



CUSTOMERS ADOPTION OF DIGITAL BANKING

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ABSTRACT

Digital Banking is a general term for massive banking services and providing enormous products through electronic narrows. Customers are still waiting for new speedy banking services. However, India is developing a technology-enabled banking service in a revolutionary transformation that will bring many new attributes, including anytime, anywhere, ultra-fast response times in banking transactions. The study's comprehensive is to find out the factors influencing digital banking on customer adoption. The study suggests that there is need by banks to invest more on robust dependable systems to decrease incidents of failed transactions. Questionnaire method has used for data collection. The paper elaborates the relevant few reviews of literature, research methodology, research analysis, findings, and conclusion.

1.1 INTRODUCTION

Digital banking refers to the digitization of banking services, thus removing the need for consumers to visit a bank branch. In a global pandemic, traditional banking systems have become outdated. Consumers want efficiency, accessibility, and demand essential banking services physically secure. Visibly or not, Covid-19 has disrupted almost every industry globally and transformed enterprises' existing ways of doing business. The banking industry is no exception to this shift. Banks are making a digital transformation by transferring to new business models and initiating fully digital banking services to keep up with the digital banking trends of 2022. Digital banking or the Digitalization of a bank has progressively altered the banking landscape in the last few years. Digital technologies initially limited to banking channels now encompass the entire banking spectrum, whether back-end operations or customer-facing channels, digital banking delivered through new-age technologies is the way further for all participants in the financial service industry.

1.2 RESEARCH OBJECTIVES

- To study the demographic characteristic profile of digital platform users.
- To analyze the factors affecting while implementing Digital Banking Services.

1.3 SAMPLING AND TOOLS USED

An online survey was conducted to collect the opinion from respondents, a 35 respondents were selected on convenience and employed through Chi-Square Test, ANOVA

1.4 REVIEW OF LITERATURE

1. Dr. Rajeshwari M. Shettar (2021) has given the role of digitization in Indian banking, factors that affect the scope of digital banking, trends has been affected the customers and technological ballpark in Indian banks. The study also evaporated that easy use of digital banking can speed up the assimilation of the unbanked economy into the mainstream.
2. Ms. Jasdeep Kaur (2020) 110 states that E-Banking is a unrecoverable marvel to advantage more force in the coming years. With the Digitalization of the Indian economy and course to transform India into a cashless society, E-banking goes to be equipped. Virtual exchanges and web based banking were genuinely parade. The more youthful time has effectively adjusted to this change and this changing financial gadget more as a comfort mode than a predict.



1.5 ANALYSIS AND INTERPRETATION

Table 1: Gender of the Respondents (Percentage Analysis)

Gender	No of the respondents	Percentage
Male	19	54
Female	16	46
Total	35	100

From the above table manipulated that 54 per cent of the respondents belong to the category of male segment and 46 per cent of the respondents belong to the category of female segment.

It is concluded that most of the respondents (54%) belongs to male segment.

Table 2: Age and Usage of Digital Banking (Chi-Square Test)

Factor	Calculated chi square value	Table value	D.F	Remarks
Age	4.049	0.908	9	Significant at 5% level

It is manipulated from the above table that the calculated chi-square value is more than the table value, and the result is significant at a 5 percent level. It is concluded that there

is a significant relationship between Age and Usage of digital banking.

Table 3: Gender and Usage of Digital Banking (Chi-Square Test)

Factor	Calculated chi square value	Table value	D.F	Remarks
Gender	5.865	0.118	3	Significant at 5% level

It is revealed from the above table that the calculated chi-square value is more than the table value, and the result is significant at a 5 percent level. It is concluded that there is a

significant relationship between Gender and the Usage of digital banking.

Table 4: Digital Banking services and demographic factors – ANOVA

Demographic factors	Groups	Sum of Squares	DF	Mean Square	F	Sig
Gender	Between group	0.362	2	0.181	0.699	0.505
	Within group	8.020	31	0.259		
	Total	8.382	33			
Age	Between group	1.377	2	0.689	0.962	0.393
	Within group	22.182	31	0.716		
	Total	23.559	33			
Occupation	Between group	0.047	2	0.023	0.026	0.484
	Within group	28.336	31	0.914		
	Total	28.382	33			
Income	Between group	2.941	2	1.471	0.742	0.484
	Within group	63.459	32	1.983		
	Total	66.400	34			

The above table manipulated that the p-value is more than 0.05, the null hypothesis is accepted at a 5 percent significance level. There is no significant relationship between

frequently availed digital banking services and demographic factors.



barriers and their solutions should function on minimum network availability.

1.6 RECOMMENDATIONS

- **Cyber Crime and Security:** Digital banking has brought banking services comfort, convenience, and flexibility. The converse is that it has increased the hazard of cybercrimes. A Few banking and financial applications are substance to cyber-attacks. Some hackers employ innovative techniques to siphon funds, either as large amounts in a single shot or minuscule amounts from hundreds and thousands of accounts, over a long period. Also, there is always the threat of valuable personal data being imperiled. Banks need to ensure that their system is well nourished and enhanced to counter any threats from cybercrimes.
- **Inadequate Infrastructure:** India has the highest number of bank branches globally, but people in rural areas still have to travel miles to explosion of the banking interface.
- **Network Availability:** Our country is marching towards Digital India. Network connectivity is still moderate to poor in most rural areas. There should be reveal accessible superfast broadband and free Wi-Fi connectivity to develop a digital platform. Digital Banking solutions should consider the connectivity

1.7 CONCLUSION

As bank users get younger and younger, the banking industry has had to build digital platforms to adapt, and fuller cater to their requirements. The digital banking avenues listed above provide insight into the current circumstances modern banking. Digital banking is a customary thing. The financial industry has once again changed because of the development of technologies and new customer service standards. A contemporary person wants elasticity, so they are looking for a chance to handle their finances and make transactions without needing to visit a bank. The Banking sector has been projected as a radiant prospect for the banking industries because several factors like the regulatory climate are favorable, an economic fundamental are rigid and alteration technologies are more readily accessible, dominant, and economical than any other time.

REFERENCES

1. Dr Rajeshwari M. Shettar, "Exploring the impact of digital technology on retail banking consumers in Rajasthan"(2021)
2. Ms. Jasdeep Kaur, "Growth of E-Banking in India", *International Journal of Research in Finance and Marketing (IJRFM)*, Vol. 7 Issue 5, May 2020, pp. 88-94.