

DIGITAL TRANSFORMATION IN BANKING: AN INSIGHT INTO COLLEGE STUDENTS' ADOPTION AND UNDERSTANDING OF E-BANKING SERVICES

Dr. Nagaveni J. G. M.Com., Ph.D., NET., KSET.
Assistant Professor, Department of Commerce,
A.V. Kamalamma College for Women, Davangere
Davangere-577 007

ABSTRACT

College students are increasingly relying on digital banking services such as Automated Teller Machines (ATMs), Debit and Credit Cards, Mobile Banking, and Internet Banking or E-Payments. This shift in banking habits has created a need to assess the level of awareness and understanding of E-Banking products and services among college students. This study will explore the perception and usage of E-Banking among this demographic. It is important to understand the financial literacy and technical proficiency of this group in the current digital landscape. These tools offer the advantage of convenience and accessibility, making it possible for students to manage their finances at any time. This research aims to gain a deeper understanding of digital literacy within the context of modern banking.

Keywords:

E-Banking, ATM card, Debit Card, Credit Card, Mobile Banking, and Internet Banking / E-Payment

INTRODUCTION:

In today's digital era, internet services are vital in shaping the banking industry. E-banking services, which include Automated Teller Machines (ATMs), Debit and Credit Cards, Mobile Banking, and Internet Banking or E-Payments, are becoming increasingly indispensable to the global community, particularly in the financial sector. These digital banking tools have gained popularity among college students due to their user-friendly nature and ease of adoption. The primary objective of this study is to investigate the awareness and understanding of E-Banking products and services among college students. Examine the knowledge of financial matters and technological skills of young adults, crucial in the constantly changing digital environment. E-banking tools, apart from being user-friendly, provide the additional benefit of accessibility. They make banking transactions possible anytime, anywhere, thus breaking the barriers of time and place. The study, therefore, intends to delve deeper into the perceptions and usage patterns of E-Banking among college students. This will not only provide a more comprehensive understanding of digital literacy in the context of modern banking but also contribute to strategies and policies aimed at promoting financial inclusion and digital literacy.

In essence, this study is a significant step toward understanding the dynamics of E-Banking adoption among college students. It aims to shed light on the benefits and challenges of E-Banking, thereby contributing to the broader discourse on digital transformation in banking. The findings of this study could play a crucial role in shaping future policies and strategies aimed at enhancing the adoption and usage of E-Banking services among young adults.

OBJECTIVES OF THE STUDY:

1. To investigate college student awareness of e-banking.
2. To analyze factors affecting the usage of e-banking services.
3. To examine the benefits of online banking products and services, and
4. To recommend enhancements to e-banking service.

REVIEW OF LITERATURE:

- According to **P Sangeetha**, "A study on students' awareness of e-banking products and services of commercial banks" Instead, individuals can access their accounts anytime, anywhere in the world, and 24-hour money transactions are available.

- **Mrs. K. Naga Tothi**, studied that Internet service facilitates information and communication accessible in the modern era. Internet services are also transforming the financial industry. College students can now comprehend the e-banking system, pay their fees, and transfer funds with relative ease.

NEEDS OF THE STUDY:

Studying e-banking awareness among college students is of paramount importance in today's digitalized banking landscape. By assessing their knowledge, understanding potential barriers, and addressing security concerns, this research can contribute to the development of strategies and policies that empower college students to make informed financial decisions and utilize e-banking services securely and effectively. Ultimately, fostering e-banking awareness will promote financial inclusion, and digital literacy, and pave the way for a technologically empowered generation.

STATEMENT OF THE PROBLEM:

Banking is a crucial industry globally, and in today's competitive landscape, customer fulfillment is paramount. Customers are not just central to any bank, but they also expect superior service quality. E-Banking, a vital part of a bank's overall strategy, offers benefits like 24/7 money transfers, convenience, and security. However, banks sometimes fail to satisfy customers due to E-Banking technical issues, and customer hesitation to accept E-Banking services is an additional hurdle. This study aims to address this by educating college students in Davangere City about E-Banking products and services, to increase their understanding and adoption of these digital financial tools.

SCOPE OF THE STUDY:

This study examines e-banking awareness among college students in Davangere City. It assesses their understanding of e-banking concepts, familiarity with platforms and services, and knowledge of digital banking benefits and risks. It also explores factors influencing e-banking adoption, including convenience, trust in technology, and accessibility. The study identifies challenges in e-banking adoption, such as digital literacy and security concerns. Insights gained will shed light on the impact of e-banking awareness on students' financial management skills.

LIMITATION OF THE STUDY:

This research is conducted using information provided by 95 randomly selected students within a set timeframe.

E-Banking services provided in banks:

- ATM, NEFT/RTGS, Internet Banking, Mobile Banking, SMS Banking, Telephone Banking, Card Facility.

E-Banking offers several key advantages:

1. Enables digital payments, fostering transparency.
2. Provides 24/7 access to banking services.
3. Sends regular notifications and updates about banking transactions and changes in rules.
4. Reduces transaction costs for banking institutions.
5. Offers convenience and simplicity to customers by eliminating the need for regular bank balance checks.

METHODOLOGY OF THE STUDY:

Data was collected for the study from both primary and secondary data.

1. **Primary data:** This is the type of data that is collected for the first time by the researcher for a specific purpose. In this study, 95 samples were gathered through Google Forms.
2. **Secondary data:** This refers to data that has been previously collected and can be accessed by researchers. This type of data was also utilized in this study.

Tools used to collect data:

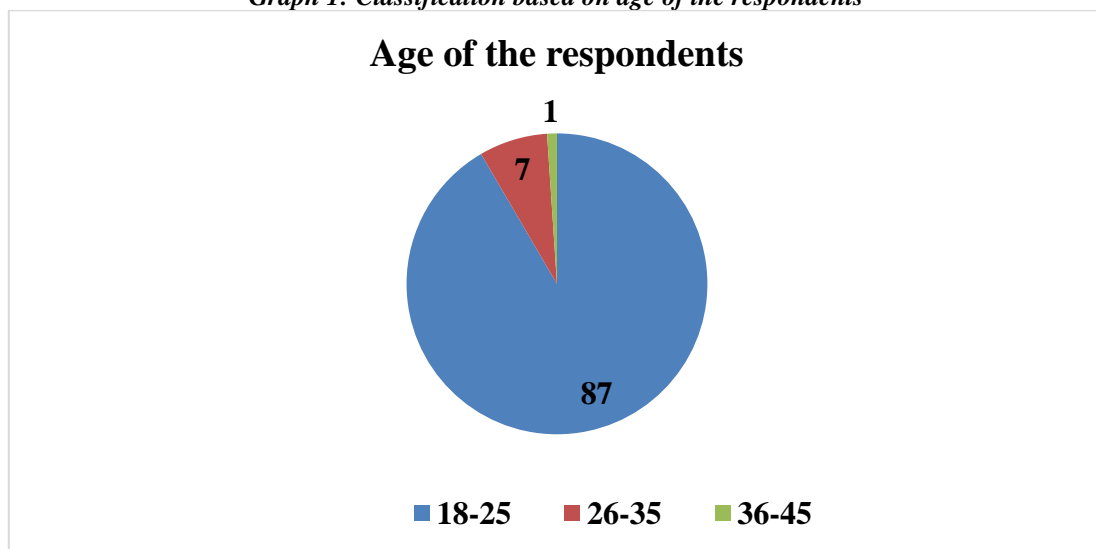
Data from 95 respondents was collected via a Google Form and analyzed using mean and percentage.

ANALYSIS OF DATA:

Below is a detailed analysis of the study of the awareness of e-banking.

Table 1: Classification based on age of the respondents

Age (Years)	Frequency	Percent
18-25	87	91.6
26-35	7	7.4
36-45	1	1
Total	95	100

Source: Field survey**Graph 1: Classification based on age of the respondents**

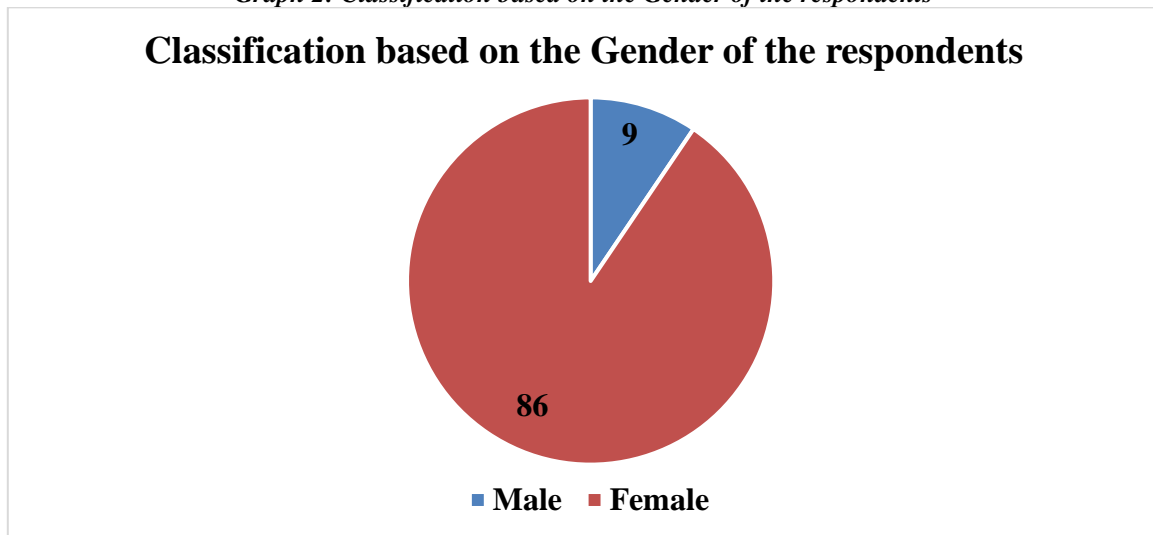
Inference: From the above table and graph, the majority of students (91.6%) are 18-25 years old, 1.7% are 26-35 years old, and the remaining 1% are 36-45 years old.

Table 2: Classification based on Gender of the respondents

Gender	Frequency	Percent
Male	9	9.5
Female	86	90.5
Total	95	100

Source: Field survey

Graph 2: Classification based on the Gender of the respondents



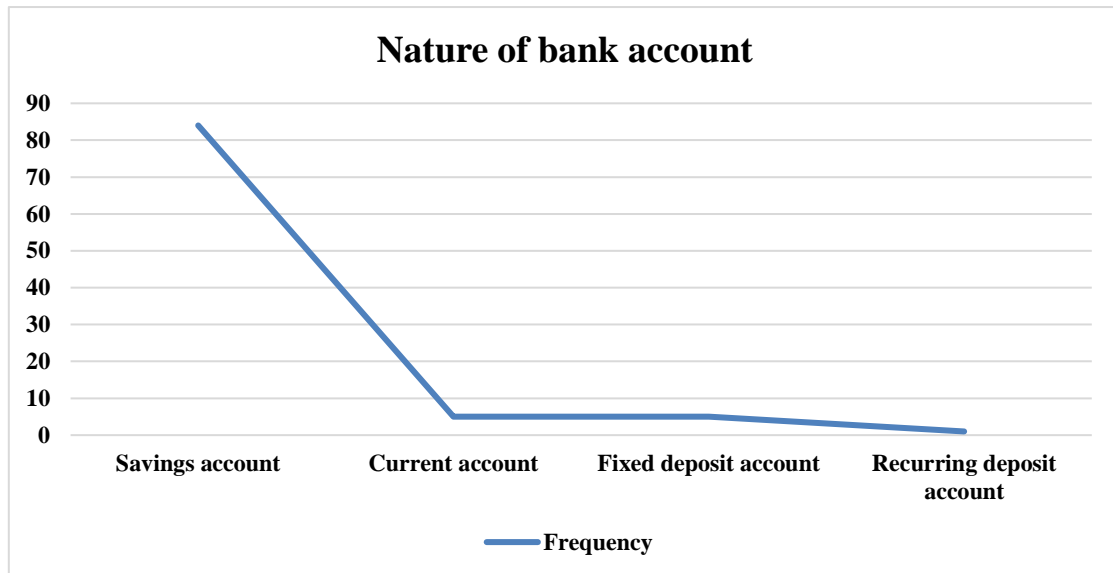
Inference: The table and graph above indicate that, out of 95 respondents, 86 are female and 9 are male. The study covered 90% of female respondents in the field.

Table 3: shows the type of bank account of the respondents

Type of bank account	Frequency	Percentage
Savings account	84	88.4
Current account	5	5.3
Fixed deposit account	5	5.3
Recurring deposit account	1	1
Total	95	100

Source: Field survey

Graph 3: shows the type of bank account of the respondents



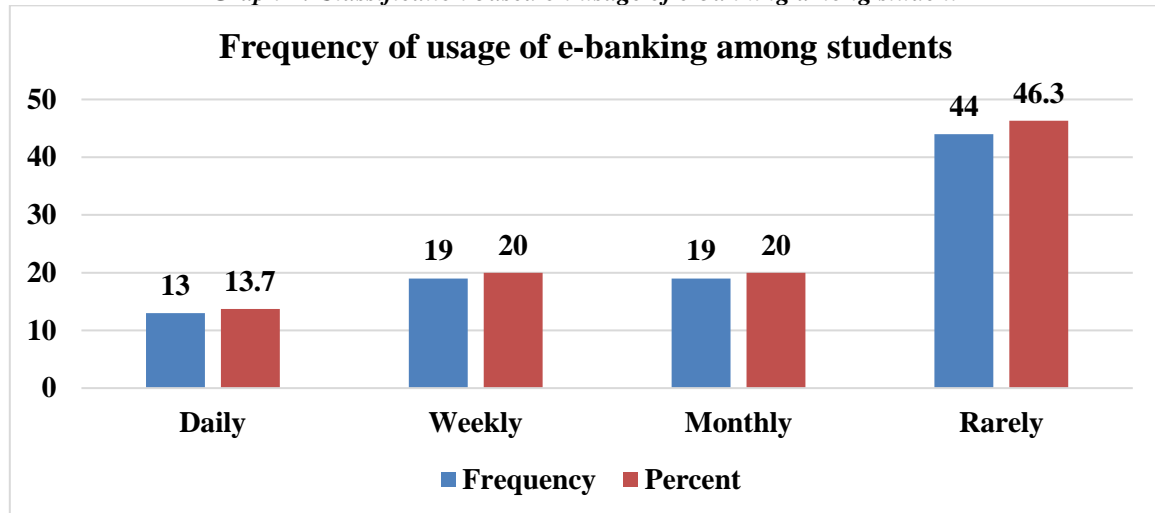
Inference: The above table and chart show that 88.4% of the students are using a savings account, 5.3% of the students are using a current account, 5.3% of the students are using a fixed deposit account and 1% of the students are using the recurring deposit account.

Table 4: Classification based on usage of e-banking among students

Day spent	Frequency	Percent
Daily	13	13.7
Weekly	19	20
Monthly	19	20
Rarely	44	46.3
Total	95	100

Source: Field survey

Graph 4: Classification based on usage of e-banking among student



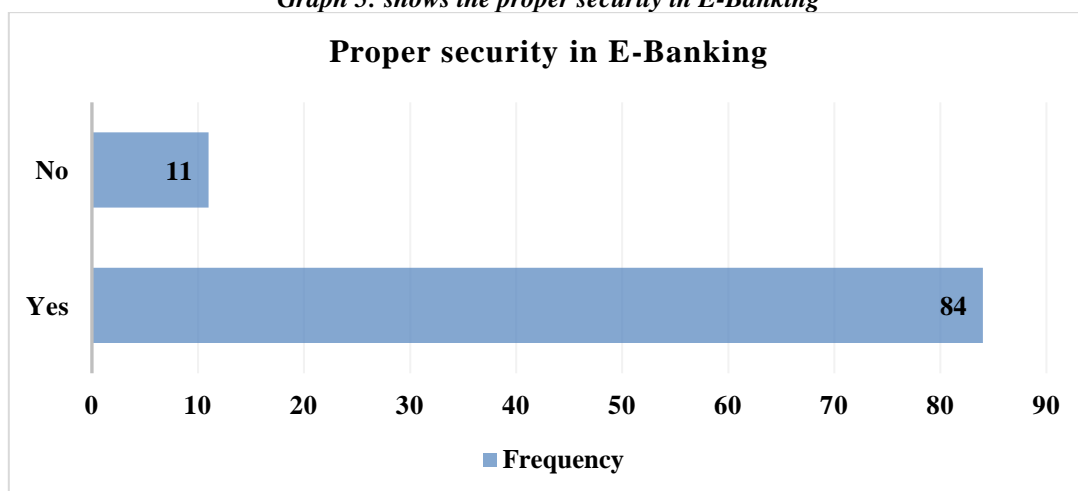
Inference: According to the above table and graph, 13.7% of students use e-banking daily, 20% use it weekly, 20% use it monthly, and the remaining 46.3% use it rarely.

Table 5: shows the proper security in E-Banking

Proper Security of the students	Frequency	Percent
Yes	84	88.4
No	11	11.6
Total	95	100

Source: Field survey

Graph 5: shows the proper security in E-Banking

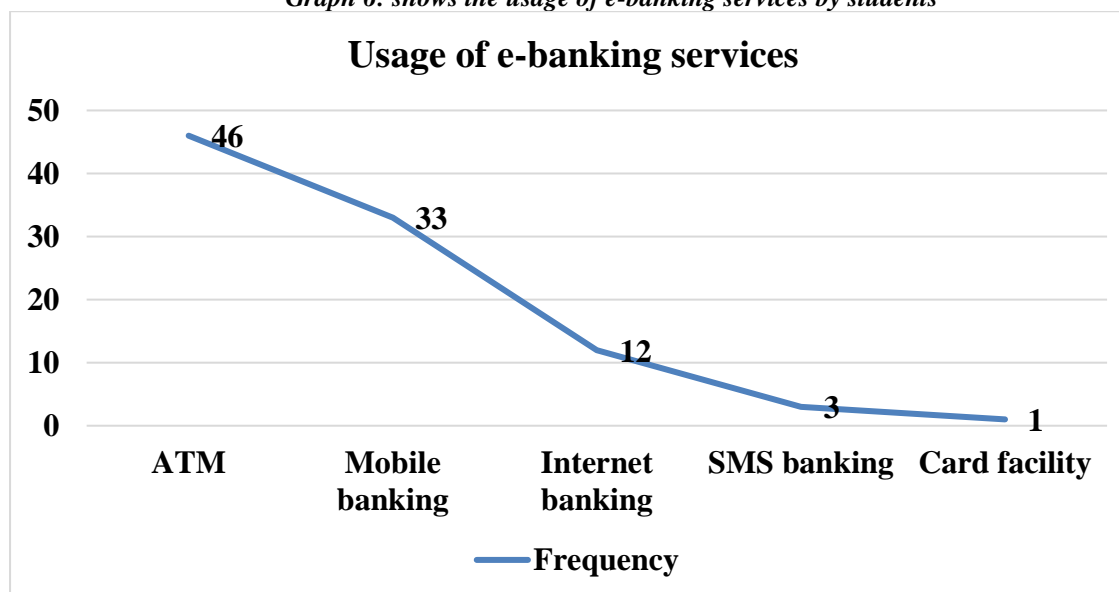


Inference: The above table and chart show that 88.4% of the students responded with proper security in E-Banking and the remaining 11.6% of the students responded are no security in E-Banking.

Table 6: shows the usage of e-banking services by students

Type of E-Banking services	Frequency	Percent
ATM	46	48.4
Mobile banking	33	34.7
Internet banking	12	12.6
SMS banking	3	3.3
Card facility	1	1
Total	95	100

Source: Field survey

Graph 6: shows the usage of e-banking services by students

Inference: the above table and chart show that 48.4% of the students are using ATMs, 34.7% of the students are using mobile banking, 12.6% of the students are using internet banking, 3.3% of the students are using SMS banking and 1% of the students are using the debit card and credit card.

Table 7: Shows how satisfied the benefits of E-Banking

Benefits of E-banking	strongly	agree	neutral	disagree
e-banking services fit my needs and wills	19	59	18	4
e-banking services offered great facilities	21	58	17	3
e-banking services provide privacy	21	59	13	1
e-banking services are very cheap	13	38	29	12

e-banking using ATMs and a credit card is not dangerous	19	53	18	4
I will strongly recommend others to use online banking	28	50	18	3
e-banking services are confidential	21	57	18	4
e-banking services contribute to decreasing the price of services	17	59	21	7
e-banking services perform service immediately	18	59	19	2
It is easy for you to become skillful at using e-banking	21	57	18	2

Source: Field survey

Inference: The table reflects the perceptions of college students on e-banking services. Positive responses were seen in multiple areas: 19 students strongly felt their needs were met by e-banking, and 21 felt the services offered great facilities. Privacy was a highlight, with 21 students strongly agreeing that the services provided it. Some students (13) felt e-banking services were very economical. ATMs and credit cards did not pose a danger to 19 students. The strongest agreement (28 students) was for recommending online banking to others. 21 students also strongly agreed that e-banking services were confidential. The immediate performance of e-banking services and ease of gaining skills in e-banking both saw 21 students strongly agreeing. The data suggests overall satisfaction with e-banking among the respondents.

Table 8: shows the satisfaction of e-banking services by students

Satisfied	frequency	Percent
Yes	90	94.7
No	5	5.3
total	95	100

Source: Field survey

Inference: the above table shows that 94.7% of the students are satisfied and 5.3% of the students are not satisfied with using e-banking.

FINDINGS OF THE STUDY:

The study aimed to explore the awareness and understanding of E-Banking products and services among college students. Here are the key findings from the article:

1. E-banking services like ATMs, Debit and Credit Cards, Mobile Banking, and Internet Banking are becoming increasingly popular among college students due to their convenience and accessibility.
2. A significant relationship was found between the age, gender, educational qualification, and occupation of the customers and their awareness level of e-banking.
3. Despite the benefits, some students faced challenges in adopting E-Banking due to technical issues and security concerns.
4. However, the majority of the students were satisfied with the use of e-banking, with 94.7% indicating their satisfaction.
5. The study emphasized the need for banks to increase security, promote new services, and improve customer satisfaction.

SUGGESTIONS:

1. Banks should prioritize advertising on social media platforms, as most college students utilize these platforms. This could help increase awareness about E-Banking.
2. Banks need to maintain customer details with new technology for security and confidentiality.

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3. Banks should aim to meet their customers monthly or weekly to improve a good relationship between Customers and the Bank.
4. There is a need to increase security, promote new services, and improve customer satisfaction to encourage more students to adopt e-banking.
5. Banks should strive to alleviate customer hesitation towards accepting E-Banking services by addressing technical issues and enhancing the user experience.

CONCLUSION:

The study suggests several strategies for banks to enhance e-banking adoption among college students. These include leveraging social media for awareness campaigns, ensuring the security and confidentiality of customer information, fostering stronger customer relationships through regular interactions, and addressing technical issues to improve user experience. By enhancing security, promoting new services, and improving customer satisfaction, banks can encourage more students to adopt e-banking.

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