

Digitalization of Indian Banking Services in North East India: A Study on Post Graduate Students of Assam University Silchar

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Abstract

This research investigates how postgraduate students at Assam University have adopted, experienced, and challenged digital banking services and, in doing so, recognizes the broader changing landscape of banking services in North East India related to digitalization. Using a descriptive design, primary data sources involved questionnaires with 400 students, administered in an organized fashion. This study identifies what is important for students to use digital banking services as well as key satisfaction determinants, and challenges students experience as users of banking services. The results indicate that usage of UPI (94.25%) and mobile banking (74.25%) are the most prevalent samples of digital banking services, with internet banking representing a smaller subset at 33.5%. Weekly usage rate far outpaced less frequent occurrences, and as a whole, students reported they are mostly satisfied with convenience, consistency, assurance, and security. Key determinant of usage was found to be availability, access, convenience, and trust users have in the digital banking systems. However, serious challenges the students experienced include dependence on the internet (75.25%), absence of an in-person user experience (63.75 earlier reference in- person), and connectivity interruption (57.5%).The investigation of students experience of digital banking services emphasizes the impact improved infrastructure and

awareness could have in universities and rural communities. It suggests also that education and awareness should be augmented to enhance users' experiences, notice and perform a more tailored service delivery, and identify and repair the gaps in digital banking services delivered by public/private banks. This investigation widens the scope of a developing analysis in how digital or technology is aligned with the experience of banking services for users, and could provide insight for improved policy and technology options (particularly, a priority in North East and India in general).

Keywords: Banking Service, Digital Wallets, Students Community, North East India, Banking Professionalism.

1. Introduction

In the Indian banking industry, digitalization has become a powerful tool that is radically changing the way financial services are managed, accessed, and supplied. Indian banks have transitioned from conventional physical branches to more dynamic and customer-focused digital platforms with the advent of digital technology. A noteworthy feature of digitization in Indian banking is its contribution to enhancing consumer accessibility and ease. Customers may now make financial transactions at their convenience, increasing overall satisfaction and decreasing dependency on physical branches, thanks to digital wallets, smartphone applications, and internet banking. Furthermore, by reaching previously neglected communities, digitization has been crucial in advancing financial inclusion. Millions of people have entered the formal banking system thanks to programmes like the Pradhan Mantri Jan Dhan Yojana (PMJDY) and Aadhaar - enabled payment systems, which have promoted social welfare and economic empowerment. Moreover, by automating standard procedures like loan processing and account opening, digitization has improved operations and decreased costs for banks. This has reduced mistakes and made it possible for banks to direct resources more effectively towards value-added services. Digitalization has also strengthened security protocols in the banking industry, enabling the use of multi-factor authentication, enhanced encryption, and biometric verification to safeguard

client information and thwart fraudulent activities. Indian banking has seen a dramatic transformation as a result of digitization, which has increased operational effectiveness, strengthened security protocols, encouraged financial inclusion, and improved accessibility. In order to maintain their competitiveness in the digital age, Indian banks need to be flexible and creative as technology develops. Digitalization has transformed how banks interact with customers by offering customized services and focused marketing approaches. Leveraging data analytics and artificial intelligence, banks can analyze customer actions, preferences, and transaction trends to provide personalized product suggestions and proactive assistance. This individualized strategy boosts customer contentment and retention, fostering enduring connections. Additionally, digitalization has eased collaborations between banks and financial technology companies, stimulating creativity and the creation of inventive financial solutions. This partnership broadens the array of services accessible to customers, enriching the banking landscape in India.

Evolution of banking industry from Global context:

The era of Monasteries in Banking: The earliest records of banking originate from around 2000 BC, when the necessity for safe deposit and storage spaces prompted the development of banking procedures, particularly in Babylonian temples. Temples were thought to be secure havens for valuables because of their intimidating appearance, which discouraged would-be robbers. Gold was often kept in temples in places like Egypt and Mesopotamia. Monasteries came to hold valuables as commerce flourished. Monasteries started charging clients fees for these assets that they were leasing out. With time, banking expanded to include loans, bills of exchange, and currency exchange. However, the collapse in commerce and business during the Roman Empire's integration marked the end of the monastic period of banking.

The revival era : There was a great deal of turbulence across Europe following the fall of the Roman Empire. However, there had been two key reasons why banking and commerce prospered despite the chaos. At first, money was needed to buy supplies and weaponry. Money was also required to pay for the costs of

shipping supplies and providing compensation for the troops who had been imprisoned.

The era of Goldsmith Money lenders : This phase of banking history is important because it established the foundation for contemporary banking procedures. For example, institutional mechanisms were created to discourage theft as the need for storage of expensive goods like jewellery and gold expanded. Merchants started paying goldsmiths a fee for the safeguarding of their possessions, which included jewellery and gold bullion. Goldsmiths began providing receipts as evidence of receipt, equal to the value of the deposited objects, as the demand for this service increased over time. These receipts, which were similar to modern financial instruments like checks, also required the bearer to reimburse the goldsmith with an equal sum upon request.

Evolution of banking industry Indian context:

Ancient banking practices are described in a number of literatures, and the history of banking in India dates back to the Vedic era. Writings like those of Manu contain references to deposits, promises, loan regulations, and interest rates. According to Chanakya, who wrote of the existence of strong guilds of merchant bankers in his work *Arthashastra* about 300 BC, there has always been an indigenous system of bankers and moneylenders. The primary activities of these bankers included loan provision and deposit taking, as well as dealing with *hundis*, the local currency. The names of two bankers who built the well-known Dilwara Temple on Mount Abu between 1197 and 1247 AD are also mentioned in Jain texts. Apart from that, there were other instances where the ancient money known as “*panas*” was utilised, and under the Mauryan Dynasty, bankers were given financial orders known as “*adesha*” that told them to pay a certain sum to a third party. Moneylenders, known as *Seths* or *Sahukars*, were very important in the early days of banking. But as English traders began to appear in the 17th century and commercial centres were established; the power of native banks began to wane. The East India Company encouraged the creation of Agency Houses, which broadened their scope to include banking in addition to other business ventures. The European business-savvy veterans

of the armed forces and public service formed the majority of these houses.

In the latter part of the 18th century, India's official banking industry started to take shape. The General Bank of India was founded in 1786, while the Bank of Hindustan opened its doors in 1790. The Bank of Calcutta was subsequently established in June 1806, and it was renamed the Bank of Bengal in 1809. With a capital of 5,225,000 rupees, the Bank of Bombay was created in 1840, while the Bank of Madras was founded in 1843 with a capital of 300,000. Each of these institutions, also referred to as quasi-central banks, got a Rs. 300,000 subscription from the Presidency Government. The Bank of Bengal, the Bank of Bombay, and the Bank of Madras were combined to establish the Imperial Bank of India.

2. Statement of the Problem:

Digital banking, which allows for transactions using a variety of mobile apps, has become essential for handling financial responsibilities in today's digital economy. Although digital banking offers quick and easy transactions, it is important to address growing concerns about undetected fraudulent activity. The nation's reliance on digital payment methods is rapidly growing as a result of the abundance of businesses providing online banking and money taking precedence. Research on consumer attitudes towards using digital banking services is still ongoing, with a particular focus on students.

3. Objectives of the Study:

- i. To identify the factors influencing digital banking services on students community.
- ii. To study the level of satisfaction and problems faced by the students community in using E - banking services.

4. Significance of the Study:

The study on the role of digitalization in Indian banking services is significant since it offers relevant services and support that will ease the burden going to the banks and an aid while pursuing their academic and professional pursuits. Through analysing the impact of digitization on the banking service vis-a-vis students community in North East India, bankers may gain a more

profound understanding of the evolving dynamics, challenges, and prospects in this domain. This knowledge can enhance their professionalism and enable them to make knowledgeable judgements and contributions in banking service across the section of the society.

5. Review of Literature

Akhtar & Nadeem (2020) examined the Impact of Digitalization on Banking Performance: Case Studies of Indian Banks using interviews with 30 employees of ten institutions to examine how digitalization affects banking performance. How are the goods? To evaluate a bank's performance, three factors are considered: profits, operating costs and employee productivity. It was found that there is a positive association between these three factors and digitalization. As a result, the bank's operational efficiency has improved, allowing it to offer more than just basic banking services and instead provide comprehensive financial solutions.

Jagtap & Vikas (2018) examines "Impact of Digitalization on the Indian Banking Industry" delves into the key question surrounding payment services offered by banks and the potential impacts of digitalization on those services. It is said that through digitalization, Indian banks are seeing an increase in their customer base while striving to provide top-notch services as efficiency is key. Experts also identified that protecting all customers from sophisticated cybercriminals is the biggest problem of the digital age. Digitalization is expected to reduce industrial costs by minimizing labor costs.

Amudhan & Poornima (2022) conducted a study titled "Impact of digital transformation in rural banking" to understand the impact of changes in the banking sector on rural customers. The purpose of this study is to determine whether the development of the banking sector and its effects on rural customers are linked. The results show that even during difficult lockdowns, customers in remote locations still used a variety of digital tools to complete their banking tasks, saving time and money. During lockdown, online banking became increasingly popular. However, the banking industry faces a number of challenges, including large population, poverty, underdeveloped economy and poor network infrastructure. It is also said that each industry and type of

organization has a different perspective on digital transformation, highlighting the importance of integrating digital technology at all levels of the business. Customers generally appreciate digital banking services, emphasizing the need for sound legislation that can adapt to market dynamics and help the overall financial system and the banking industry become advanced and more digital.

Achanta (2021) in a study titled 'A Study on the evolution and reach of Digital Banking of Indian banking sector', examined the growth and impact of digital banking services digital for the Indian banking sector. The results show that digital banking benefits the banking industry in many ways, including better coordination, reduced costs, easier growth, and increased customer interest. Significant time savings and easier customer management are highly appreciated by customers. Additionally, digital banking offers benefits including an easy-to-use interface, lower costs, simpler transactions, and less danger when carrying large amounts of currency. However, participants cited a range of barriers to digital banking, such as lack of computer and technology knowledge, lack of banking expertise, and difficulty understanding terminology.

Kubasdgoudar (2019) conducted a study on "Opportunities and challenges of digital innovation in Indian banking with reference to mobile banking", examines the variables that influence digital innovation in general and in the context of mobile banking as well as the challenges banks are facing as a result of these developments. The results show that banks face many obstacles when implementing digital banking, making it difficult for them to maintain customer trust. In addition, customer acceptance of mobile banking services and related applications is quite limited.

Raavi (2021) The study examines "An Evolution of Indian Banking in Selected Indian Banks" focuses on the benefits that end users can get from digital banking services and accessibility of them. Research indicates that customers express high satisfaction with services provided by private sector banks, including face-to-face support and online banking information. However, since they believe that public sector banks offer better security than private banks, customers prefer them.

Jaikumar (2020) The purpose of this study is to analyze the impact of digitalization on consumers according to several aspects as described in the article "Comparative study on the impact of digitalization on customers of banks public sector in Mumbai City and Marathwada region". After rigorous statistical tests such as the Mann-Whitney U test, Chi-square test and Wilcoxon signed test, the null hypothesis shows that there is no significant difference in satisfaction on customer service between public sector banks in Mumbai city and banks in Marathwada. Area – was rejected, according to the study. On the other hand, the alternative hypothesis that public sector banks in Mumbai city and Marathwada region have significantly different customer service satisfaction rates was verified and approved.

Begum et. al. (2020) The research paper titled "A Study on Customer Perceptions towards internet Banking services" examines the many ways customers perceive online banking. It was found that respondents' views on online banking did not vary significantly based on age, marital status, education level, occupation or monthly income.

Bendigeri & Hulgur (2014) The results of the Hubli area study aimed to understand the impact of demographic variables on consumers' knowledge and understanding of Internet banking, as well as the causes of lack of awareness and difficulties that they encounter. The study titled "Awareness and Knowledge of internet Banking services among Private and Public Sector Banks in Hubli City", found that more than half of the customers were only somewhat aware of the services online banking. Additionally, research shows that a combination of demographic characteristics, of which education is the most important, influence consumer awareness levels. On the other hand, understanding of online banking was not significantly influenced by factors such as gender, annual income, employment or marital status.

Tandon et. al. (2016) The study on "Consumer Awareness towards Internet Banking: Comparative Study of Public, Private and Foreign Banks" examines usage habits, perceptions and barriers they face when using online banking services. A number of factors were considered in the study, including 'IB money transfers', 'level of technology adoption' and 'online banking'. Respondents from private and foreign sector banks had better

awareness and knowledge levels than those from public sector banks. Furthermore, customers of private and foreign banks use the “Check Book Request” service infrequently, but customers of public banks use this service less often. Additionally, the recurring “bad network” problem affects all respondents, regardless of which bank they use. Therefore, public sector banks need to focus on improving their day-to-day operations to remain competitive with private sector and foreign banks. If we compare foreign sector banks with public and private sector banks, foreign banks face more usability problems.

Barkha, (2022) The influence of digitalization on Indian banks was examined in the paper “A study on Digitalization and its Role in the Indian Banking Sector” It mentioned the transition from traditional bank offices to mobile and online banking, the replacement of physical cheque clearing with CTS technology, and the launch of BHIM and UPI services. The banking industry in India has to go digital in order to increase financial inclusion and provide more services to customers. The Reserve Bank of India (RBI) has also acted to strengthen payment and settlement systems. The report did, however, also draw attention to the dangers of digitalization, including the financial systems vulnerabilities to security integrity, and consumer protection.

K.M. (2020) The article “digitalization of Banks: An evidence from India” examines towards the potential and problems that still exist in the banking industry in India. It explores how cutting-edge technologies like block chain and Bitcoin can change infrastructure and projects the arrival of internet platforms like Facebook and Amazon in the field of retail payments. With over 90% of the population being technologically illiterate and almost 40% of the population living below poverty line, India confronts formidable challenges despite these gains. The study concludes that even paper is moving towards cashless and paperless practices, there are still problems that need to be fixed and possibilities that may be taken advantages of.

Das (2018) define digitalization a improving consumer pleasure, encouraging financial inclusion, and allowing banks to grow both domestically and internationally. They stress the importance of the Unified Payment Infrastructure (UPI) and Bharat Interface for Money (BHIM), which gained popularity following government

programs like “Make in India” and “Digital India” and which have a beneficial impact on transaction volumes.

Fathima, J. (2020) the study on “the impact the digital revolution on the Indian banking sector” examines how technology advancements particularly in digital and mobile technologies have drastically changed a number of elements of banking operations in India. Fathima looks at how the advent of digital banking channels such as digital wallets, mobile banking, and online banking is changing the financial landscape. Overall, Fathima’s research provides insightful information about the evolving digital landscape of the Indian banking industry and its implications for many stakeholders.

Gurram & Velagapudi (2020), in their analysis “Impact of digitalization on Traditional banking”, examine how digitalization has changed the way conventional banking is conducted. It looks at how digital innovation have affected consumer interaction, product offers, and operational process. They highlight benefits like increased productivity and improved client interactions while addressing drawbacks and cyber security threats and regulatory compliance.

6. Research Gap

In any economy, banks are essential because without them, the flow of money would be disrupted, which would have a negative impact on the economy’s citizen. Digitalization is now widespread and has impacted people all around the world in many ways. As we go back in time, we see that a number of studies have been published that explain the importance of digitalization, its impact on the Indian Banking industry, and how banks have adapted to offer these different digitalization services. This study looks at how the digitalization has affected Indian banking services and what factors responsible for which students community adopt digital banking services it also contrasts the quality of customer satisfaction services of using digital banking services.

7. Research Methodology:

Research design: Descriptive research design, the sampling technique used in this research is simple random sampling.

Sources of the study: There are both primary data which is obtained directly from the source and secondary data which is obtained from previously published materials and existing sources have been used in this study for making better research paper.

Primary data: The present research project used a structured questionnaire issued through Google forms to collect primary data from postgraduate students of Assam University.

Secondary data: For the study, RBI website, research papers, reports of other studies and various government publications are some of the sources of secondary data collection of the study.

Population of the study: Students of Assam University are included in the study. In order to limit the size of the population, the study only looks at post graduate student opinions on banking services after they have gone digital. Based on the collected data, the total number of postgraduate students at Assam University 3500

Sample size: Here Taro Yamane's formula is used for the sample size calculation for the finite population.

$$n = \frac{N}{1+N(e)^2}$$

Population size (N) = 3500

Sampling error (e) = 5% i.e. 0.05, since the confidence level 95%

Sample size (n) = $n = \frac{3500}{1 + 3500(0.05)^2} = 399.88 = 400$ students

Technique of data collection: Using information from previous research work, a questionnaire framework was created and randomly circulated via Google forms to postgraduate students from different departments in Assam University.

Data analysis tool: In order to derive the conclusion of the collected data are analyzed and interpreted with the help of tools like pie chart, bar diagram.

8. Analysis of Data

Demographic profile of respondents

8.1. Gender of the respondents:

Table 4.1 Gender distribution of the respondents

Sl. No.	Responses	Frequency	Percentage
1	Male	277	69
2	Female	123	31

Source: Primary data

From the above table, it can be seen that 69% of the total sample size is male and 31% of the sample size are females. So, with the data we can simply say that the majority of the respondents are male in the study.

8.2. Age distribution of the respondents:

Table 2: Age distribution of respondents

Sl. No.	Responses	Frequency	Percentage
1	Below 25 years	284	71
2	25-35 years	57	14
3	Above 35 years	59	15

Source: primary data

The category of below 25 years holds the majority of the sample size which is 71% i.e., 284 respondents on the other side 15% of the total respondents are about 25-35 years and the rest 14% of the total respondents are about above 35 years of age.

8.3. Monthly family income of the respondents:

Table 3: Monthly family income of the respondents

Sl. No.	Responses	Frequency	Percentage
1	30000-40000	177	44
2	40001-50000	130	33
3	Above 50000	93	23

Source: Primary data

It is clear from the above graph that shows 44% of the total respondents i.e., 177 their monthly family income is 30000-40000 and 33% of the total respondents i.e., 93 their monthly family income is above 40001-50000 and rest 23% of the total sample i.e., 93 their income is above 50000.

8.4. Nature of respondents' bank:

Table 4: Nature of respondents' bank

Sl. No.	Responses	Frequency	Percentage
1	Public	294	73.5
2	Private	106	26.5

Source: Primary data

The majority of people 73% i.e., 294 out of 400 in the sample had accounts with public sector banks, 26% i.e., 106 respondents have accounts with private sector banks. Therefore, there is no variation in the consumer base of the public sector compared to private sector.

8.5. Bank wise respondents:

Table 5: Bank name of the respondents

Sl. No.	Responses	Frequency	Percentage
1	SBI	95	23.75
2	HDFC	50	12.5
3	ICICI	66	16.5
4	AXIS	48	12
5	PNB	44	11
6	BOI	29	7.25
7	BOB	21	5.25
8	Canara Bank	23	5.75
9	UCO	24	6

Source: Primary data

For the purposes of this study, both public and private banks are considered. 95 out of 400 samples, or the greatest percentage of samples, had an account with the State Bank of India (24%).

Of the sample, 17% have an account with ICICI Bank, and 12% have an account with HDFC Bank makes up 12% of Axis, with the remaining percentages going to PNB, BOI, BOB, Canara, and UCO at 11%, 7%, 5%, 6%, and 6%, respectively.

8.6. Digital Banking services used by respondents:

Table 6 Digital Banking services used by respondents

Sl. No.	Responses	Frequency	Percentage
1	UPI	377	94.25
2	Internet Banking	134	33.5
3	Mobile Banking	297	74.25
4	RTGS	35	8.75
5	NEFT	25	6.25

Source: Primary data

Table 6 illustrates the usage data of digital banking services by respondents. UPI service leads the way at 94.25%. mobile banking follows at 74.25%, which shows how users rely on their smartphones to transact. The table shows Internet banking at 33.50% usage of the combined services, indicating users prefer other services over Internet banking, likely its limited access or capability of usability. The use of RTGS and NEFT is also limited at 8.75% and 6.25% usage, likely because they are used for high value and reminders or scheduling of payments. Overall, users prefer services that are real-time and mobile-based.

8.7. Frequency of using digital banking:

Table 7 frequency of using digital banking services by the respondents

Sl. No.	Responses	Frequency	Percentage
1	Daily	77	19.25
2	Weekly	197	49.25
3	Monthly	88	22
4	Rarely	38	9.5

Source: Primary data

Individuals use the different digital banking services on a daily, weekly, and monthly basis. 10% of all respondents said they only sometimes use digital banking services, indicating that they are rather comfortable utilising the different digital banking services on their own.

I. Analysis related of Objective I :

8.8. To identify the factors influencing digital banking services among the students community of Assam University:

Sl. No.	Factor	Explanation	Citation
1	Convenience	The fact of the matter is that digital banking is way more convenient for most users. They can access these features remotely from anywhere in the world whenever they want. They do not need to take time out of their schedules to visit a physical branch to deposit or withdraw money.	Kumar, R. & Sharma, P. (2019) Patel, A. and Singh, D. (2020) Mehta, R. and Singh, P.(2017)
2	Assurance	The assurance functions at banks are manned by Chief compliance officers, chief Risk officers, and heads of internal audit. They are responsible safeguarding financial integrity and promoting regulatory compliance.	Kapoor, R. and Gupta, N. (2020) Kumar, S. and Sharma, P. (2018) Singh, V. and Patel, A. (2019)
3	Consistency	Digital technologies are evolving fast. Working in digital format is easy but maintaining work in digital format is difficult. Every customer and employee uses digital differently. Digital bank maintains consistency with near perfect uptime.	Singh, R. and Patel, N. (2020) Sharma, V. and Verma, P. (2019) Kumar, A. and Gupta, P.(2018)

4	Availability	It means availability of all banking activities online. Digital Banking gives you the luxury of freely accessing and performing all traditional banking activities 24*7 without having to personally go to a bank branch to get your work done	Gupta, R. and Singh, P. (2020) Sharma, A. and Verma, N.(2018) Patel, S. and Kumar, A. (2018)
5	Quick access	Digital Banking allows you to conduct transactions on devices like computers, laptops, tablets, and mobile phones. You can open a digital bank account without visiting the bank branch. You can also make utility bill payments and set up billers. With Digital Banking, you can access your bank account 24x7.	Gupta, R. and Patel, S. (2017) Sharma, N. and Kumar, R. (2018) Gupta, S. and Sing, R. (2017)
6	Security	These security features include: IPIN security: The system generates an IPIN that is delivered to the user through a tamperproof medium. It is not accessible to anyone, not even the system administrator. Session timeout: If the user's online webpage is idle for some time, it will automatically log them out.	Sharma, A. and Kumar, V. (2017) Gupta, S. and Verma, N. (2021) Patel, D. and Singh, R. (2018)

Factors influencing digital banking acceptance among postgraduate students include convenience, assurance in security and reliability, consistency in user experience, availability of services 24/7, quick access to transactions, and robust security measures. These factors collectively shape their perception and willingness to adopt digital banking services.

Analysis related to Objective II:

To study the level of satisfaction and problems faced by students community of Assam University in using E - banking services.

8.9. Convenience of Digital Banking services:

Table 8: Satisfaction level with the convenience of digital banking services

Sl. No.	Satisfaction level	Frequency	Percentage
1	Very Satisfied	73	18.25
2	Satisfied	170	42.5
3	Neutral	108	27
4	Dissatisfied	19	4.75
5	Very Dissatisfied	30	7.5

Source: Primary data

The majority of respondent i.e., 42% of people—seem content with the numerous digital banking services they use on a daily basis, while 27% of respondents indicate they are neither satisfied nor unsatisfied with the services they are receiving. Hence with regards to the digital banking services, they are impartial. 18% of the respondents are extremely happy with the services, compared to 8% who are very unhappy and 5% who are unsatisfied with the convenience of the digital banking services.

8.10. Assurance of Digital Banking Services:

Table 9 Satisfaction level with the assurance of digital banking services

Sl. No.	Satisfaction level	Frequency	Percentage
1	Very Satisfied	139	35
2	Satisfied	129	32
3	Neutral	79	20
4	Dissatisfied	26	6
5	Very Dissatisfied	27	7

Source: Primary data

The majority of respondent i.e., 32% of people seem content with the numerous digital banking services they use on a daily basis, while 20% of respondents indicate they are neither satisfied nor unsatisfied with the services they are receiving. Hence with regards to the digital banking services, they are impartial. 35% of the respondents are extremely happy with the services, compared to 7% who are very unhappy and 6% who are unsatisfied with the assurance of the digital banking services

8.11. Consistency of Digital Banking Services:

Table 10 Satisfaction level of respondents with the Consistency of digital banking services

Sl. No.	Responses	Frequency	Percentage
1	Very Satisfied	119	30
2	Satisfied	139	35
3	Neutral	78	15
4	Dissatisfied	39	10
5	Very Dissatisfied	25	6

Source: Primary data

The majority of respondent i.e 35 % of people seem content with the numerous digital banking services they use on a daily basis, while 19% of respondents indicate they are neither satisfied nor unsatisfied with the services they are receiving. Hence with regards to the digital banking services, they are impartial. 30% of the respondents are extremely happy with the services, compared to 6% who are very unhappy and 10% who are unsatisfied with the quick access of the digital banking services.

8.12. Security of Digital Banking Services:

Table 11 Satisfaction level of respondents with the security of digital banking services

Sl. No.	Responses	Frequency	Percentage
1	Very Satisfied	129	33
2	Satisfied	109	27
3	Neutral	89	22

4	Dissatisfied	48	12
5	Very Dissatisfied	25	6

Source: Primary data

The majority of respondent i.e 33 % of people seem content with the numerous digital banking services they use on a daily basis they are very satisfied, while 22% of respondents indicate they are neither satisfied nor unsatisfied with the services they are receiving. Hence with regards to the digital banking services, they are impartial. 27% of the respondents are happy with the services, compared to 6% who are very unhappy and 12% who are unsatisfied with the Security of the digital banking services.

8.13 Problems Faced in Digital Banking Services

Table 4.12 Problem of Digital Banking services facing by respondents

Sl. No.	Problems	Frequency	Percentage (%)
1	Hacking	222	55.5
2	Network Connectivity	230	57.5
3	Failed Transaction	108	27
4	Lack of face-to-face interaction	255	63.75
5	Necessarily dependent on Internet	301	75.25
6	Other Problems	125	31.25

Source: Primary data

Figure 1: Problems encountered while using Digital Banking

While there are several advantages to utilising digital banking services, there are drawbacks as well that clients may experience when utilising such services. Evidently, the most common issue that the client encountered when utilising the digital banking services is the issue with network accessibility This is primarily because all or most digital banking services depend on internet services, which can occasionally raise trust concerns among different customers regarding whether or not to use digital banking.

9. Findings of the Study

- i. **Banking Preference:** The majority (73.5%) of users maintain accounts in public sector banks, indicating a greater feeling of assurance or accessibility to public sector banks when compared to private banks.
- ii. **Banking Institutions:** As shown by the data, State Bank of India (24%) has the highest account representation, followed by ICICI (16.5%) and HDFC (12.5%).
- iii. **Service Usage:** UPI is the most prevalent service being utilized (94.25%), demonstrating an ease of use and reflection of its popularity among the youth.
- iv. **Mobile Banking:** 74.25% of people reported using mobile banking services, indicative of their clear preference for mobile-first engagement strategy.
- v. **Internet Banking:** Only 33.5% of the people reported using internet banking services possibly because they prefer the mobile app, in conjunction with diminished digital literacy.
- vi. **RTGS and NEFT:** The least reported services (8.75% and 6.25%), and also the most appropriate for services only associated with high-value transactions.
- vii. **The motivations affecting postgraduate students' perceptions and willingness to use digital banking** include convenience, reassurance about security and reliability, consistency of user experience, service availability every hour of day and night all year long, rapid access to transactions and a level security that is considered sufficient.
- viii. **Service Usage Frequency:** A considerable 49.25% of respondents reported using digital banking on a weekly basis, with only 9.5% reporting infrequent use, which reflect a considerable comfort with using digital banking.
- ix. **Convenience Satisfaction:** 60.75% of all respondents (Very Satisfied & Satisfied) indicated a high level of satisfaction with the convenience of using digital banking services.
- x. **Assurance Satisfaction:** 67% of the participants reported were confident in the levels of assurance and compliance processes being used by the system.

- xi. Consistency: 65% of participants express satisfaction with the consistent performance of the digital bank.

10. Suggestions of the Study

- i. Improve Network Infrastructure: Enhancing internet connectivity in student-hostel and rural areas may alleviate some friction with digital banking.
- ii. Offer Digital Financial Literacy Workshops: Several students still do not utilize internet banking or advanced banking services. The workshop on Digital Financial Literacy can improve utilization rate and confidence level among the students community
- iii. Facilitate Better Interface and Access to Services: Enhancing the simplification of the banking app interface and adding multilingual options may enhance accessibility.
- iv. Increase Security Awareness: Because hacking and non-completed transactions are always worrisome, banks should inform the users about cyber hygiene and security practices.
- v. Add Hybrid Service Models: Adding virtual face-to-face interface (e.g., video banking) may improve the loss of human input typical for digital services.

11. Conclusion

Digitalization has brought about a significant transformation in the banking industry. The idea that a customer being a bank customer now prevails over that of a client being a branch, and the banking environment has evolved from a “Brick and Mortar” model to a “Click and Order” model. Customers and staff alike have been increasingly receptive to automated operations in recent years. Customers now feel more empowered to satisfy their financial commitments quickly, securely, and according to their convenience, which has increased their level of satisfaction. However, just as everything has two sides, digitalization also has its drawbacks. Issues that arise when utilizing the digitalized services sometimes sour the experience. The banking industry in India will have a significant influence on the entire nation if the current rate of adoption of digitalized services is sustained.

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