the study to select customers of 2 Public Sector Banks viz. Bank of India and Indian Overseas Bank.

c. **Sampling** –
   i. **Sampling Unit** – The researcher proposes to select respondents from various strata of the society at random.
   
   ii. **Sample size** – The proposed sample size for the study will be 200, among the active customers availing e-banking services.

   iii. **Sampling method** – Randomly 200 respondents from the Bank Customers.

d. **Data collection instruments** -
   Structured close-ended Questionnaire using multiple choices, 5 point Likert Rating scale for collecting opinion of Bank customers.

e. **Analytical tools employed** -
   Data collected through the questionnaires is required to be analyzed, while ensuring that inconsistencies / aberrations are edited / eliminated for obtaining meaningful results. Besides, coding, categorizing/classification and final analysis of data would be done through appropriate quantitative/qualitative tools for analysis and validation of hypothesis.

f. **Duration of the study** – The duration of the study is between 2 -3 years.

g. **Data Source** –
   **Primary Data** – The views and opinions that are to be collected through a questionnaire from the select customer respondents will form the primary data.
Secondary Data –


**Reports** - Trend and Progress in Banking (RBI), Banking Statistics (IBA), Lead Bank Report, economic surveys, Annual Reports of select Banks, other published Reports

**Business dailies** – Economic Times, Business Standard, Business Line, etc