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**"STUDY ON CUSTOMER AWARENESS TOWARDS DIGITAL
BANKING SERVICES"**

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ABSTRACT

For the economic development of a country, the bank plays an important role. In fact, banking is the lifeblood of modern commerce. They have now come out to satisfy economic obligations in addition to their competitive business-oriented activities. The current level of economic growth and economic reforms has made the banking industry very competitive by offering customers with different products and services. As the level of awareness increases, it leads to an increase in customer preference. Banks provide to the needs of agriculturists, industrialists, traders and to all the other sections of the society. Then they really thereby continue to accelerate a country's economic growth. A study was conducted to determine the customer's consciousness in digital banking services. Survey questions have to be sent through email and Whatsapp towards a link. The present study compares and analyzes customer awareness of various digital banking services based on the survey taken.

INTRODUCTION

The knowledge and understanding of a customer regarding products/services/ or institution/company providing the said products or services are termed as customer awareness. It deals with whether the customer is aware of or not aware of the products or services, their characteristics, substitutes, producer/service provider etc. Awareness regarding products/ services makes the customer capable to get most from what he buys, get more choices, more understanding and safety.

In the present scenario, everywhere there is the need of technology. In the banking sector also, including the technology have a dominate role. Many years ago,

customers approached the bank and waited in the long queue for withdrawing cash, requesting a statement of account, transferring the funds etc. so the bank takes many steps to decrease the difficulties and adopts the new technologies of digital banking service. Digital banking includes Mobile banking, Internet banking, and Automatic teller machine. If the customers use Digital banking services, it is easy to transfer the fund. It ensures accessibility (24 hours), user-friendliness, safe and secure. Advertisement plays a major role in making people aware of Digital banking like Ad in the newspaper, Ad in television, Notice etc. Digital banking is considered a powerful tool for promoting business. Hence, this study is an attempt to study the customer awareness of Digital Banking services.

OBJECTIVES

- To study the level of customer preference of Digital banking.
- To study about the various services availed by the Digital banking users.
- To find out major problems faced by the customer while using Digital banking services.
- To study the level of satisfaction Digital banking customers.
- To offer suitable suggestion to promote the awareness of the customers.

LEVEL OF CUSTOMER PREFERENCE IN DIGITAL BANKING

Cronbach's alpha value is a measure of reliability through the questionnaire. It is calculated to determine that the scale is reliable. Table 1 shows the value as 0.807 which indicates a higher internal consistency for the scale used in the questionnaire.

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.711	0.807	14

Descriptive Statistics

In descriptive statistics analysis. Out of 100 respondents, 57 (i.e. 57%) respondents are male and 43 (i.e. 43%) respondents are female.

2% of the respondents are in the age bracket of below 18 years, 63% of the respondents are in the age bracket of 18-29 years, 27% of the respondents are in the age bracket of 30-49 years, 6% of the respondents are in the age bracket of 50-59 years and there are 4% respondent above 60 years of age.

6% of the respondents are businessmen, 39% of the respondents are in a service, 4% of the respondents are housewife, 45% of respondents are students and 6% of the respondents belong to others category.

Table 2: Descriptive statistics of respondents

Descriptive		Frequency	Percent
Gender	Male	57	57.0
	Female	43	43.0
	Total	100	100.0
Age	Below 18	2	2.0
	18-29	63	63.0
	30-49	27	27.0

	50-59	6	6.0
	60 above	4	4.0
	Total	100	100.0
Occupation	Business man	6	6.0
	Service	39	39.0
	House wife	4	4.0
	Student	45	45.0
	Other	6	6.0
	Total	100	100.0

Table 3: Chi Square Analysis

Dimensi on	Singul ar Value	Inert ia	Chi Squa re	Sig.	Proportion of Inertia		Confidence Singular Value
					Accounted for	Cumulat ive	Standard Deviation
1	0.396	0.157			1	1	0.072
Total		0.157	20.85 4	0.00 0 ^a	1	1	

In the present scenario preference among customers for Digital banking services of banks is different from one person to other person, so to understand preference of different customers we have used various dimensions such as usage of Digital banking service, most preferred service, convenience, security, accessibility, satisfaction level of the customer using Digital banking.

The below table shows the classification of the respondents based on choose the Digital banking services.

Table 4: Reason for choosing Digital Banking services

S.No	Reason for Choosing Digital Banking	No of Respondents	Percentage(%)
1	Convenience to use	26	26
2	Time savings	47	47
3	Money savings	23	23%
4	Others	4	4%
	Total	100	100%

Source: primary data

VARIOUS DIGITAL BANKING SERVICES AVAILED

Here, we have list out the most preferred Digital banking services availed by the different people.

The below table shows the classification of the respondents based on use of Digital banking services.

Table 5: Various Digital Banking services

S.No	Digital banking services	No of Respondents	Percentage (%)
1	ATM	60	60
2	Mobile banking	8	8
3	Internet banking	20	20
4	Mobile Apps	12	12
	Total	100	100

Source: primary data

MAJOR PROBLEMS FACED BY THE CUSTOMER WHILE USING DIGITAL BANKING SERVICES

Each and every industry, some problems may not be avoidable. In banks also some issues are unavoidable during the digital services availed by the customers. In this survey we also asked a question about the conflicts faced by the customers towards the use of Digital banking services. The Major conflicts listed by the respondents were displayed below.

- Changing/Forgetting Passwords
- Slow process
- No safe and secure
- Fresh card/Expiry date
- Fee charged
- Insufficient of ATM Machines/Cash
- Incomplete/ Twice Process
- Inadequate responses
- Problems in Network
- Hacking
- No regular update

LEVEL OF SATISFACTION OF DIGITAL BANKING CUSTOMERS

Attitude is a social nature which is part of the structure of human perception. It is an persistent structure of one's belief, feeling and action tendencies. Scaling is the extension of measurement for placing respondents in continuum. It is measured to identify the level of satisfaction of the respondents used by ATM, Mobile banking, Internet banking and Mobile apps.

ATM

Level of satisfaction	No of respondents	Percentage
High	15	25
Medium	39	65
Low	6	10
Total	60	100

MOBILE BANKING

Level of satisfaction	No of respondents	Percentage
High	2	25
Medium	3	37.5
Low	3	37.5
Total	8	100

INTERNET BANKING

Level of satisfaction	No of respondents	Percentage
High	6	30
Medium	11	55
Low	3	15
Total	20	100

MOBILE APPS

Level of satisfaction	No of respondents	Percentage
High	3	25
Medium	6	50
Low	3	25
Total	12	100

**SUGGESTIONS
TO THE BANK**

- Much need to be done in the areas of creating awareness about the availability of Digital banking products and services, how they operate and their benefits. Banks should organize public exhibitions and talk shows and make products accessible to all customers.
- The bank should come forward with more meaningful advertisements and awareness campaigns to create awareness.
- Among customer's regarding Digital banking services and to make Digital banking popular among the entire age and income group.
- Banks should try to win customers confidence by providing adequate security to the transaction. If the problems come in the banks should ensure that at no time should service case as a result of network problem.
- The bank staff must know all the facilities of Digital banking so they can say about the Digital banking facilities to the customer properly.
- The bank should come forward with more advertisements through the flex in the bank so the customers may easily understand how to operate Digital banking services at the counter of all banks.
- The customer may not be charged for using the ATM more than 3 times

To the customer:

- Don't use in public browsing centers/ shared computers.
- Don't create a password which can be easily guessed by others.

To the Government

- Governments should provide an adequate regulatory framework that will ensure customer protection and secure transaction.
- Government compels educational institutions to introduce Digital banking as a special subject in-depth with practical knowledge.

CONCLUSION:

Most of the respondents are aware of Digital banking either fully or partially. Digital banking services are the most preferred choice followed by ATM, Internet banking, Mobile banking, and Various Mobile apps in terms of the frequency of usage for the benefits according to time savings come out to be the major benefit followed by easy processing, inexpensive, and easy fund transfer, bill payment etc. some of the respondents are account holders of different banks, and they have been availing the Digital banking facilities provided by the banks. In many advertisements can play a major role in making people aware of Digital banking technologies, Digital banking is useful and they will use it in the future. So our country will get superpower in the year 2021.

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