

A Study on Adoption Behaviour of Consumers in Banking Dizitalization (A Comparative Study of Selected Private and Public Sector Banks of Ghaziabad District)

Submitted by

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INTRODUCTION:

In the growth of economic development, the function of banking sector has always been commendable. It is the potency and input of the banking system can have far-reaching implications on the development of the whole economy¹. The link between the financial sector and economic growth has been the subject of a large literature. Many researchers have studied that there is strong empirical evidence today of that robust financial markets support economic growth. This is particularly relevant at the present time also when there is a lot of stress in the financial markets globally and consequently a slowdown in the momentum of economic growth². Keeping in view the essence of the banking system, policies are designed for proper regulation of banks. In India, after the nationalization of banks in 1969, the geographical presence of the banking system increased considerably but the profitability and economic viability of various branches were negatively impacted due to increased cost of maintenance and lending to masses at reasonable cost considering the social objective of banking sector in the growth of economy³. Despite utmost care taken by Government and banking regulations, many assets or loans of the bank get converted into bad debts and stop generating any income for the bank⁴. Work deadlines are getting compact and individual jobs are loaded and added with quality output due to work in pressure, it becomes hard to maintain the balance between personal and professional life the output of the banking sector is dependent on the quality of human resource. The basic function of human resource development is to facilitate performance improvement measured in terms of financial indicators of operational efficiency and quality of financial service provided. The twin challenges faced by banks managements are that of retaining the prevailing employees providing a satisfying work environment for all employees. The study attempts to find out all socioeconomic issues related with managing professional and personal life of working women in banking industry. The major objective of this study is to identify socio economic issues in work life balance in banking industry and to suggest measures to improve work life balance.

Banking sector is the back bone for the economic development of any country and working women, being a considerable part of the society, also played a vital role in the smooth run of banking sector. The study is purely

exploratory in nature and seeks to identify the problems faced by women in both the Private and Public sector banks. The phenomenal growth of banks has created massive employment opportunities for the educated unemployed youths of our nation specially women. The women job-seekers find jobs in banks more attractive and more suitable to their nature. Banks also were not only hiring them massively but even welcomed their entry because women have certain innate traits which fit in with the job requirements.

The changing need of customer reflects the expectation of value added service for basic banking requirements. This is made possible in the post liberalization environment where technology enables banks to provide “Anytime-Anywhere-Banking” to the increasingly demanding customers. The new concept of e-banking has broken the barriers of branch banking. Customer whether individuals or corporate no longer have to go to the bank to do their business. It can be done from home and office 24x7 using the PC or the telephone and through the system of Internet banking. Electronic Banking” means banking done through electronic systems for customer transactions (front office computerization) and internal accounting and book keeping (back office computerization), as against the traditional manual system of banking. It may also include the decision support system for various levels of management and marketing cross-selling through electronic medium. E-banking is a mix of services which include internet banking, mobile banking , ATM kiosks, fund transfer system, real time gross settlement, cash management services, credit/debit/kisan cards/smart cards, operational data for MIS and customer relationship management. Communication channel can be of three types – bit serial, byte serial and parallel. For faster communication, data compressions techniques are used. For secure transmission data encryption techniques are used. E-mail is used for transmission of data from one place to another with speed, accuracy and security. Email can be used over dial-up line or a dedicated line.

1.1.1 GLOBALISATION AND INDIAN BANKING

Every bank is trying to use as much latest technology as it can to facilitate its customers. One of the key features in this regard is internet banking, which a lot of banks are currently providing in India. Though with the passage of time, internet banking trend is increasing in India, but still there are a lot of customers, who hesitate to give their information online, like Debit/Credit card numbers. This is not only at customer’s end, even a lot of banks are still afraid of giving internet banking solution in India. Everyone who has a little knowledge of internet banking knows that all cards with Visa and Orix logo can be used anywhere on internet for purchase—there are a lot of banks in India issuing credit cards, even debit cards with Visa logo..There are a lot of banks in the list that are facilitating their customers with good online facilities.

With the passage of time, trend is changing but still we are lacking in use of modern technology which must be utilized to save money, problems and most important thing ‘Time’. An awareness campaign may be started to make people aware of useful benefits of internet banking, like easy purchase, pay their bills, and make transactions from their offices and home. This thing may give enough awareness to more customers that they may start asking their bank about internet banking. Hope this will work to make the banks to start online services to meet up the present challenges of the world. Internet banking in India is still on its way and hope to have some fruitful advancement in future

E-banking system is growing its roots in developing countries like India. Fundamental shift in the functioning of banks has been brought up by information technology. This not only helps the banks in improvement of their internal functioning but also enables them to provide better customer service. Information technology will break all the boundaries for using any services.

The banking environment of today is rapidly changing and the rules of yesterday are no longer applicable. New technologies cannot completely replace the branch network but it can support old methods of delivering the services to their customers. Information Technology has brought drastic change in the day to day functioning of banking operations. It not only brings improvements in their internal functioning and daily routine work but also enable them to provide better customer service efficiently and effectively. By directing various banking transactions through electronic channel and by providing customers direct access to their account

1.1.2 AUTOMATED TELLER MACHINES (ATM’S)

Automatic teller machines have transformed the concept of banking in India. It has eliminated the requirement of to stand in long queue and filling of forms for routine banking transaction. However the pressure from private and foreign banks in India to public sector banks has posed a challenging environment. Latest advance banking technology

brought up by private and foreign banks have great impact on Indian banking system. These alternatives delivery channels include ATMs, phone banking, internet banking, mobile banking. ATM delivers multiple services 24x7, which is major cause of making it a success in the history of banking industry. In fact, e-banking services became profitable and successful due to various services delivered through ATM's. The management of ATMs involves loading of cash, arrangement of money with bank service of car that delivers cash, providing insurance for all areas such as theft of cash from ATMs. ATMs helps customers in withdrawing cash at anytime, from anyplace.

1.1.3 TELEPHONE BANKING/TELE BANKING/PHONE BANKING

Phone banking, telebanking or telephone banking are all the same. In phone banking, banking transaction is done over the telephone. Customers of banks can get information about their accounts, make banking transaction like fixed deposits, money transfer, demand draft, collection and payment of bills etc by using telephones⁵. Telephone banking system uses technology that keeps the cost of delivering the service very low. On the other hand, customers can do the banking work directly from their homes or from their office desk, without being stuck in traffic and without standing in queue for hours and without the need to visit a bank branch or automated teller machine. Telephone banking allows the customers to access their account 24 hours a day, 7 days a week. They can dial in and get the current account information.

1.1.4 RBI GUIDELINES FOR MOBILE BANKING

Guidelines define mobile banking as, “doing any banking transaction by using mobile phones by the banks” customer that would include debit/credit of customers account”. After the initial guidelines set by Reserve Bank of India, several relaxation policies have also been made to encourage the use of mobile banking due to continuous change in the environment and priorities of banking customers.

The dependence on information technology is such that the banking business cannot be thought of in isolation without it. Such has been the spread of information technology footprints across the Indian commercial banking sector. Reserve Bank of India defines fraud in the Report of RBI Working Group on Information Security, Electronic Banking, Technology Risk Management and Cyber Frauds which reads as under:

“A deliberate act of omission or commission by any person, carried out in the course of a banking transaction or in the books of accounts maintained manually or under computer system in banks, resulting into wrongful gain to any person for a temporary period or otherwise, with or without any monetary loss to the bank.”

The banking system plays an important role in promoting economic growth of a nation. Banks grow economy by channeling savings into investment and by Improving efficiency of resources. In present time an efficient banking system is necessary condition for growth of a country. Through mobilization of resources and their better allocation banks play an important role in the development process of under develop countries. In India, the banks have been divided in various group. They have their own dedicated target market. Some banks are concentrated their work in rural sector while other in both rural as well as urban most of them are only working in cities and major towns.

The banking system of India consists of the central bank (RBI), Commercial bank, Co-operative banks & development Banks. These banks can be classified into various sub-categories-

Public sector Banks in India.

Scheduled Banks which are listed in the 2nd schedule of the RBI Act 1934. As state co-operative Banks, commercial Banks. These Bank have to maintain a certain amount with Reserve Bank of India.

1.1.5 DIGITALIZATION:-Digitalization is the conversion of analog data and information into digital data and information that can be understood by computer system or electronic devices. Digitized information is easier to store, access and transmit and digitization is used by a number of consumer electronic devices, digitalization is the integration of digital technologies into everyday life by the digitization of everything that can be digitized. Digitalization gives an apparent idea of development and technology dependent world. The digital revaluation is the shifting from mechanical and analogue electronic technology to digital electronics, which began anywhere few the late 1950 to the late 1970 with the adoption and proliferation of digital computer and digital record keeping that continues the present day. This revaluation is the mass production widespread use of digital logic integrated circuit chips, digital cellular phones and the internet.

India is implementing digital inventions in various fields in several decades after independence. The present govt. UPA is continuing acting to speed the process of digital revaluation in the country. Digital revaluation in India is

significance as it promised to bring multi dimensional metamorphosis in almost all sector of the society. Digital revaluation in India has changed the way of society function and bridging the gap between the haves and have notes of the country. India is experiencing digital revaluation that triggering transformative changes in areas like e- payment e-health, digital literacy, farming, financial inclusion, geographic mapping, rural development, social benefits programmers, language localization and much more.

Now a days customers banking services are shifting from traditional banking to digital banking every rapidly due to various benefits like cost and time effectiveness. Digital banking eliminates physical and geographical boundaries and time limitations of banking services. Digital banking has replaced man by machine very significantly, which makes customers services more convenient because available 24/7 easily. Debit cards, credit cards, telephones banking, E-transfer, e-payment, online enquiry are the major applications of digital banking.

In the present age the life of every individual is affecting through technology and digitalization in one of the technology which is fastest growing in banking practices now a days. It was the need of today's environment to adopt digitalization for the banking sector.

In India ICICI bank was the first to initiate online banking revaluation as early as 1998 under the brand name 'Infinity'. But in the current scenario, every bank in India has the internet banking facility.

Now banks in India are moving conventional banking to convenience banking due to digitalization. Now digital banking is taking very seriously by the present govt. of India. Present UPA Government is taking a lot of remarkable actions towards this convenience digital banking practice. Everything is going to take place in Indian sector is based on digitalized banking. In the year 1980, it was felt to computerized of Indian banking sector to develop customer services in the convenient and comfortable way. The Reserve Bank of India set up a committee headed by Dr. C. Rangarajan towards computerization in banks.

1.1.6 CONSUMER ADOPTION BEHAVIOUR TOWARDS BANKING DIGITALISATION:-

A consumer refers to a current or potential buyer or user of the product or services. The tendency of customer is to prefer one product or service over another. Adoption behavior of consumer toward new things is a complex process. Consumers are the key contributors for the success and survival of any business and this is the same for the banking sectors. Banks profitability and better performance do not depends only arising the customers, but it is depend on adoption of services by consumers and getting the satisfaction by consumers .

Banking digitalization is attracting acting to banking consumers in positive way as well as in negative way. Consumers are adopting behavior towards banking digitalization is different in urban area and rural area, due to less literacy rate, less education of computer digitalization, low level of network connectivity in rural area.

2.OBJECTIVES OF THE STUDY

The study's primary research goals are as follows:

To examine how digitization is affecting Indian banking.

To learn about the issues and difficulties that the residents of Ghaziabad District experience when it comes to electronic banking.

To determine socio-economic factors affecting Ghaziabad District's electronic banking and security.

To find out how consumers in the Ghaziabad District feel about electronic banking uptake and perceptions.

Search for answers to the issues with electronic banking that the people of the Ghaziabad District have.

3.REVIEW OF LITERATURE

Today, people have round-the-clock access to banks due to online banking. Managing large amounts of cash has also become easier. Digitalization has also benefitted customers by facilitating cashless transactions. Customers need not store cash anymore and can make transactions at any place and time. Several commercial banks started moving towards digital customer services to remain competitive and relevant in the race. Banks have benefitted in several ways by adopting newer technologies.

Mohammed Mubarak was the president at the time (2022) For this reason, banks are essential to the country's economy, since they help to keep costs constant, foster a healthy business climate, and ensure good monetary development. We want to take a close look at how private and public sector banks in India are executing their monetary policies, so we're looking at how well certain institutions are doing this right now. To better understand

banks' monetary presentation, this study drew on illuminating ideas.

Mrs. Santhi of the Ct (2022) The banking industry aids in stimulating capital growth, progress, and adaptability despite financial support. To provide a healthy monetary framework and a competent economy, carefully evaluate and investigate the display of banks. Except for any achievement in terms of customer loyalty or the net resources possessed by these banks, efficacy of their management or organisations of each bank in private as well as public areas, such banks' growth is absurd. With the use of the CAMEL method, this study attempts to evaluate the exhibit and monetary sufficiency of several public and private area banks in the United States. If public area banks focus on adhering to standards for profit payout percentage and obligation value proportion after assessment, they will have astounding levels of profit. Government protections to add up to speculation, gross NPA percentage, and profit payment proportion will put private area banks in an unthinkable situation.

Ashish Kumar is the author (2021) The Indian banking sector has long been plagued by non-performing assets (NPAs). NPAs refer to a collection of delinquent credits or loans from which banks are anticipated to be unable to recover anything. The NPAs have a significant impact on the banks' normal earnings. This study examines the impact of non-performing assets (NPAs) on India's banks' productivity. According to the results of a comparable study on driving private and public sector banks, NPAs have the most impact on the latter. HDFC Bank and the State Bank of India were compared in this study (SBI). As a result, the arrangements for NPA have an impact on the net advantages of the banks, and if the arrangement for the terrible obligations is added to the net benefit of the public area banks, they may be extremely productive. From now on, public area banks must focus on reducing NPAs in line with the criteria of need-based lending, as mandated by the government. As a result, banks, especially public sector banks, can expect to be more productive as NPAs fall.

Ashok Bantwa is the person responsible (2021) There are many tools available to assess a bank's overall monetary health and to provide significant recommendations for improving a bank's flaws. In India, the Reserve Bank of India (RBI) adopted this approach in 1996, based on board recommendations. The objective of the present study is to rate the various Indian commercial banks. India's banks are divided into two categories: public sector banks and private sector banks. There are 25 public banks, 18 private banks, and 8 unknown institutions in the sample. With this approach, important limits such as capital sufficiency and resource quality, executive proficiency, profit quality and liquidity were all combined to arrive at a final ranking. The review's findings indicate that in the monetary exhibition of five Indian public area banks using the CAMEL model, Canara Bank is the top performer, followed by Punjab Public Bank and State Bank of India, while Bank of Baroda and Bank of India were the least well-positioned.

Gagandeep Singh Salhan (2020) During the era of digitization and innovation development, many people have used plastic cash such as Check Card, Mastercard, and other cards issued by various specific commercial banks to make purchases. However, it was found that people needed an easier and more straightforward method to make installment payments than what the financial industry had to provide – such as Center financial Administrations, fast installment administration, net banking, and portable banking. So, e-wallets, or sophisticated wallets, stepped in to fill this need. This research study aims to learn about reception behaviour and how it evolves over time in the context of daily installments or exchanges. This study is based on many studies done on versatile e-wallets by various experts over the last few decades with the aim of discovering how purchasers handle the process of payment and receipt. After reading the research papers, it became clear that people between the ages of 21 and 35 are more likely to use e-wallets to pay for things like DTH recharges, movie ticket booking, and charge installments. The goal here is security, ease of use, and a method that doesn't deprive individuals of their personal data because of output or payment strategy limitations related to NFC accessibility. It's also been discovered that many studies have shown no link between sexual orientation and the use of electronic wallets.

Tailor R K (2020) Using a presentation assessment framework is a crucial part of evaluating each employee's overall health and well-being. It informs management that the representative is busy with their assigned task or any problem that arises during their free time. A wide range of tools and methods exist for examining the representatives' displays at work, but determining which approaches are genuine is also a significant concern. Using a valid evaluation methodology, the administration may learn about factors that affect how representatives portray themselves. Researchers in India's private and public sector banks examine and evaluate the exhibition evaluation process.

Sushil P. Japee (2019) Corporations' philanthropic visions for social government aid are implemented via Corporate Social Obligation (CSO), an organisational arrangement. It's a fantastic method to get realistic, competitive advantages while also generating long-term value for the investment. This study has focused mostly on the intriguing CSR

practices of selected Indian public and private banks. The review's primary goal is to consider CSR practice areas and the amount of money spent on CRS by selected institutions.

The author, Rajsee Joshi (2019) Digital banking is becoming more important as people abandon the traditional way of travelling to the bank to do their financial transactions. Web banking has revolutionised the banking industry by bringing new methods and measures to the financial sector. It shows the current state of computerised banking and analyses the judgment of customers on the reception of digital banking in an Indian context. With the advent of advanced banking, banks now have the ability to improve their operations and make significant cost cuts, but looking at the global landscape, there is still much to be done. This article provides a thorough research into the discernment and adaptability of banking customers in light of recent developments. An important research was carried out with the use of a structured poll on the level of satisfaction and expectations of customers in relation to various sophisticated financial services. Based on the findings, it can be concluded that customers are quickly becoming used to the idea of digital banking, despite the many challenges that come with it.

According to Radzi et al. (2018), Integrated Methodology for CSO: A Case from the Financial Industry. One of the main goals of the research was to determine whether or not CSR activities in the financial sector may benefit from an integrated approach. According to the findings of the study, maintaining ability and the implementation of CSR into financial duties are critical if partners are to have confidence in the partnership. In order to better organise and execute CSR activities, it is expected to provide guidance to the finance department investigated how CSOs affect monetary performance: evidence from the financial industry in developing countries. Given the pressing need for banks in emerging countries, research has focused on the financial industry. To further understand the effect of CSR assessment on business bank CFP in emerging economies like Turkey and Nigeria, this study will look at both sample size and methodology. CSR practices in Nigeria have a significant impact on the bank's ability to execute money orders, according to the findings.

Anis Ali is the author (2018) As a pure source of financial assistance, banking is responsible for an economy's financial advancement to an incredible degree. Meeting the needs of customers is critical to keeping current clients and attracting new ones to increase the degree of functional training in any concern. Private and public banks in India are in charge of providing monetary services. Private and public banks use a wide range of approaches and methodologies, which results in a wide range of customer satisfaction. With the use of this research, we want to be able to measure the degree of satisfaction customers of both public and private banks in India have with their banking experiences. As a result of the investigation, researchers hope to learn more about how satisfied people are with their lives, as well as what causes those people to be satisfied or dissatisfied.

Toby McAfee (2018) Any country's ability to thrive and flourish economically is dependent on the strength of its monetary system. Financial institutions such as banks play an important role in the monetary system. The financial sector is the cornerstone of today's economy, since it is critical to the advancement and progress of the monetary system. It's no secret that banks play a critical role in the creation of new businesses and disbursing loans to various sectors of the economy. As a result, the display of banks should be given more weight than any other season of the financial industry. The CAMEL Model is a massive apparatus for studying the financial institutions' monetary characteristics. The CAMEL rating is a rating used by the government to assess the overall health of the nation's banks.

The Most Important Pousttchi (2018) The retail banking industry has seen enormous transformation in the last several years. Buyer behaviour is shifting as a result of a major shift in viewpoint. The paper's goal is to make it easier for retail bank clients to see the impact of digitization on their business. Because of this, we acquired data on German, UK, and US online buyers' audits. It was necessary to separate and categorise the key effect variables by using coding techniques of grounded hypothesis, which were supported by interdisciplinary writing. The paper's findings include a buyer dynamic model integrated into current retail banking, as well as four point by point fractional models for the various decision phases.

Sakshi Arora is the author (2017) NPAs, or non-performing assets, have grown to be a serious problem for banks in recent years. Banking institutions, whose primary function is to lend money to various companies, individuals, and other entities for the purpose of meeting their financial obligations and contributing to the growth and development of the economy, are having a difficult time recovering the money they have loaned because so much of it is becoming non-performing assets (NPAs). NPA is a critical component in evaluating the performance of banks and has evolved into a method for examining the profitability of both private and public sector institutions. As the issue of non-

performing assets (NPAs) in the banking industry grows, so does net worth and profitability. This article is primarily concerned with a comparison of non-performing assets (NPAs) in public and private sector banking institutions, as well as the primary causes of rising NPAs. Banks must take steps to minimise or recover their non-performing assets (NPAs), according to the findings of this research.

Anupam Tawar is the author (2017) Invested money is kept, and Credits are granted to people for use while banks also generate cash and expand their operations. As of today, ethical globalisation is expanding the competition among public, private, and unknown banks. Each bank is vying for our business by offering first-rate services. Without a doubt, private banks such as ICICI and HDFC are among India's most powerful. In spite of this, SBI and its associate banks are also at the top of the heap. Essentially, such a competition is also seen in India's public and private banks. India has a total of 27 public banks. As a result, this research investigates whether or not all banks in the open area complete checks at the same rate. It also focuses on seasonal variations in certain proportions throughout the year.

Joseph Rozario⁶ (2016) insisted in his paper that the retail banking needs a continuous innovation and up gradation .He also examined that the banks should call for a constant evaluation and revalidation of the internal systems and processes to attain a paradigm shift in bank financing to suit the customer needs.

Surabhi Singh (2016),has study on impact of digital marketing on Indian rural banking. This study the marketer in understanding of how attitudes influence consumer behavior towards banking digitalization in rural India. This study identified the factor affecting the attitude of banks in rural India and gave the services overview of banks of rural India.

Dr.Uday Singh Rajput⁷ (2015) in his research paper made a conceptual study on the customer perception towards e-banking services. The paper examined whether the customer's choice of banks is influenced by the quality of e-banking services provided by the banks. The study revealed that education, gender and income play a vital role in the internet banking services by the customers. The researcher concluded that the timely up gradation of skills will create greater demand for the online banking by customers.

VarunKesavan⁸ (2015) has made an attempt to analyse what and how are the innovative services provided by banks to the society. The author also tried to evaluate the benefits of these facilities to the customers and to the banks at large. The researcher concluded by stating that ICT enabled introduction of payment banks have made tremendous impact on the banking sector. He reiterates that priority banking is a symphony of banking benefits and more significantly, the personalized services which brings complete harmony to all the financial needs of a common man.

R. Elavarasi⁹ (2014) in her research paper has identified the bank which provides better e banking services to the customers and also analyzed the satisfaction level of the customers regarding the inter banking website of banks. It is evident that the age, educational qualification, occupation, income level of customers etc., are the factors which influence the usage of e-banking services by customers. The researcher concluded by stating that there is need for increased awareness of the e-banking services among the customers.

Dr. M.S. Rao¹⁰ (2014) stresses in his paper that there is a need for constant innovation in the retail banking sector. However, the updated technology and operational efficiency would provide a greater competitive edge for the retail banking business. Furthermore, he emphasized that it is increasingly important for the banks to improve the quality of the customer services and cut off predatory lending strategies , particularly in the area of credit cards interest payment.

Srinivas K (2013) emphasis on identify the Non-performing assets at Commercial banks in India. This paper highlights the various general reasons which convert advances/ assets into NPA and also give suitable suggestion on findings to overcome the mentioned problem.

Singh (2013) in his paper entitled Recovery of NPAs in Indian commercial banks says that the origin of the problem of burgeoning NPA's lies in the system of credit risk management by the banks. Banks are required to have adequate preventive measures in fixing pre-sanctioning appraisal responsibility and an effective post-disbursement supervision.

Vishal R Sandanshive, Dr. Vivek V Katdare (2013) analyzed the 11 entities functional areas which are approved under In-principle by RBI. The paper also highlighted the benefits for the customers and to the different entities. The main

objective of the research was to know the role of payment banks in the process of financial inclusion. The study tells that telecom companies has greater advantage in partnering to the Payment Banks as they have already networks reaching to the rural customers.

Tavishi and Santosh Kumar (2013) in their study “An Empirical Study on Technology Adoption by Indian Banks” illustrated the factors influencing the customers to avail internet banking and mobile banking services in India and hence examined the impact of perceived usefulness and perceived risk on the use of internet banking and mobile banking.

Prema C (2013) in her research article “Factors Influencing Consumer Adoption of Internet Banking in India”, examined the process of internet banking services and made a detailed study on the benefits of internet banking to the common public. The researcher concluded that it is essential for the banks to create awareness to attract consumers’ attention to internet banking services.

Braga and Mazzon(2013),“Do digital Wallets as a payment method influence consumers in their buying behavior?” Proposed on exhaustive installment made influencing consumer purchase model, considering the fleeting partition, worldly introduction, discretion and agony of installment develops and including the computerised wallet as another installment made.

Chatterjee, Mukherjee and Das (2012) in their study on Management of non-performing assets - a current scenario has concluded that banks should find out the original reasons/purposes of the loan required by the borrower. Proper identification of the guarantor should be checked by the bank including scrutiny of his/her wealth.

Rai (2012) in her study on Study on performance of NPAs of Indian commercial banks said that till recent past, corporate borrowers even after defaulting continuously never had the fear of bank taking action to recover their dues. This is because there was no legal framework to safeguard the real interest of banks.

Dr. Srinivasan, Prof. Subramanian (2012) has made a detailed conceptual study of Payment Banks. The researchers mainly concentrated on finding an answer to certain questions like who are these payment banks, why do we need Payment Banks when we already have public, private, foreign and cooperative banks, what are the value-added services rendered by payment banks and so on. The researchers concluded there is much possibility in the near future to open more Payment Bank Accounts in addition to their regular bank accounts.

RahmathSafeena (2012) in his study “Technology Adoption and Indian Consumers: Study on Mobile Banking” identified that the evolution of e-banking started from the use of Automatic Teller Machines (ATMs) and telephone banking (Tele-banking), direct bill payment, electronic fund transfer and a wide variety of allied services offered by the modern banking system.

NidhiChandaran (2011) also made a conceptual study on need of Payment Banks in India. The study was based on secondary data. The researcher also focused on PPI (Pre-payment Instruments), a conceptual study.

AshishDas, and RakhiAgarwal.(2010) in their article,“cashless payment system in India-A road map” cash as a method of installment is a costly suggestion for the government.A cashless (electronic) installment framework is a need of nation to move far from money based. This cashless electronic framework will help to diminish money administration cost, track exchanges, check charge evasion/ misrepresentation and so forth, upgrade budgetary consideration and incorporate the parallel with standard.

G. Sivakrishna and S.Venugopal (2010) has made an empirical study on how e banking helps to improve customer base. The study was also an attempt to analyse the customer perception, customer preferences and customer satisfaction levels towards e banking services. Based on the study, the researchers concluded that with better understanding of customer perceptions, the banks will be able to determine required actions to satisfy the customers.

Dr. Malhotra (2010) discusses in her paper that the results show whether the private and foreign Internet banks have performed well in offering a wider range and more advanced services of Internet banking in comparison with public sector banks. She also identifies that the size of the bank, experience of the bank in offering Internet banking, financing pattern and ownership of the bank are found to be the most significant determinants of the successful payment banks.

Kautish(2008) People preferred to use online banking because of its availability, better performance, ubiquity, speed and its effectiveness. Further, the author discussed two bank models integrated banking model where the banks provide internet banking services as an extension to the basic services like ATM and phone banking. So, it is a

kind of hybrid approach and the other was stand alone internet banking model, where the bank totally rely on the online channel.

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4. Research methodology & materials

People's lifestyles and living standards in Ghaziabad District have changed as a result of the digitalization of banking. People worry about losing money as a result of the digitalization of the financial sector, which includes cheating and fraud.

Electronic banking saves consumers time and encourages them to act quickly.

Young Indians choose internet banking to earn Ghaziabad's multiple-time revenue.

Consumer satisfaction and adoption behaviour in Ghaziabad District's commercial and public sector banks vary with regard to digital banking.

DATA SOURCE (NATURE AND COLLECTION OF DATA)

This study's data was gathered in the following manner. Interviews with key informants, consumer interviews, focus groups, observations, surveys, and other methods were used. For each technique used in the study, a description is given below, along with information on how useful each was in getting the research's findings.

Prior to beginning the fieldwork, it was critical to do a literature study to obtain understanding about the district's public and private sector banks. This illustrates the size and makeup of the banking industry's major trade associations. This is a self-conducted census survey (primary data) study in which the researcher collects all of the data. Data from the banking industry will be collected using a timetable devised following a survey of chosen branches. Many libraries and organisations have provided secondary data, such as the Planning Commission Library, National Securities Exchange Board of India, and Reserve Bank of India's Ratan Tata Library in Delhi, as well as International Institutions of Finance and HRW publications from India's government.

To begin, a review of the available literature was done. To determine changes in composition, data were categorised in a variety of ways and then tables were created. Changes in policy have been researched using different government publications, and the banking industry's data has been used to assess their effect.

More than 400 cluster samplings from the public and private sectors have been utilised in this study.

Selected financial institutions are those located in the Ghaziabad district.

Public sector banks

Private sector banks

A. State Bank of India

B. Axis Bank

C. Punjab National Bank

D. ICICI Bank

FRAMEWORK OF ANALYSIS (TOOLS AND TECHNIQUES)

T-test, which is the most used statistical package in R, has been used to establish a connection between the variables. For example, the data was analysed using T-tests as well as the mean, Karl Pearson's coefficient of correlation, Levene's test, and ANOVA.

Again, conclusions were reached after thorough investigation of the problems, and policymakers now have practical recommendations to consider.

AREA OF STUDY

Study in Ghaziabad and profile of Ghaziabad are provided as follows:

Ghaziabad is a city in the National Capital Region of India's state of Uttar Pradesh (NCR). This city in western Uttar Pradesh has a population of 1,729,000 people and serves as the administrative centre for the Ghaziabad district. City, Kavi Nagar, Vijay Nagar, Mohan Nagar, and Vasundhara are all parts of the Ghaziabad Municipal Corporation. There are 100 wards in the Municipal Corporation. It's a significant rail hub in North India, with good road and rail connections to the rest of the country. This town, which is on the major road into Uttar Pradesh and near to New Delhi, has earned the nickname "Saya of Uttar Pradesh." The City Mayors Foundation has ranked the city the world's second fastest expanding city as a consequence of recent building initiatives.

5. Ethical consideration

The Internet and Mobile Association of India published a study in 2006 that found that new generation consumers wanted transactions to be quicker and relationships to be more professional. They opened a bank account as a result of receiving their paychecks through direct deposit. Private sector banks have largely replaced public sector ones in the business and IT sectors. Despite their attempts to develop a more user-friendly technology-based banking system, banks continue to go unrecognised and underutilised by their consumers. However, private banks were unable to

match the broad reach and scale of public sector banks. Because of this, using technology to fight public sector banks is an option. The study's aim is to find variables that explain consumers' intents to use online banking in South India by looking at the adoption of internet banking in South India. The Indian banking sector would benefit greatly from this research study's presentation of fresh ideas regarding internet banking in India. From a commercial perspective, online banking in the United States has increased dramatically in recent years. However, there are a few variables that have a favourable or negative impact on consumers' behavioural intentions when it comes to using online banking. Customers' views of online banking are the focus of this research. It's possible that the study's results may help banks improve their web-based offerings. To find out what variables encourage consumers to utilise online banking, researchers conducted this study. In this research, demographics were examined to see how they affected online banking. We looked at how customers used different types of online banking services. Private sector banks may feel more secure about providing online banking and eliminating obstacles to adoption by determining the most important factor. An important finding of this research is that it will help in determining whether or not consumers intend to utilise the internet for banking. As a practical matter, the study's results will help banks to devise successful tactics for luring more clients to utilise internet banking, enabling them to compete effectively in the Indian banking market.

6.Expected outcome of the study

The objective of this study was to investigate the factors influencing Dizital-banking adoption among commercial banks in India, and the challenges faced by commercial banks in the adoption of Dizital-banking. This change will include moving from traditional distribution channel banking to electronic distribution channel banking. Given the almost complete adoption of e-banking in developed countries, the reason for the lack of such adoption in developing countries like India is an important research that will be addressed by this study. No doubt in the future, the banking environment will be more study less and will overcome traditional barriers of distance and geographic boundaries. While e-banking has grown rapidly, there is not enough evidence of its acceptance amongst customers.

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