

A Study of Digital Banking and its Effect on Client Contentment and Availability of Banking in the Pune Region

Komal Parasram Bansode

Prof. Neelam Patil

Department of Master of Business Administration

Zeal Institute of Management and Computer Application (ZIMCA) Pune

komalbansode070@gmail.com

Abstract— *The fast growth of financial technology has changed traditional banking into a digital system. Digital banking, internet banking, UPI, and Online platforms have revolutionised how customers interact with banks. This study looks into how digital banking influences customer happiness and also has accessibility to financial services in Pune.*

This research employs a quantitative approach, gathering data from approximately 100 persons through structured questionnaires. It also uses information from reports, journals, and online sources. The study looks at customer awareness, usage habits, satisfaction & other issues experienced while using digital banking.

The findings are probably going to demonstrate that digital banking improves convenience, lowers transaction costs, and increases financial inclusion. However, cybersecurity threats, technical failures, and a deficiency of digital proficiency continue to erode customer trust. The paper ends with suggestions for improving service quality, upgrading security measures, and raising awareness in order to assist the long-term growth of digital banking.

I INTRODUCTION

The banking industry is very crucial for the growth of a country's economy because it helps with financial activities, collects savings, and supports investments. In the past, people had to go to bank branches to get services, which often took a great deal of time and involved an abundance of paperwork. But now, with the rise of financial technology, or FinTech, the banking sector has started to change a lot towards using digital tools.

Digital banking means offering banking services through

Digital tools, such as mobile apps, online banking websites, ATMs, and online payment systems.

This allows customers to do many banking tasks, such as moving money, paying bills, depositing funds, paying back loans, and making investments, all without going to a physical bank. This change has made banking faster, cheaper to operate, and more convenient for customers.

In India, efforts like the Digital India campaign and the popular use of UPI (Unified Payments Interface) have helped digital banking grow quickly.

The growing number of cellphones, as well as improved internet connectivity, have all contributed significantly to this transition. Consequently, banks are focusing more on digital services to improve consumer engagement and assistance.

The Pune area is well-known for its strong education, IT, and business scene, and it has seen a big increase in digital financial activities.

However, people's Application of Digital Banking Services varies according to their age, job, education level, and income.

Customer happiness is essential to the accomplishment of digital banking.

Clients that are happy with the bank's services are more likely to use it again, remain loyal, and contribute to the bank's profitability. However, there are several challenges, including such as security threats, technical issues, and a shortage of understanding, that might degrade the user experience.

This research looks at how digital banking impacts consumer happiness and improves access to financial services in the Pune region.

The study's objectives

1. To investigate customer Opinions of Digital Banking in Pune.
2. To investigate Using digital banking in Pune.
3. to determine how pleased customers are with online banking services.
4. to determine the issues clients encounter when utilising online banking.
5. to evaluate how digital banking will enhance Pune's access to financial services.

Study Limitation Related to Impact the Internal Validity of Study

There are various limits on this study. Since the sample size is tiny, it might not accurately reflect the total number of people that use digital banking. Because only readily available respondents were included, convenience sampling raises the likelihood of bias.

The answers gathered are based on individual viewpoints and ideas. This may vary from person to person and may not always be entirely true or impartial. Response bias is another possibility. It's possible that some people have given thoughtful or truthful answers to every question.

In addition, due to time constraints, the study could not include a very large sample or conduct deeper and more detailed analysis. These restrictions can have an effect on the study's overall conclusions.

II. REVIEW OF LITERATURE:

Prior research suggests that digital banking is becoming more important in today's financial world.

Research on digital payment systems reveals that new technology has dramatically increased the number of online transactions.

Experts say that how easy a service is to use and how useful people find it are the key reasons why people begin utilising it.

Service quality-focused models highlight that things like how dependable a service is, how quickly it responds, and how secure it is are big factors in making customers

happy with online services.

Additional studies demonstrate that how well a system works and how well it protects personal information also play a big role in making users trust it.

Studies in India show that after new policies and tech improvements, Digital banking became more popular. While convenience and easy access are seen as major benefits, worries about fraud and system problems are still big challenges.

In general, the research is a substantial relationship between using digital banking, being happy with the service, and increasing financial inclusion, However, it does highlight places that still require improvement.

III. RESEARCH METHODOLOGY:

3.1 The design of research

This study investigates customer behaviour utilising a descriptive research design, and satisfaction levels related to digital banking.

3.2 Research Approach

A quantitative approach is used, concentrating on numerical information gathered using standardised questionnaires.

3.3 Sampling Plan

1. Sampling Method: Convenience sampling
2. Sample Size: 100 respondents
3. Sampling Unit: Individual bank customers using digital banking
4. Study Area: Pune region

3.4 Data Collection

Primary data (collected via structured questions covering) :

1. Awareness
2. Usage frequency
3. Satisfaction level
4. Issues faced

Secondary Data:

1. Research journals
2. Banking reports
3. Government publications

3.5 Questionnaire Design

The questionnaire consists of close-ended questions divided into sections:

1. Demographics
2. Awareness
3. Usage
4. Satisfaction
5. Challenges

3.6 Statistics Techniques

1. Percentage Calculation
2. Graphical representation
3. Chi-square test
4. Correlation analysis

IV. DATA ANALYSIS & INTERPRETATION

Analysis 1: Are you Aware of Digital Banking?

Response	Frequency	Percentage
Yes	99	99%
No	1	1%
Total	100	100%

Interpretation –

99% Among those surveyed are familiar with digital banking.. Only 1% are not aware. This shows an extremely high awareness level. Digital banking is well-known among people. Almost everyone knows about it. So, awareness isn't a problem.

#Analysis 2: Do you think digital banking is easy to understand ?

Response	Frequency	Percentage
Yes	80	80%
No	0	0%
Sometimes	20	20%
Total	100	100%

Interpretation –

Many respondents said digital banking is easy to understand. 20% said “sometimes”. Very few said “no”. This shows people are comfortable using digital banking. But some still face small difficulties. Overall, digital banking is user-friendly.

#Analysis 3: Role of technology in supply chain management ?

Response	Frequency	Percentage
Daily	50	50%
Weekly	25	25%
Monthly	19	19%
Rarely	6	6%
Total	100	100%

Interpretation –

Half of those surveyed regularly use online banking.. 25% use it on a weekly basis. 19% use it monthly. Only 6% use it rarely. This indicates that the majority of people use digital banking regularly. So, many people now utilize digital banking on a regular basis.

#Analysis 4: Which do you mainly use digital banking for?

Response	Frequency	Percentage
Money transfer	28	28%
Online shopping	39	39%
Bill Payments	26	26%
Balance check	7	7%
Total	100	100%

Interpretation –

Many respondents (39%) use digital banking primarily to shop online. This indicates a preference for digital payments when purchasing things online. 28% of individuals use it for money transfers, indicating that it is effective for moving money rapidly. 26% make use of online banking to pay bills such as power and mobile recharges. Only 7% use it for balance checking, Keeping it the least popular purpose. Overall, This exemplifies that digital banking is mostly utilized for payments and transactions in everyday life.

Analysis 5: Have you ever encountered issues when using digital banking?

Response	Frequency	Percentage
Yes	96	96%
No	4	4%
Total	106	100%

Interpretation –

Many respondents had issues while utilising digital banking. 96% of respondents replied "yes," which is a very high percentage. Just 4% of those surveyed replied "No." This suggests that a lot of users have certain problems. These issues could include payment failures, network problems, or technological mistakes. Despite using digital banking, users still encounter challenges. Therefore, it is essential to improve the system and address these concerns.

V. CONCLUSION

Because digital banking offers easily accessible, effective, and convenient services, it has completely changed the financial environment. The study demonstrates how digital banking improves consumer happiness and increases access to financial services in the Pune region.

To boost user confidence, however, issues like cybersecurity threats and technical problems must be resolved. Banks should concentrate on strengthening security protocols, boosting system dependability, and raising consumer digital awareness.

Future research can provide a more in-depth understanding of digital banking uptake and broaden the scope by incorporating rural areas and greater sample sizes.

REFERENCE

➤ Research Papers:

1. Tater & John (2025) – Impact of Digital Banking's effects on consumers Experience and Satisfaction – This research assesses how digital banking features such as omnichannel and smart banking affect consumer satisfaction in India.

2. Kamboj & Singh (2018) – Client contentment with online banking in India – This report investigates how demographics influence client happiness with India's banking services.

3. Pranavi et al. (2025) – Adoption of digital payments effects on client satisfaction – This study looks how the simplicity of use, security, and digital payment dependability affects client satisfaction.

4. Hemalatha & Devaraja (2023) – Research on client satisfaction with the quality of Digital Banking Service Quality – Using survey data and statistical analysis, the study examines the quality and happiness with digital banking services.

➤ Websites

1. Reserve Bank of India (RBI): Digital Payments Reports –RBI provides official data, growth trends, and analysis on digital banking and digital payments in India.

<https://rbi.org.in>

2. Current research in an international journal on customer satisfaction with digital banking services: Offers insights into growth, challenges, and benefits regarding online banking with secondary data.

<https://journalcra.com/article/customer-satisfaction-towards-digital-banking-services-indian-banks>