

## STUDY ON AWARENESS OF DIGITAL BANKING SERVICES IN HASSAN TALUK

---

Yogesha\*

### ABSTRACT

*Digital banking is the term that describes is transactions that can take place among companies, individual and their banking institutions. First conceptualized in the mid-1970s. Some banks offered customers electronic banking in 1985. Online banking allows customers of a financial transaction on a secure website operated by the institution, which can be virtual Banks, Credit union. Banks are trying to popularized the concept of internet banking in the minds of their customers to meet up with increasing banking Premises. The objective of the study is to examine the reach of Digital banking and to analyze awareness among the customer using internet Banking and also identity the level of security provided by banks to customers to using these services. Primary data are collected from the bank customer with a sample size of 100 by conducting the survey through questionnaire in Hassan Taluk, Hassan District. And secondary data collected from various web sites. The data has been analyzed using percentage, tables and graph. Digital Payment occurs when goods or services are purchased through the use of various electronic mediums. A digital banking user is expected to perform transactions online such as checking accounts balance and transactions history, paying bills, transferring between accounts, requesting credit cards advances. Cards payments are the most familiar types of electronic payments the world over cards are remain attractive in part due to the rewards they offer , which have been increasing for the past several years. Major credit and debit cards in all corners of worlds include visa, master cards, American express etc.*

---

**Keywords:** Digital Banking, Awareness, Digital Payments, Debit Cards and Credit Cards.

---

### Introduction

Bank is the financial institution which provides different financial services to customers. It plays vital role in social developments. It collects the finance from different people in the form of deposits and investments and provides this finance to different business man in the form of debts and loans. It plays an important role in economic developments. Digital banking is a 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 services digitization. Digital banking involves high levels of process automation and web-based services and May included APIs enabling cross institutional services composition to deliver banking products and provide transaction. It provides the ability for users to access financial data through desktop mobile and ATM services.

### Different Digital Services Provided by Banks

- **ATM**

ATM stands for Automated Teller Machine. It is specialized computer that makes it convenient to manage your money. There are millions of ATM worldwide and you can use many ATMs 24 hours, 7 days week. ATM cards are magnetic strip card which operate with particular pin code. ATM is used for balance equity. Withdrawal fast cash updating cash book, utility bills payment etc.

---

\* Assistant Professor, Department of Commerce, Government First Grade College for Women, MG Road, Hassan, Karnataka, India.

- **NEFT**

NEFT means National electronic fund transfer system. It is maintained by the RBI. NEFT enables bank consumers in India to transfer funds between any two NEFT-enabled bank accounts on a one-to-one basis. It is done via electronic messages.

- **Internet Banking**

Also known as web banking is an electronic payment system that enables customers of a bank to conduct financial transactions through the financial websites. Online banking system will typically be a part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services, Mobile banking.

Mobile banking is a service provided by a bank that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. This service is provided with the secure ID and password to consumer mobile banking offers fund transfer, mobile and DTH recharge etc.

- **Card Facility**

Banks are providing Debit and Credit cards facility. With use of these cards customers can purchase, and make commerce transactions, and also pay the bills.

#### **Advantages of Digital Banking**

- You can pay and receive money within seconds
- No need to visit bank saves both your time and money
- An online account is simple to open and easy to operate.
- It is fast and efficient. Funds get transferred from one account to the other very fast.
- More online services include loans and investment options.

#### **Need or Purpose of Digital Banking**

- It is a flexible service provided by banks where customer can work according to their needs.
- It removes the geographical barriers, thus customers can access from anywhere and at any time. It provides 24 hours -7 days services
- It increases bank efficiency and competitiveness and lowers the operating cost.
- It provides the higher transaction speed.

#### **Objectives of the Study**

- To understand the concept of online or digital banking.
- To analyze the importance, function, advantage, and limitation of online banking.
- To analyze the trend of online banking with help of the primary data
- To analyze the present scenario concerned with ATM, Mobile banking, credit and debit cards, fund transfer and other e banking services.
- To examine the impact of ATM, Internet banking, Mobile banking on customer satisfaction by analyzing the problems faced by the consumers.
- To study the problems faced by the consumers in availing the internet banking services.
- To know the rules and regulations of internet banking by the guidelines of RBI.
- To find digital banking problems faced by the consumers.

#### **Research Methodology**

This research is descriptive in nature. For the study purpose both primary and secondary data collection method has been adopted. The primary data includes structured questionnaire method for which 100 samples were collected by using random sampling technique from various parts of Hassan Taluk. The Secondary data are collected through different newspapers, articles, journals and web sites.

#### **Statistical Tools**

There are various statistical tools which are used in analyzing data. The following tools are used for representing and analyzing data

**Limitations**

- The time is the major limitation of this study
- This study is conducted with preference to Hassan Taluk only analysis based on information given
- Since the study conducted only in Hassan Taluk it's difficult to get much information.

**Literature Review**

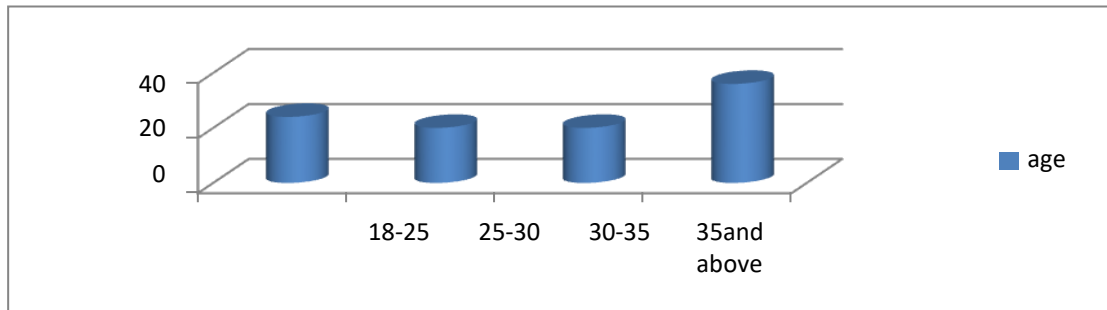
**A. Shiffu (2014):** Has made study on Impact of internet banking on consumer satisfaction. The main aim of this study is find out customer satisfaction has long been found as playing an essential role for success and survival in today's competitive environment.

**V. Vimala (2016):** Has made study on Evaluative study on internet banking security among selected Indian bank customers. The main aim of study analyze customers perception and awareness Internet banking security and understand the problem faced by customers by using internet banking services and to know the impact of internet banking security **ANURAG SINGH (2017):** According to the researcher has focused on bring together the role, impact, challenge, limitation, security and the way to increase the awareness about Internet banking.

**Aswathy Rabjan (2018):** Has made study on critical study on concept of E banking in India with special reference RBI role in safe banking practices. The aim of the study identified various E banking service or products adopted by India and also study various challenges and issued and by E banking and analyze role of RBI safe security practices.

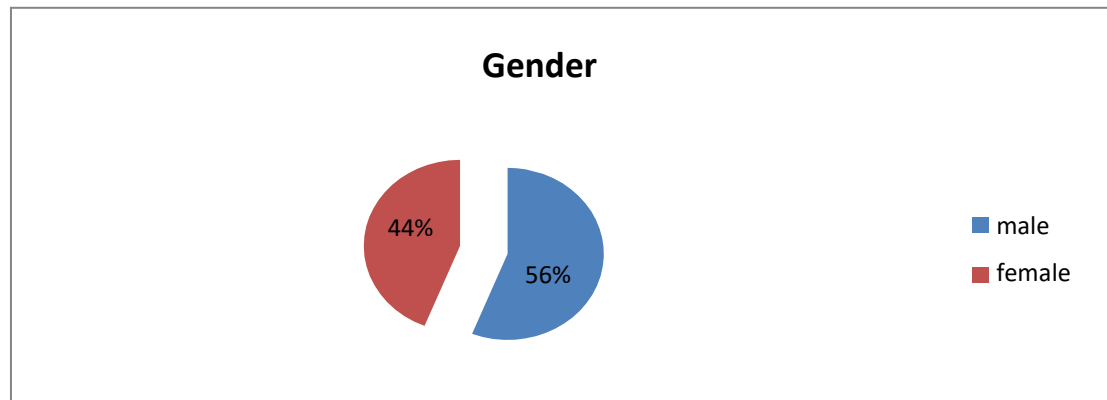
**Data Analysis and Interpretation**

**Chart 1: Age of Respondents**



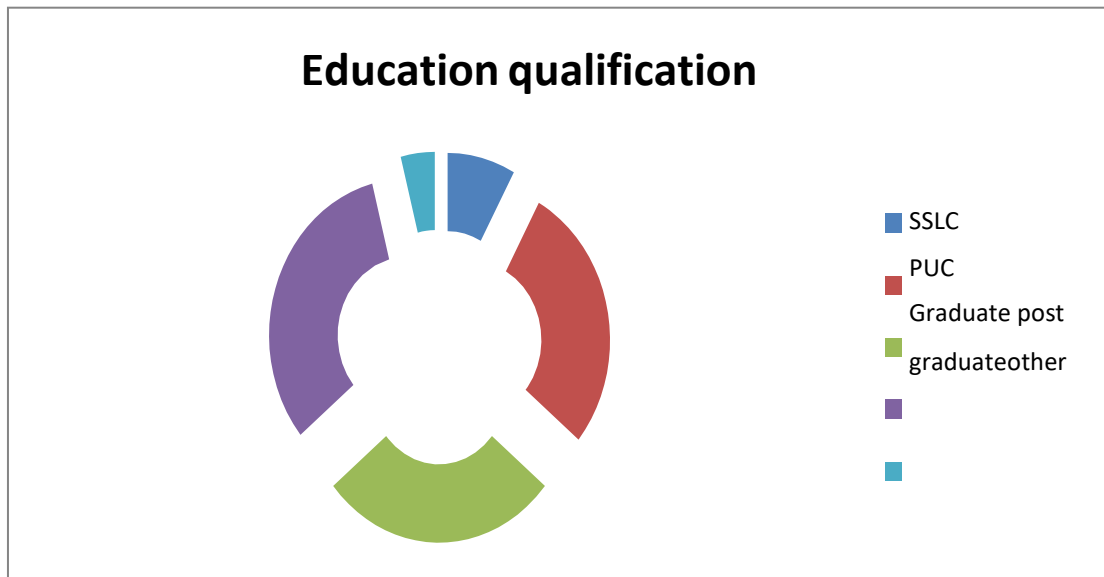
The above data shows that out of 100 respondents, majority i.e. 24 % of the respondents are 18-25 age, 20% of the respondents are 25-30 age, 20% of the respondents are 30-35 age and 36% respondents are 35 and above age.

**Chart 2: Gender of the Respondents**



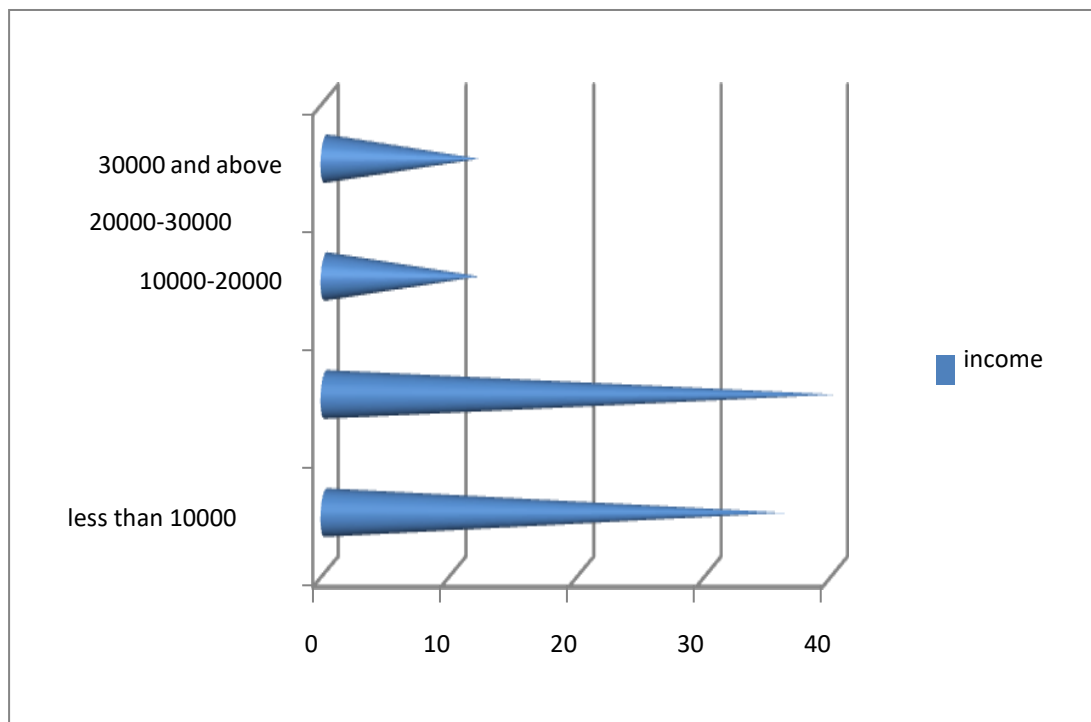
The above data shows that out of 100 respondents, majority i.e. 56% of the respondents are male and 44% of the respondents are female.

**Chart 3: Education Qualification**



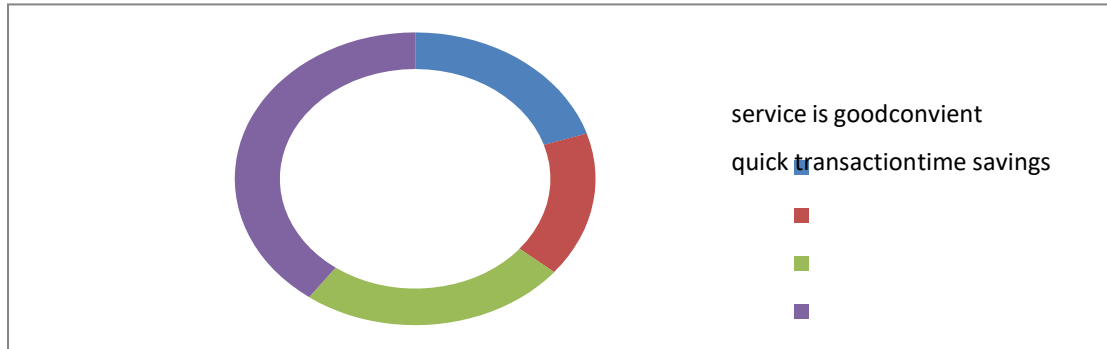
The above data shows that out of 100 respondents, 8% of the respondents are SSLC, 28% of the respondents are PUC, 28% of the respondents are graduate, 32 % of the respondents are post graduate and remaining 4% of the respondents are other.

**Chart 4: Income**



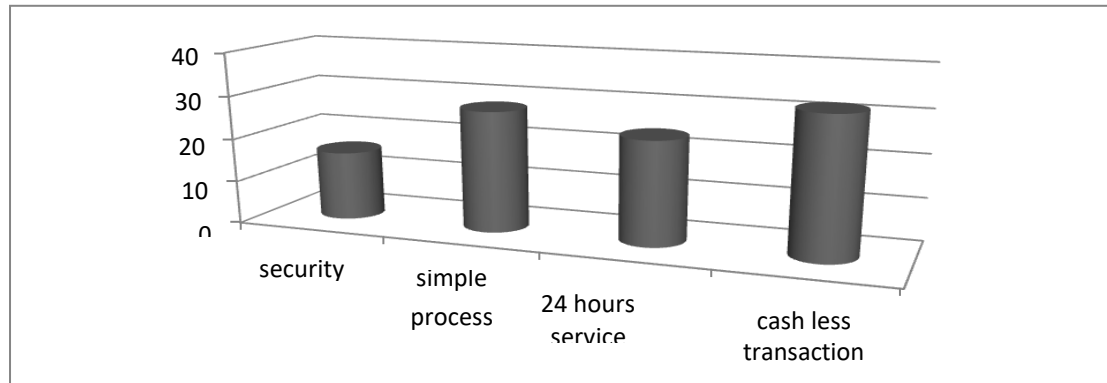
The above data shows that out of 100 respondents majority, i.e. 36% of the respondents are less than 10000, 40% of the respondents are 10000-20000, 12% of the respondents are 20000- 30000 income and 12% of the respondents are 30000 and above.

**Chart 5: Why do you use E Banking?**



The above data shows that out of 100 respondents 20% of the respondents are mentioned service is good, 16% of the respondents are convenient, 24% of the respondents are quick transaction and 40% of the respondents are time savings.

**Chart 6: Main reason for using digital banking**



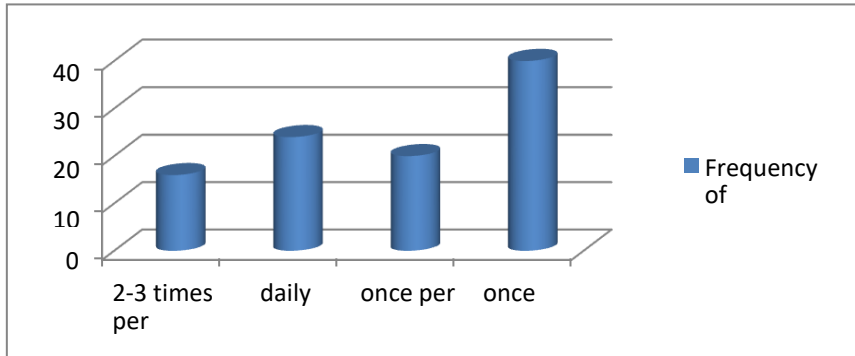
The above data shows that out of 100 respondents 16% of the respondents are security, 28% of the respondents are simple process, 24% of the respondents are 24 hr service and 32% respondents are cash less transaction.

**Chart 7: Service most of the time you use**



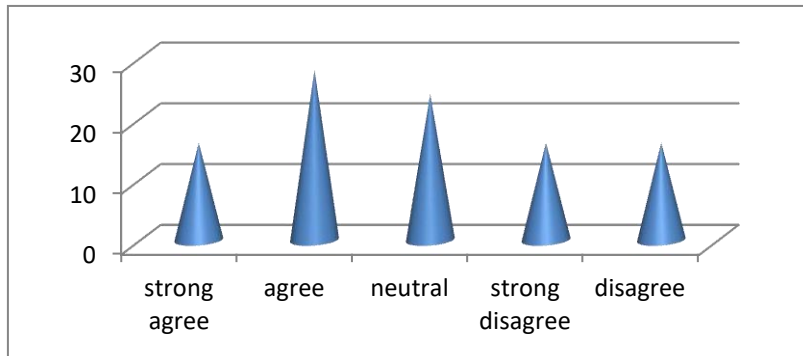
The above data shows that out of 100 respondents 36% of the respondents shopping, 36% of the respondents simple process, 36% of the respondents are ticket booking, 20% of the respondents are activate debit or credit card and 8% of the respondents are open FD.

**Chart 8: Frequency of Transactions**



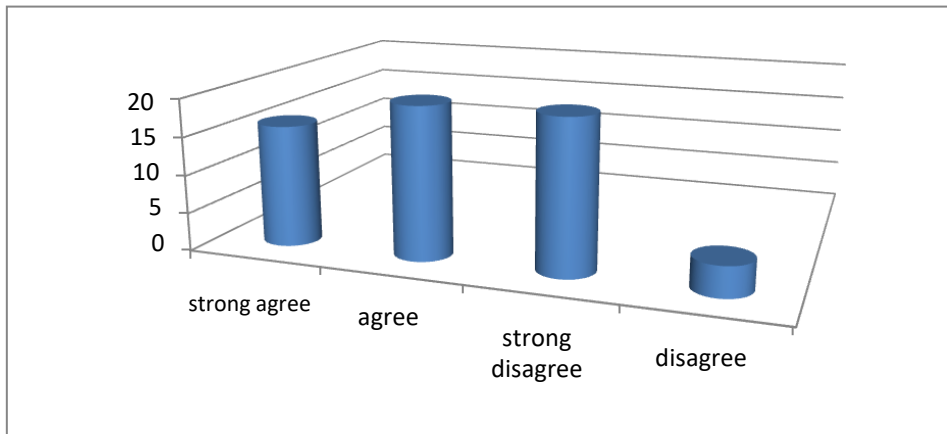
The above data shows that data out of 100 respondents. 16% of the respondents are 2-3 times, 24% of the respondents are daily, 20% of the respondents are once are months, 8% of the respondents are once per week

**Chart 9: “Transaction through Internet are Secure”**



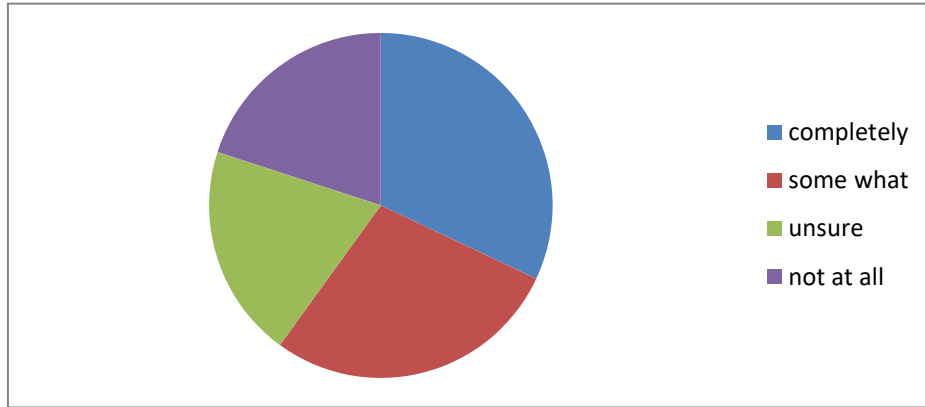
The above data shows out of 100 respondents. 36% of the respondents are strong agree,16% of the respondents are agree, 20% of the respondents are strong disagree, 4% of the respondents are disagree.

**Chart 10: “Highly satisfied with digital banking”**



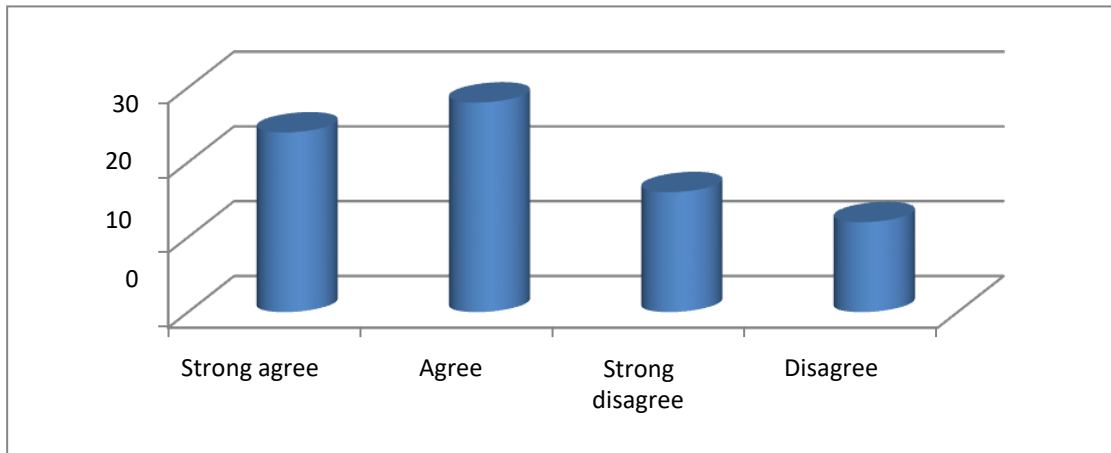
The above data shows that out of 100 respondents .16% of the respondents are strong agree, 28 % of the respondents are agree,24% of the respondents are neutral, 16% of the respondents are strong disagree,16% of the respondents are disagree.

**Chart 11: Human contact is important for banking relation**



The above data shows that out of 100 respondents. 32% of the respondents are completely, 28% of the respondents are somewhat, 20% of the respondents are unsure and 20% of the respondents are not at all.

**Chart 12: “Digital Banking is Secure and Safe”**



The above data shows that out of 100 respondents. 24% of the respondents are strong agree, 28% of the respondents are agree, 12% of the respondents are strong disagree, 20% of the respondents are disagree.

**Findings**

- In this study most of the people aware about digital banking. Most of respondents are use digital banking only for time savings.
- Here mainly youths do two three time transaction daily and others don't do that much.
- P.G students are highly aware about digital banking compared to SSLC PUC graduate and others.
- Most of the people think that transactions through internet are secure and only few people are disagree with it.
- Most of the average people satisfied with e banking and some are disagreed because of technical issues.
- Most of educated people agreed that digital banking is safe and secure because they know the terms and conditions.

- With the survey we came to know that most of the people are using digital banking service and they are satisfied with it and literate people knows the digital banking terms and conditions and also know about securities.

### **Suggestions**

- A Bank should take necessary steps to create awareness among rural people about the internet banking services available in the banks.
- The e bank or internet bank system should be enhanced to make the online enquiry and online payment much easier to customers.
- Banks may setup a team of personnel to train the customers to get acquainted with the internet channel for the purpose of most of the customer have not availed of internet banking services because they do not trust internet channel presuming it as a complicated.
- It is argue that as banking services are in the nature of public good, it is essential that availability of banking and payment services to entire population without recriminating the objective of public policies.
- It will include the maximum number of people under the shelter of financial inclusion for this purpose, it is the duty of the banker to inculcate the feeling of that e banking is safe and secure. This can be possible only when a banker take steps to have a separate on line centre in their premises with enough number computers and uninterrupted internet facilities.

### **Conclusion**

Digital banking has its own advantages and disadvantage. Here main advantages are increasing the customer satisfaction. This is because the customers do not want to go their particular branches in order to access their accounts and make withdrawal. They can check their transaction or account balance or money withdrawal with the help of digital banking services.

The disadvantages of digital banking are the security problem that surround. Making money transaction is bigger risk compared to physical transaction. This i due to hacking problem and identify the theft. Sometimes banks websites goes down. If this is happen it will be a hassle for the customer because he or she go for branches. Sometime customer also runs into bad services

### **References**

1. Hammoud, J. (2018). The impact of e banking service quality on customer satisfaction.
2. <http://doi.org/10.1177/2158244018790633>.
3. Shiffu, A. (2014). Impact of internet banking on customer satisfaction.
4. <http://shodhoganga.inflibnet.ac.in> .
5. vimala, v. (2016). An evaluvate study on internet banking among selected Indian bank customer. <http://amity.edu> , volume 1 issue 1 2016.

