



DIGITAL BANKING - POPULARITY AMONG EMPLOYEES IN IDUKKI DISTRICT

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ABSTRACT

Banking that is done through the digital platform without any paperwork is referred to as digital banking. Digital banking means the availability of banking services online. Digital banking offers convenience for both the banks and its customers. Digital banking is about the automation of every step of the banking relationship, and it goes way beyond an online or mobile banking platform.

Keywords: Digital banking, Online banking, Mobile banking, Telebanking

INTRODUCTION

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. It provides the ability for users to access financial data through desktop, mobile and ATM services. Digital banking is the digitization or moving online of all the traditional banking activities and programs that historically was only available to customers when physically inside of a bank branch.

A digital bank represents a virtual process that includes online banking and beyond. As an end-to-end platform, digital banking must encompass the front end that consumers see, the back end that bankers see through their servers and admin control panels and the middleware that connects these nodes. Ultimately, a digital bank should facilitate all functional levels of banking on all service delivery platforms. In other words, it should have all the same functions as a head office, branch office, online service, bank cards, ATM and point of sale machines.

Digital banking offers convenience for both the banks and its customers. While customers can save time and hassle through convenient banking transactions that can be conducted on-the-go, banks save money on physical infrastructure and hiring costs by moving a part of their transactions online.

Digital Banking is a system which enables banking transactions like transfer of funds, payment of loans and EMI's, deposit and withdrawal of cash virtually with the help of internet. It is one among the extended features which banks provide in addition to the traditional banking. It is the most used feature by the Indian citizens after the effect of demonetization. There are different types or sectors under digital banking services. The major services, offered by banks are internet banking, mobile banking, ATM's, NEFT, PPIs, SMS Banking, e-cheques, debit and credit cards etc. The first bank in India to offer digital banking was ICICI Bank in 1996. Since then a number of other banks have followed this and today most of the banks provide digital banking services.

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. E-banking allows customer to conduct financial transaction on a secure website. Nowadays User Friendly Technology is becoming more popular among customers, most of the banks are providing e-banking facility.

Today, most of the customers are increasingly using the technological banking facilities available in banking sector. It reduces cost and saves time. From the customers perceptive towards technological banking provides a convenient and effective way to manage finance that is easily accessible at 24 hours a day in 7 days a week. On the other hand, online banking has certain problems such as lack of knowledge to operate the technology, set-up cost, legal issues, lack of relationship among banker and customer, security and privacy issues. For some people the User Friendly Technology really simplifies their lifestyle, while for others it is very much threatening and complex. Therefore in this context, it is necessary to study the satisfaction level, awareness and their knowledge on security of digital banking.

SIGNIFICANCE OF THE STUDY

Digital banking is the new best thing that could have happened to mankind. Through Digital Banking, individuals can now easily make transactions, check their account balance or even make transfers just with a single click of a button on their smart phone, desktop or any other digital device. Moreover, it has become highly convenient for working class, elderly people, to carry out their bank work from the comfort of their homes. Through digital banking, people no longer need to wait for the bank working hours to carry out any bank work. Now you can do the required transactions whenever it is convenient to them, 24x7, even on holidays. ATM's (Automated Teller Machine), Telephone Banking, Electronic Clearing Cards, Smart Cards, EFT (Electronic Fund Transfer) system, Electronic Clearing Services, Mobile Banking, Internet Banking, Telebanking, Door-Step Banking are the popular services under digital banking. All these services indicate the relevance of the study on 'Digital Banking – Popularity'. In this background it's important to know about the customer's satisfaction level, their knowledge on digital banking and their awareness of digital banking.

OBJECTIVES

1. To measure customer satisfaction level of digital banking among employees in Idukki District.
2. To know how much knowledge they have about safety measure of digital banking.
3. To study customer's awareness about digital banking among employees in Idukki District

DATA COLLECTION

Both primary and secondary data were used for the study. Primary data were collected using structured questionnaire. Secondary data were collected from magazines, journals, web sites, etc.

UNIVERSE AND SAMPLE

The present study is limited to the geographical area of Idukki district in Kerala state. Multi stage Random Sampling method was used.

REVIEW OF LITERATURE

Cajetan (2018) in his research paper entitled "Digital banking, customer experience and financial performance". He found that there is a positive relationship between Perceived value and customer experience, convenience and customer experience, functional quality and customer experience, digital bank service quality and customer experience etc. The study concluded that customer perceptions among digital banking, customer experience, satisfaction, loyalty, and two measures of financial performance, namely financial relations and NPS criteria and the implications of these links for bank marketing can be used to explore customer experience and financial performance.

Jenkins (2007), in his research paper "Adopting internet banking services in a small island state: Assurance of bank service quality". He found that those banks were using e-banking as an assurance to their customers to maintain a competitive quality of service and to continually improve the performance of e-banking services through new IT infrastructure, transaction security, customer relationships and value-added content.

Liao and Cheung (2002), in their research paper entitled "Internet based e-banking and consumer attitudes". They found that the most important quality attributes underlying perceived usefulness of e-banking are expectations of accuracy, security, network speed, user friendliness, use involvement and convenience.

Joseph and Stone (2003) in their research paper entitled "An empirical evaluation of US Bank customer perceptions of the impact of Technology on service delivery in the banking sector". They found that high scores on the ability to deliver service via technology appear to be correlated with high satisfaction with services deemed most important to customers. Hence, availability of Internet banking services appears to be very important for customer's satisfaction and retention.

Vijay (2011) in his research paper "Factors affecting the customer satisfaction in e-banking". He found that perceived value, brand perceptions, cost effectiveness, easy to use, convenience, problem handling, security/assurance and responsiveness are important factors in customer satisfaction in e-banking and also evaluated contact facilities, system availability, fulfilment, efficiency and compensation are comparatively less

important because of the dimensions. The study concluded that the factors affecting on customers satisfaction in e-banking service settings and influence of service quality on brand perception and perceived value.

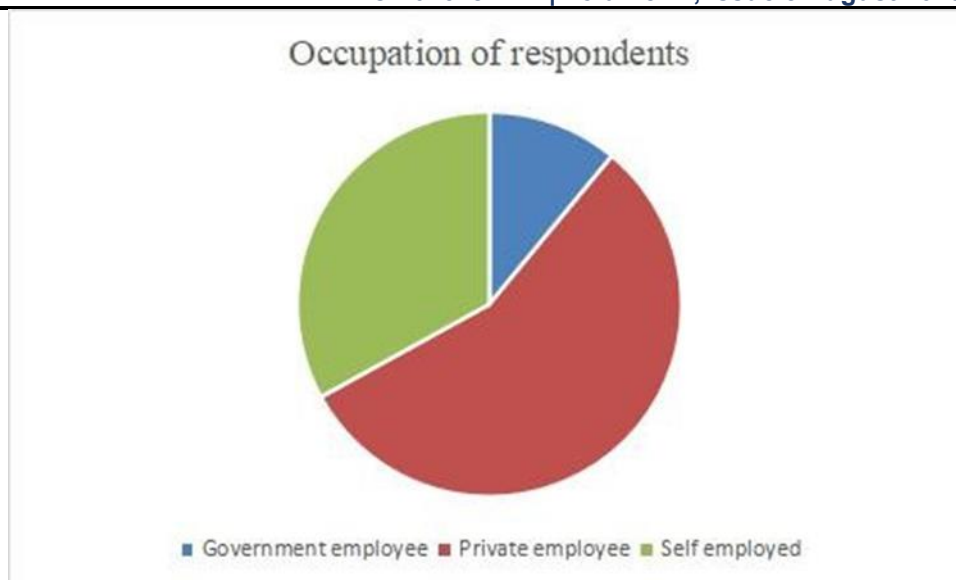
Dhananjay (2015) in his research paper “The Electronic Banking Revolution in India” studied the progress of retail electronic payment system in India in recent years. The setting up of NPCI in 2009 has paved a way for the opportunity to move towards digital transactions and therefore a comparison has been made the period before the formation of NPCI and after the formation of NPCI. It was found that various innovative services were offered by the NPCI and retail electronic payments gained momentum after the setting up of NPCI .

Lal, Roshan, Saluja and Rajni (2012) in their research paper entitled “E-Banking: The Indian Scenario” tried to address the technological concerns in banking sector. The study focused on the analysis of trends and progress of banking in India on parameters like ATMs, computerization of bank branches, retail electronic payment methods, etc. published by RBI in various reports. The study concluded that banks need to make special arrangements to ensure 100% data security online and for this technically trained staff and experts need to be employed. Further the study noted that in spite of making sincere efforts in installation of electronic delivery channels and technology into the system, the Indian banks still need to make the general public in the system fully aware of the concept of internet banking. And for this, more and more seminars and workshops on the usage of internet banking were organised. Bank employees are also required to be given adequate training in the field of internet banking to enhance efficiency and effectiveness of digital banking.

Uppal (2011) in his research paper “ E-Age technology-New face of Indian banking industry: Emerging challenges and new potentials” analysed the performance of Indian banks in terms of productivity and profitability in the pre and post e-banking period and found bank’s performance better in post e-banking period than pre e-banking period

DATA ANALYSIS AND INTERPRETATION

Respondents belongs to five age groups such as below 20 years, 20-30 years, 30-40 years, 40-50 years and above 50 years. Majority of the respondents (66 percent) belongs to the age group 20-30. 12 percent of respondents belong to the age group 40-50. Only 6 percent of respondents belong to the age group above 50 and 5 percent of the respondents belong to the age group below 20. Among 200 respondents 56 percent of respondents are female and 44 percent of the respondents are male. Qualification of most of the respondents are graduation. Among 200 respondents 43 percent are graduates, 20 percent are Post graduates, 10 percent are technically qualified, 12 percent belong to professionally qualified and 15 percent belong to others



Majority of the respondents are private employees. Among 200 respondents 56 percent are private employees, 33 percent are self employed and 11 percent are government employees. With regarding the usage of digital banking, majority of respondents are using digital banking services occasionally. 29 percent of the total respondents are using occasionally, 22 percent are using monthly, 21 percent of respondents using digital banking daily and the rest are using digital banking services yearly. Among the total respondents majority (36 percent) of the respondents are using digital banking services from 1-2 years. 34 percent respondents are using digital banking services for less than one year, 20 percent are using from two-five years and 10 percent of respondents are using digital banking services for more than five years .

SATISFACTION LEVEL OF RESPONDENTS.

Table 1
Satisfaction level of respondents

Sl No	Particulars	Highly satisfied F (P)	Satisfied F (P)	Neutral F (P)	Dissatisfied F (P)	Highly Dissatisfied F (P)
1	Comfortable with digital banking	114(57)	80(40)	6(3)	0(0)	0(0)
2	Payment of bill with simple procedure and high security	84(42)	88(44)	28(14)	0(0)	0(0)
3	Keep the personal information and bank details safe	76(38)	82(41)	42(21)	0(0)	0(0)
4	Mobile app makes	72(36)	88(44)	38(19)	2(1)	0(0)

	transactions simple, fast and convenient					
5	Net banking is mostly free from fraud	56(28)	102(51)	36(18)	6(3)	0(0)
6	Changes for digital banking facilities are convenient	44(22)	94(47)	48(24)	14(7)	0(0)
7	Digital banking is friendly to do fast transaction	58(29)	84(42)	50(25)	8(4)	0(0)
8	Digital banking is convenient for illiterates too	34(17)	72(36)	56(28)	28(14)	10(5)
9	Customer care service for digital banking are gratified	50(25)	70(35)	54(27)	22(11)	4(2)
10	Most of the digital banking services are ease to use	52(26)	84(42)	54(27)	10(5)	0(0)
11	Satisfied with all the digital banking services provided	68(34)	96(48)	30(15)	2(1)	4(2)

Source: Primary data

*F-Frequency, P-Percentage

97 percent of respondents are satisfied with the comfortability of digital banking and 3 percent remains neutral. 86 percent of respondents among 200 respondents are satisfied in bill payment with simple procedure and high security and 14 percent of respondents staying neutral. Majority of the respondents (79 percent) are satisfied with the safety while giving personal information and bank details and 21 percent have neutral opinion. Among 200 respondents 80 percent have satisfaction in using mobile applications but 19 percent remains neutral and 1 percent have dissatisfaction. 79 percent of respondents says that net banking is mostly free from fraud and 3 percent have dissatisfaction and 18 percent stayed neutral. 69 percent of respondents are satisfied with the charges of digital banking but 7 percent have dissatisfaction and 24 staying neutral. Out of 200 respondents 71 percent respondents holds the opinion that digital banking is friendly to do fast

transactions and 4 percent have dissatisfaction and 25 percent have neutral opinion. 53 percent of respondents felt digital is convenient for illiterates too but 19 percent are not satisfied and 28 percent belongs to neutral category. 60 percent of respondents are satisfied with customer care services but 27 percent are in neutral category and 13 percent have dissatisfaction. Among 100 respondent 68 percent says that digital banking services are easy to use, 27 percent have neutral opinion and rest have dissatisfaction. Majority of the respondents (82 percent) are satisfied with digital banking services provided and 16 percent staying neutral and 3 percent have dissatisfaction.

RESPONDENTS KNOWLEDGE ABOUT SAFETY MEASURES OF DIGITAL BANKING

Table 2

Respondents level of knowledge

Sl No	Particulars	Strongly agree F (P)	Agree F (P)	Neutral F (P)	Disagree F (P)	Strongly disagree F (P)
1	Digital banking is secure for your credit/debit card information	92(46)	84(42)	20(10)	4(2)	0(0)
2	Respondents rely on digital banking that information given by you are not misused	62(31)	112(56)	22(11)	4(2)	0(0)
3	Felt safety when using digital banking facilities	54(27)	86(43)	58(29)	2(1)	0(0)
4	Felt secure in providing information like card number, CVV etc for online transaction	62(31)	104(52)	28(14)	6(3)	0(0)
5	Mobile banking applications keeps my account details safe	62(31)	108(54)	26(13)	4(2)	0(0)
6	NEFT and RTGS services provided by banks are safe	54(27)	104(52)	42(21)	0(0)	0(0)

7	Mobile banking apps used for bill payments are secure	60(30)	98(49)	42(21)	0(0)	0(0)
8	Felt discomfort with the security as compared to traditional banking	46(23)	72(36)	58(29)	22(11)	2(1)
9	Felt digital banking is dangerous in some situation	44(22)	74(37)	52(26)	24(12)	6(3)

Source: Primary data

*F-Frequency, P-Percentage

Among 200 respondents 88 percent agreed that digital banking is secure for credit/debit card information. 10 percent have neutral opinion and 2 percent have disagreement. 87 percent of the respondents agreed that information given by respondents are not misused, 11 percent stayed neutral and 2 percent are not agreed.

70 percent of respondents agreed that they felt safety while using digital banking facilities. 1 percent disagreed and the rest remains neutral. Majority (83 percent) have assent that they felt secure in providing information like card number, CVV etc for online transaction, 14 percent have neutral opinion and 3 percent have disagreement. 5 percent out of 100 respondents agreed that mobile banking applications keeps my account details safe, 13 percent have neutral opinion and 2 percent have disagreement. Most of the respondents (79 percent) agreed that RTGS and NEFT services provided by banks are safe and 21 percent have neutral opinion. Among 100 respondents 79 percent agreed that bill payment using mobile banking applications are secure and 21 percent remains neutral. Majority of the respondents (59 percent) agreed that they felt discomfortable with the security as compared to traditional banking, 29 percent have neutral opinion and 12 percent have disagreement. 59 percent of respondents agreed that digital banking is dangerous in some situation and 26 percent have neutral opinion and 15 percent have disagreement.

RESPONDENTS AWARENESS LEVEL IN DIGITAL BANKING

Table 3

Respondents awareness level

Sl No.	Particulars	Fully aware F (P)	Aware F (P)	Unaware F (P)
1	Are you aware of digital banking	102(51)	90(45)	8(4)
2	Are you aware of digital banking services	68(34)	116(58)	16(8)
3	Are you aware of digital banking charges	54(27)	114(57)	32(16)
4	Are you aware of safety measures of digital banking	62(31)	116(58)	22(11)
5	Are you aware of fund transaction limit	66(33)	116(58)	18(9)
6	Are you aware of RTGS/NEFT facility as a mode of payment	44(22)	104(52)	52(26)

7	Are you aware of various rules and regulations regarding internet banking	38(19)	108(54)	54(27)
8	Are you aware of fund transfer through internet banking	66(33)	112(56)	22(11)
9	Are you aware of mobile money identifier(MMID) in immediate payment services(IMPS)	36(18)	94(47)	70(35)

Source: Primary data

*F- Frequency, P-Percentage

96 percent of respondents are aware of digital banking and 4 percent are unaware. 92 percent of respondents among 200 respondents are aware of digital banking services and rest are unaware. Majority of the respondents are aware of digital banking charges and 8 percent are unaware. 89 percent out of 200 respondents have knowledge about safety measure of digital banking and 11 percent are unaware. Among 200 respondents 91 percent have awareness on transaction limit and 9 percent are unaware of that. Out of 200 respondents 74 percent have awareness on RTGS and NEFT facility and 26 percent have no awareness about that. 73 percent of respondents have knowledge about rules and regulations of digital banking and the rest are unaware. Majority (80 percent) have knowledge about fund transfer through internet and 11 percent are unaware. Among 200 respondents 47 percent are aware of mobile money identifiers (MMID) in immediate payment services (IMPS) and 18 percent are fully aware and 35 percent are unaware.

FINDINGS, SUGGESTIONS AND CONCLUS

Digital banking is the automation of traditional banking services. Digital banking enables a bank's customers to access banking products and services via on electronic / online platform. Digital banking means to digitize all of the banking operations and substitute the bank's physical presence with an everlasting online presence eliminating a customer's need to visit a branch. The development of information technology has an enormous effect on development of more flexible payment methods and more user friendly banking services in digital banking.

FINDINGS

Regarding the satisfaction level of respondents on digital banking, majority of the respondents are satisfied with comfortable (97 Percent), bill payment with simple procedure and high security (86 percent) safety while giving personal information and bank details (79 percent), using mobile applications(76 percent), free from fraud (79 percent),convenient charges(69 percent), friendly to do fast transactions (71 percent), customer care services (60 Percent), easiness to use (68 percent), digital banking services (82 percent), only 53 percent felt digital banking is convenient for illiterates,19 percent are not satisfied and 28 percent have neutral opinion.

While analyzing the respondents knowledge about safety measures of digital banking, majority of the respondents agreed that digital banking is secure for credit/debit card information (88 Percent), information given by respondents are not misused (87 percent), felt safety while using digital banking facilities (70 percent), felt secure in providing information like card number, CVV etc for online transactions (83 percent), mobile banking applications keeps account details safe (85 percent), safety of RTGS and NEFT services (79 percent), bill payment using mobile applications are secure (79 percent),felt dis comfortable with the security as compared to traditional banking(59 percent) and digital banking is dangerous in some situation(59 percent).

It is observed that majority of the respondents are aware of digital banking(96 percent), digital banking services (92 percent), digital banking charges (84 percent), safety measures of digital banking (89 percent), transaction limit (91 percent), RTGS and NEFT facility(74 percent), rules and regulations(73 percent), fund transfer through internet(89 percent), mobile money identifiers in immediate payment services(47 Percent).

SUGGESTIONS

Digital banking services and facilities are more convenient to respondents like that round the clock accessibility. Instantaneous transactions, speed banking and single window view of all accounts with drill down features provide satisfaction level to respondents and majority of the respondents have knowledge about all features and most of them are familiar with features.

Website of the bank may be offered in regional language like Malayalam so that the website become more user friendly and interactive to illiterates too. Banks need to conduct awareness programme with practical demonstration on internet banking services to prospective and new customers. Bank can promote customers to report their complaints to the bank in order to improve confidence in online banking services. The awareness about online banking services may be imparted to students by including Digital banking in their curriculum. Awareness programme can be implemented in regional language also by considering illiterate people. Simple and easy to use mobile applications software for online banking services may be made available to customers at free of cost.

CONCLUSION

Digital innovations are creating a new picture of banking services. Due to the adoption of digitization, the banking sector in India is facing some remarkable changes as well as hurdles. As we are leading in the digital era, it is not possible to avoid the growth and services of digital banking. Everyone uses modern mobile devices like smart phones, which can be easily used to access many digital banking services.

Most of the services provided by digital banking are available to anyone, anywhere and at any time. As people want to have convenient banking services so they feel very comfortable to use this system. People feel more comfortable and convenient to use digital banking than traditional banking. Banking sector has also become more competitive with the advent of digitization and the digital India programme for ensuring better customer service, thereby attaining the goal of cashless economy. The digitization in banking has started shifting to a cashless and paperless banking.

It is found that almost all respondents are satisfied with digital banking services and facilities. Everyone has the knowledge about safety measures of digital banking. Also found that respondents are aware of digital banking services but majority of respondents are unaware of mobile money identifiers in immediate payment system.

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