

AWARENESS ON DIGITAL BANKING IN COIMBATORE CITY

***Dr. L. SENTHIL KUMAR**

Associate Professor, Department of Commerce Finance,

Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, Tamil Nadu, India.

Mr. M. Yuhendran

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore,

Tamil Nadu, India.

Ms. S. Aishwarya

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore,

Tamil Nadu, India.

Mr. P. Arun Prasad

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore,

Tamil Nadu, India.

ABSTRACT

Digital Banking is a generic term for development of banking services and delivering products through electronic channels, such as the Automated Teller Machines, the telephone, the internet, the mobile phone. Customers are still waiting for new fastest banking services but India is developing in Technology enabled banking service in a revolutionary transformation that will bring many new features, including anytime, anywhere, ultra-fast response times in banking transaction. The overall objective of the study is to identify the factors influencing of digital banking on customer satisfaction. Data was collected using questionnaire method. Analysis was done through SPSS using for univariate, bivariate and multivariate techniques. The study recommends that there is need by banksto invest more on robust reliable systemsto reduce incidents of failed transactions and transactional errors in ATMs, Mobile banking and POS terminals, need to come up with an application that can be used to enhance digital banking, facilitation of ICT skills so that technology can be embraced and lastly there is need to carry out customer satisfaction surveys to establish how customers are adapting to technology.

Key words - Banking Services, Technology in banking

1. INTRODUCTION

The Digital Banking definition is banking done through the digital platform, doing away with all the paperwork like cheques, pay-in slips, Demand Drafts, and so on. It means availability of all banking activities online. In India many of the bank are move in to the online portal and different type of bank apps in now a days. Digital banking, also know as internal banking, e-banking or virtual banking , is an electronic payment system that enables customers of a bank or other financial institution to the conduct a range of financial transactions through the financial institution's website. Digital banking is part of the broader context for the move to online banking, where banking services are delivered over the internet. The shift from traditional to digital banking has been gradual and remains ongoing, and is constituted by differing degrees of banking service digitization. Digital banking involves high levels of process automation and web-based services and may include APIs enabling cross-institutional service composition to deliver banking products and provide transactions.

2. RESEARCH OBJECTIVES

- To Find out major Problem faced by the customer while using digital banking service
- To study about the various services availed by digital banking users
- To offer suitable suggestion to promote the awareness of customer

3. STATEMENT OF THE PROBLEM

Once a time, people have to spend three to four hours to go for bank transaction sometimes cost of transaction was more than that of money deposited or withdrawn. Digital banking allows customer to conduct financial transaction on a secure website. All the transaction there should be proper bank statements.

4. SCOPE OF THE STUDY

Digital payments increased rapidly during the pandemic. To restrict the spread of the coronavirus, the Reserve Bank of India (RBI) recently issued a notification encouraging people to use digital banking and online payment services as much as feasible.

5. HYPOTHESIS

A hypothesis is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it. Scientists generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories.

6. REVIEW OF LITERATURE

‘Varda Sardana and Shubham Singhania’ (2022)

Digital banking technologies have escalated over the years, with the availability of a large portfolio of products such as deposits, ATMs, debit cards, mobile payments, and the like. There is an immense possibility of using the infrastructure of the digital age to create opportunities - both local and global. The increase in competition and various other challenges in the banking sector are pushing the banks to adopt new digital models that present unique sources of value to them.

Sunil Kumar (2022) Has done a study on consumer awareness and usage of e-banking services. The result of this research was found to be that, the consumers are not frequently using these services but they have strong desire to use these services in future. The present study is being undertaken to analyse how the banks have been exploring the feasibility of using mobile phones as an alternative channel of delivery of banking services.

Dharma lingam, S. Anand Kannan. V. (2020) Evaluated the service quality in retail banking in the Tamil Nadu, based on different levels of customers’ perception regarding service quality. Data are collected from Three Private Banks, i.e. ICICI, AXIS and HDFC Bank. The result indicates that customers’ perception is highest in the tangibles area and lowest in the Product Variety area.

7. DATA ANALYSISINTERPRETATION

7.1 RANK ANALYSIS

7.1.1 DIFFICULTIES FACED BY THE RESPONDENTS

The main difficulties faced by the respondents are digital banking does not support it, transaction risk, prefer via other means like internet banking, complicated user interface & process time.

Statistics		
Difficulties		
N	Valid	108
	Missing	0

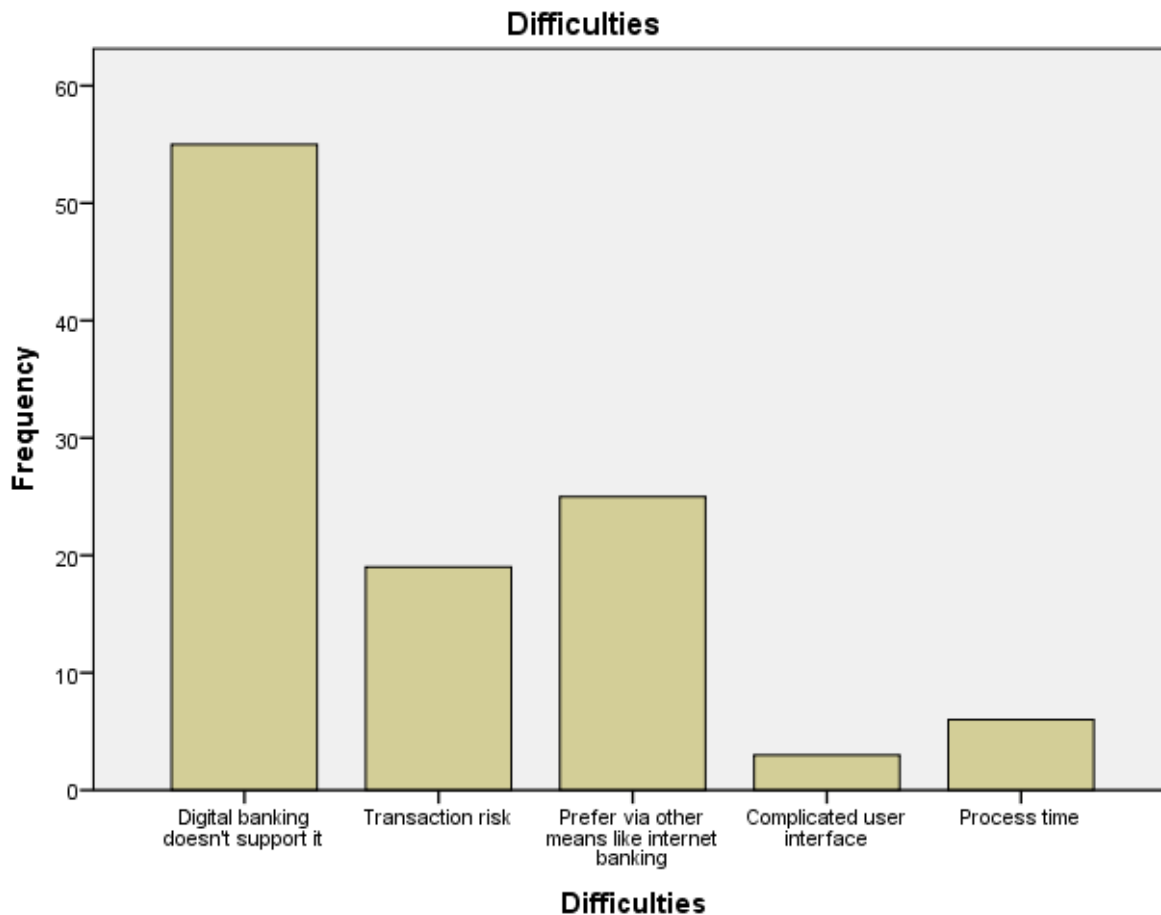
	Minimum	Maximum	Mean	Std. Deviation
Difficulties	1.00	5.00	1.9444	1.16678
Rank of Difficulties	28.000	105.500	54.50000	28.875741
Valid N (listwise)				

Difficulties					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Digital banking doesn't support it	55	50.9	50.9	50.9
	Transaction risk	19	17.6	17.6	68.5
	Prefer via other means like internet banking	25	23.1	23.1	91.7
	Complicated user interface	3	2.8	2.8	94.4
	Process time	6	5.6	5.6	100.0
	Total	108	100.0	100.0	

INTERPRETATION

The above table shows that rank analysis of difficulties faced by the respondents. As per the above table percentages, digital banking doesn't support it ranked 1, prefer via other means like internet banking ranked 2, transaction risk ranked 3, process time ranked 4 & complicated user interface ranked 5.

Majority of the respondents stated digital banking doesn't support it as main difficulties



7.2 PEARSON CORRELATION

The Pearson correlation measures the strength of the linear relationship between two variables. It has a value between -1 to +1, with a value of -1 meaning a total negative linear correlation, 0 being no correlation, and +1 meaning a total positive correlation.

7.2.1 GENDER & VERIFY TRANSACTIONS PROPERLY

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender	1.3981	.49180	108
Transaction	1.1019	.30386	108

Correlations Analysis			
		Gender	Transaction
Gender	Pearson Correlation	1	.414**
	Sig. (2-tailed)		.000
Transaction	Pearson Correlation	.414**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION

The above table shows the pearson correlation, as the value for gender is 1 & verify transactions properly is 0.414. So, the correlation is significant at the 0.01 level of 2-tailed. Hence, it is a positive correlation.

Gender of the respondent & verifying the transactions properly has a positive correlation

7.2.2 AGE & TECHNICAL PROBLEM FACED

Descriptive Statistics			
	Mean	Std. Deviation	N
Age	1.9630	.57885	108
Problems	1.3519	.47977	108

Correlations			
		Age	Problems
Age	Pearson Correlation	1	-.087
	Sig. (2-tailed)		.369
	N	108	108
Problems	Pearson Correlation	-.087	1
	Sig. (2-tailed)	.369	
	N	108	108

INTERPRETATION

The above table shows the pearson correlation, as the value for age is 1 & technical problem faced is - 0.87. So, the correlation is significant at 0 level of 2-tailed. Hence, it is a no correlation.

Age of the respondent & technical problem faced has no correlation

8. FINDINGS

8.1 PERCENTAGE ANALYSIS

- Majority (60.2%) of the respondents are male
- Majority (72.2%) of the respondents are 21 – 40 age
- Majority (52.8%) of the respondents are unmarried
- Majority (77.8%) of the respondents are earning ₹15,000 – ₹25,000
- Majority (55.6%) of the respondents as been UG Graduated
- Majority (51.9%) of the respondents as been Private sector
- Majority (95.4%) of the respondents as been using digital banking
- Majority (63%) of the respondents as been using all the service in digital banking
- Majority (87%) of the respondents as been recommended digital banking to others
- Majority (44.4%) of the respondents as been aware through friends
- Majority (89.8%) of the respondents are verified online payment
- Majority (64.8%) of the respondents are knowing the limit in digital banking
- Majority (59.3%) of the respondents as been Increase in awareness
- Majority (50.9%) of the respondents as been satisfied in digital banking
- Majority (38.9%) of the respondents as been satisfied in digital banking statement

8.2 RANK ANALYSIS

- Majority of the respondents stated digital banking doesn't support it as main difficulties

8.3 PEARSON CORRELATION

- Gender of the respondent & verifying the transactions properly has a positive correlation
- Age of the respondent & technical problem faced has no correlation

9. SUGGESTION

The following suggestion are given based on the findings from the survey conducted;

- The majority of the male members where been prepare for digital banking but it been more been useful to female also give more awareness about digital banking.

- Maximum using digital banking in different sectors but it been more useful for private sector people.
- Transaction limit and amount been refund it been more easily and get a minute than only each person have been proper safety.
- There should been proper network to transfer amount and it been easily make digital money. So statement of each month been properly maintain and sent it been month wise.
- Depositing the money is easier but give more awareness through depositing money.
- Any helping line in digital banking there should be easily understand with their language and give proper result to the customer.

10. CONCLUSION

Digital Banking definition is banking done through the digital platform, doing away with all the paperwork like cheques, pay-in slips, Demand Drafts, and so on. It means availability of all banking activities online. The number of digital payment methods will increase exponentially as people become more aware of financial literacy and financial accessibility. Consumers across India want local payment methods today, tomorrow, and in the future.

11. REFERENCE

- "Spread of E-Banking in Malaysia a consumer perspective". The ICFAI Journal of Bank Management (2017)
- Jayant Kumar and Hitesh Bhatia (2019) "E-Banking some Economic Implications".
- Vardhman (2019) Said Online Banking - The Need of the Modern Professional - Internet Banking
- Safeena (2019) – Usefulness on internet banking
- Rao, K. Rama Mohana and Lakew, Tekeste Berhanu (2020) – Usefulness of private sector an public sector in internet banking
- Bahl, Sarita, (2021) – E- BANKING USAGE IN INDIA
- 'Varda Sardana and Shubham Singhanian' (2022) - Digital banking technologies have escalated over the years
- https://en.wikipedia.org/wiki/Digital_banking
- <https://www.bankrate.com/banking/digital-banking-trends-and-statistics/#digital-trends>
- <https://limbd.org/advantages-and-disadvantages-of-digital-banking/>
- <https://www.pimrindore.ac.in/vol2%2Cissue2/Dr.Hyde.pdf>
- <https://sdk.finance/what-is-digital-banking/>