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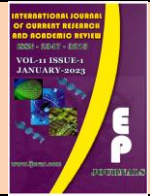
Awareness Level of Digital Banking Services in Tenkasi District, India

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Abstract

The digital banking service create huge impact on banking services. After implementing the digital banking service reduce banking activities and also customer burden. The main objective of digital money transaction in our country is to eliminate black money. The introduction of digital money transactions in banking has reduced the paper work and reduced workload of bank employees. Similarly, it is very helpful for customer using digital banking services. That way, customers don't need to go directly to the bank to make money transactions, they can easily pay through their mobile phone with help of internet facilities from where ever they are. This study has given the level of awareness of digital banking services among digital banking user in Tenkasi district. This research collected data from 715 digital banking user in Tenkasi district. The main objective of this study is to know the extent of awareness level about digital banking services among digital banking user in Tenkasi district and how to create awareness among them. This study uses spss which are frequency table, ANOVA and chi – square. Finally this study has given suitable suggestion to the customer to increase the use of digital banking services in Tenkasi district.

Introduction

Digital banking is also known with the names like e-banking, virtual banking, online banking, or internet banking. In simple words, the digital banking is the use of electronic and telecommunications network for delivering different sort of banking products and services. Moreover, a customer can easily access his bank account and carry transactions by using his computer or mobile phone with the help of e-banking. The UPI has had a huge impact on the banks and the fintech industry. It provides banks with a low-cost alternative to cash and helps them save on merchant on boarding costs. The data acquired through digital transactions also enables banks to market other services, have a beer understanding of the spending pattern, and serve consumers beer. The open architecture helps fintech firms to drive innovation and develop newer products and unique services. With digital transactions, many offers, coupons, discounts and rewards can be offered to the users. This makes marketing of companies and services easy and fruitful.

The main objectives of this study include to study the demographic profile and account profile of the respondents in Tenkasi District. To examine the level of awareness in the digital banking users in Tenkasi district. And to provide better suggestions to improving the performance of digital banking services in Tenkasi District.

Hypothesis

There is no significance difference between age and awareness level of digital banking services.

There is no significance association difference between demographic profile and awareness level of digital banking services.

Scope of the study

This study covers mainly public awareness level of digital banking services in Tenkasi district. The study is confined to Tenkasi district. In this district are newly established in 2019.This district is developing district in current time. So the researcher decided to fresh data collected from the Tenkasi district.

Area of the study

Tenkasi district is a newly establishment district in Tamil Nadu. Tenkasi district are growing in now a days. The district are divided in to eight taluks namely Kadayanallur, Tenkasi, Sankarankovil, Shenkottai, Sivagiri, Veerakeralam Puthur, Alangulam, Tiruvengadam. In this research surely given new data and new thoughts about digital banking services from respondents. Hence Tenkasi district taken as an area of the study.

The relevant studies shown their paper entitled "Physical Frictions and Digital Banking Adoption" absorbed on digital banking has affected many banks in downsizing their physical operations in which occurred in the bank branch. The establishing of digital bank had turned bank client to not rely on transaction inside of bank branch. Moreover, digital banking offers the changes to the banking industry through cost reduction compared to traditional banking and private abroad accessibility to its customers (Loh, 2020).

Shamsher Singh and Ravish Rana (2019) In their study entitled "Relationship of Demographic factors of consumers with online shopping in Delhi" engaged on the relationship of demographic factors of consumers with online shopping in Delhi. The study found that gender and age does not have significant relationship whereas education, annual income and marital status of respondents have significant relationship with online shopping. The authors concluded that online shopping provided a safe and secure online transactions and encouraged customers to shop online anytime.

Majority 45.2 per cent of the respondents belong to the age group of below 25 years, 26.7 per cent of the respondents belonging to the age group 25 Years – 35 Years, 13.4 per cent of the respondents belonging to the age group 26 Years – 45 Years, 10.6 per cent of the respondents belonging to the age group 46 Years – 55 Years, 4.1 per cent of the respondents belonging to the age group Above 55 Years.

Out of 715 respondents, 51.9 per cent of the respondents are Female, 48.1 per cent of the respondents are Male.

With respect to marital status it is seen that 54.1 per cent of the respondents are Married categories, 45.9 per cent of the respondents are Single categories.

The residential location distribution shows that of 77.3 per cent of the respondents lives in rural area, 22.7 per cent of the respondents lives in urban area.

The place of taluk reveals that 54.7 per cent of the respondents being in Tenkasi taluk, 13.3 per cent of the respondents being in Kadayanallur taluk, 11.7 per cent of the respondents being in Sankarankovil taluk, 7.0 per cent of the respondents being in Veerakeralam puthur taluk, 5.6 per cent of the respondents being in Shenkottai taluk, 4.8 per cent of the respondents being in Tiruvengadam taluk, 2.9 per cent of the respondents being in Sivagiri taluk.

The type of bank reveals that, 64.9 per cent of the respondents are having bank account in public sector bank, 35.1 per cent of the respondents are having bank account in private sector bank.

The results indicate that, 47.0 per cent of the respondents are having 1 bank a/c, 44.1 per cent of the respondents are having 2 bank a/c 3 bank a/c, 7.7 per cent of the respondents are having 4 bank a/c – 5 bank a/c, 1.3 per cent of the respondents are having more than 5 bank a/c.

The data clearly shows that, 36.2 per cent of the respondents having bank account in canara bank, 23.4 per cent of the respondents having bank account in Indian overseas bank, 12.4 per cent of the respondents having bank account in state bank of India, 12.2 per cent of the respondents are having bank account in city union bank, 10.3 per cent of the respondents having account in axis bank, 5.5 per cent of the respondents having bank account in equitas bank.

As per the data shown in the above table, the majority of the 71.9 per cent respondents are access saving account.16.9 per cent of the respondents are access saving and NRI account, 6.9 per cent of the respondents are access saving, NRI & demate account, 2.8 per cent of the respondents belong to the Saving, Loan, NRI & Demate account. And the least 1.5 per cent of the respondents belongs to the saving and RD account.

The data shows that, the influencer are 36.2 per cent of the respondents influence through the social media, 26.9 per cent of the respondents influence through advertisement, 24.8 per cent of the respondents influence through friends &, 8.0 per cent of the respondents influence through the banks, 2.8 per cent of the respondents influence through news paper, And 1.4 per cent of the respondents are influence through media.

The period of using digital banking services reveals that, 55.9 per cent of the respondents are using digital banking services less than 2 years, 37.5 per cent of the respondents are using digital banking services 2 years – 4 years, 6.6 per cent of the respondents belong to the 5 years – 7 years of using Digital Banking Services. The most of the respondents are using the digital-banking in less than 2 years.

The kind of os using reveals that, 98.0 per cent of the respondents are using android for digital banking services, 2.0 per cent of the respondents are using ios for digital banking services.

The above table 1.3 reveals that, awareness of digital banking services factors and age group. The factors are Skill set, Essential Knowledge and Client relationship. The results are given below:

The skill set and age group, as the value of p (.001) is found to be less than 0.01 at 1 per cent level of significance. Hence, the null hypothesis is rejected age group with respect to skill set and age group. Hence, the alternative hypothesis is accepted age group with respect to skill set and age group.

The essential knowledge and age group, as the value of p (.001) is found to be less than 0.01 at 1 per cent level of significance. Hence, the null hypothesis is rejected age group with respect to essential knowledge and age group. Hence, the alternative hypothesis is accepted age group with respect to essential knowledge and age group.

The client relationship and age group, as the value of p (.001) is found to be less than 0.01 at 1 per cent level of significance. Hence, the null hypothesis is rejected age group with respect to Client relationship. Hence, the alternative hypothesis is accepted with respect to client relationship and age group.

The above table 1.4 explains awareness level of digital banking services and demographic profile the results are given below:

The awareness level of digital banking services and gender p value.001 is less than 0.01. So the null hypothesis is rejected. There is significant association between awareness level of digital banking services and gender so the alternative hypothesis accepted with respect to awareness level of digital banking services and gender.

Male is low level and female is medium level awareness about digital banking services.

The awareness level of digital banking services and marital status p value.001 is less than 0.01. So the null hypothesis is rejected. There is significant association between awareness level of digital banking services and marital status so the alternative hypothesis accepted.

Single is medium level and married is high level aware about digital banking service.

The awareness level of digital banking services and residential location p value.075 is higher than 0.05. So the null hypothesis is accepted. There is no significant association between awareness level of digital banking services and residential location so the alternative hypothesis rejected.

Urban is medium level and rural is low level aware about digital banking service.

Findings and Suggestions

Findings

Most of the respondents belonging to the age group of Below 25 Years (45.2 per cent).
It is observed that among 715 respondents, majority of the respondents are Female (51.9 per cent).

The study revealed that most of the respondents are Married (54.1 per cent).

Most of the respondents survived in the Rural area (77.3 per cent).

Among the respondents, most of the respondents survived in the Tenkasi taluk (47.27per cent).

Most of the respondents are having bank account in public sector bank (64.9 per cent). It is observed that most of the respondents are having 1 bank a/c (47.0 per cent).

It is observed that among 715 respondents, majority of the respondents are having bank account in canara bank (36.2 per cent).

Majority of the respondents (71.9 per cent) of the respondents are access saving account.

It was found that, majority of the respondents influence through the social media (36.2 per cent).

Most of the respondent are using digital banking services are less than 2 years (55.9 per cent).

Table.1 Demographic Profile

S. No	Particulars	Category	Frequency	Percentage
1.	Age	Below 25 Years	323	45.2
		25Years – 35 Years	191	26.7
		36 Years – 45 Years	96	13.4
		46 Years – 55 Years	76	10.6
		Above 55 years	29	4.1
		Total	**715**	**100**
2.	Gender	Male	344	48.1
		Female	371	51.9
		Total	**715**	**100**
3.	Marital Status	Single	328	45.9
		Married	387	54.1
		Total	**715**	**100**
4.	Residential Location	Urban	162	22.7
		Rural	553	77.3
		Total	**715**	**100**
5.	Taluk	Kadayanallur	95	13.3
		Tenkasi	338	47.27
		Sankarankovil	84	11.7
		Shenkottai	40	5.6
		Sivagiri	21	2.9
		Veerakeralam puthur	50	7.0
		Tiruvengadam	34	4.8
		Alangulam	53	7.41
		Total	**715**	**100**

Source: Primary data

Table.2 Account Profile

S. No	Particulars	Category	Frequency	Percentage
1.	Types of Bank	Public Sector Bank	464	64.9
		Private Sector Bank	251	35.1
		Total	**715**	**100**
2.	No .of. Bank Account	1a/c	336	47.0
		2 a/c – 3a/c	315	44.1
		4 a/c- 5a/c	55	7.7
		More than 5a/c	9	1.3
		Total	**715**	**100**
3.	Bank Name	Canara Bank	259	36.2
		State Bank of India	89	12.4
		Indian Overseas Bank	167	23.4
		City Union Bank	87	12.2
		Axis Bank	74	10.3
		Equitas Bank	39	5.5
		Total	**715**	**100**
4.	Types of account	Saving and RD	11	1.5
		Saving and NRI	121	16.9
		Saving,NRI &Demate	49	6.9
		Saving,Loan ,NRI& Demate	20	2.8
		Saving	514	71.9
		Total	**715**	**100.0**
5.	Influencer	Bank	57	8.0
		Advertisement	192	26.9
		Social media	259	36.2
		News Paper	20	2.8
		Friends & Relatives	177	24.8
		Media	10	1.4
		Total	**715**	**100**
6.	Period of using Digital Banking Services	Less than 2 Years	400	55.9
		2 Years – 4 Years	268	37.5
		5 Years – 7 Years	47	6.6
		TOTAL	**715**	**100**
7.	Operating System	Ios	14	2.0
		Android	701	98.0
		Total	**715**	**100**

Source: Primary data

Table.3 Anova- Categories of Age Group and Awareness Level of Digital Banking Service Factors

Awareness level of digital banking service factors	Age Group	Sum of Squares	Df	Mean Square	F Value	P Value	Result
Skill set	Between Groups	10239.431	3	3413.144	128.772	.001**	S
	Within Groups	18845.302	711	26.505			
	Total	**29084.733**	**714**				
Essential Knowledge	Between Groups	781.809	3	260.603	15.916	.001**	S
	Within Groups	11641.738	711	16.374			
	Total	**12423.547**	**714**				
Client relationship	Between Groups	344.320	3	114.773	17.496	.001**	S
	Within Groups	4664.212	711	6.560			
	Total	**5008.531**	**714**				

Source: Calculated value

Note: ** Denotes 1 per cent level of significant. S Denotes Significant.

Table.4 CHI Square Test - Demographic Profile And Awareness Level Of Digital Banking Services

Demographic Profile		Awareness Level			Total	Pearson Chi-Square	P value	Result
		Low	Medium	High				
Gender	Male	136	85	123	344	44.222	.001**	S
	Female	113	179	79	371			
	Total	**249**	**264**	**202**	**715**			
Marital Status	Single	114	171	43	328	87.155	.001**	S
	Married	135	93	159	387			
	Total	**249**	**264**	**202**	**715**			
Residential Location	Urban	51	72	39	162	5.176	.075	NS
	Rural	198	192	163	553			
	Total	**249**	**264**	**202**	**715**			

Source: Calculated value

Note: ** Denotes 1 per cent level of significant. S Denotes Significant, NS Denotes Not significant.

The study showed that majority of the respondents using android for digital banking services (98.0 per cent).

ANOVA and Chi – Square

The skill set of awareness about digital banking services is more among 25 years to 35 years of age group mean value is 19.5550 than above 45 years of age group mean value is 10.0095.

The 36 years – 45 years of age groups are least aware about essential knowledge in digital banking services mean value is 20.7083 than more other age group of awareness about digital banking service. The 25 years –

35 years of age groups are least aware about client relationship in digital banking services mean value is 14.5707 than more other age group categories. Male is low level and female is medium level awareness about digital banking services, the single is medium level and married is high level aware about digital banking service and the urban is medium level and rural is low level aware about digital banking service.

Suggestions

The youngsters are having advanced knowledge for using digitalization. But the middle adult and senior citizens are have not been aware about digital banking

services compare to youngsters. So the bank should motivated and educated about digital banking services to middle adult and senior citizens for using digital banking services.

The home maker are using digital banking services are minimum compare to others residence. So the societies as well as bank create some opportunities and awareness to use of digital banking services. At the time the bank give some rewards for home maker in use of digital banking services.

The social media create huge impact on using of digital banking service to bank customer. But the newspaper influence to people for using digital banking service is minimum compare to other influencers. The most of the middle adult and senior citizens are having habit for reading newspaper in daily (these respondents share their experience about reading news paper in data collection) So the government should published detailed about digital banking services in newspaper.

The canara bank, state bank of India, Indian overseas bank, city union bank and equitas bank customer is medium level aware about digital banking service, and axis bank customer is low level aware about digital banking service so the axis bank are organize awareness programme to customer.

The research has provided information about the awareness level of digital banking services among the digital banking users in Tenkasi district. There are as many disadvantages to using digital banking as there are advantages. In this study conducted by the researcher, it can be seen through this study that the awareness about digital banking is very low even among those who are using digital banking services in Tenkasi district. Hence, the bank should give proper awareness to their customers and clarify them about the usage of digital banking.

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