

# A Study on Impact of Digital Banking with Reference to Consumers from Thane District

<sup>1</sup>Dr.Carolline David, <sup>2</sup>bhaktipradha Shetty

<sup>1</sup>hod Of Economics And Fc Department

<sup>2</sup>research Sclar, Dtss College Of Commerce, Malad East

## ABSTRACT

Lately, digitalization has got a handle on practically entire of the world. Digital banking is a broader context which delivers a shift to financial institutions from delivering traditional services, programs and activities to contemporary online banking using internet ensuring reduction in carbon foot prints from the ecosystem, convenience to customers, saving time and money. Digitalization also ensures easy, prompt and round the clock access to speedy banking services with accuracy using high levels of process automation. The intention of this study is to evaluate the collision of digital banking on consumers and to highlight the key divers which influence the growth of digital banking in Thane district. The research also pivots lens on the stature of digital banking with respect to customers. A primary survey was conducted using a structured e-questionnaire from 127 respondents from Thane district. The study establishes the fact that digital banking is a boon to the customers presuming supreme advantages to the customers. Still there are customers who prefer manual visits to banks, but gradually efforts are being initiated to blur the line between traditional and modern banking leading to further digital transformation in banking in future.

**KEYWORDS:** Digitalization, Banks, Carbon Footprints, Automation.

## INTRODUCTION:

The changing propensities in every terrain compelled innovation for sensible benefit in the banking sector as well leading to reforms in everyday schedule. The financial area has additionally turned into a piece of race by tending towards digitalization by shaping its interaction with customers as an issue of earnestness. This area likewise doesn't have any desire to be abandoned in a market hence it ends up in the multiple transformations. With the always developing contest inside the business the banking sector, particularly the private area banks, had initiated offices of computerized banking. Almost all the banks are now reacting to this digitalized challenge by utilizing various methodologies and at different paces. However not all organizations fail to really see transforming into an advanced bank similarly.

Banks are now reflecting dynamic and creative strategies for capital formation with a tick and undertaking multiple initiatives to make banking bother free for clients. Presently there is no compelling reason for customers to visit the banks physically for frivolous reasons like realizing the record balance or to look for guidance for speculation. Telephone banking, net banking, and versatile financial all are made accessible to customers digitally by various banks for more straightforward access. The ATMs have likewise been introduced in far off regions where already the financial offices were not really found. Also the commencement of brilliant cards like charge card or Visa, making re-energize and charge installments easily while sitting in the solace of homes and a few better offers and limits are made accessible to clients as a piece of such advanced financial offices.

The public area banks have additionally begun to follow the lead of private area banks and also significantly embracing the computerized financial framework in Indian monetary market. From net banking to e-wallets, digitalization is now being embraced by general society at large. Despite the fact that digitalization has made a feeling of opportunity in the financial administrations however there are still some security issues which oppose a piece of the populace from utilizing advanced banking. Keeping to the side the impediments which could be taken care of over the long haul, digitalized banking is the need of the hour. There is something of an agreement that the idea of computerized banking over all applies to retail banking.

It is largely expected that advanced financial transformations would be ample to persuade the necessities of each end client for whom the tweaked items are made. Along these lines, the attention to retail clients ought to be checked and their concerns ought to be addressed appropriately to guarantee the achievement of digitalized banking.

## CONCEPTUAL FRAMEWORK:

**1. Digitalized Banking:** Digitalization refers to the transformation of contemporary activities, services and programs that were customarily cherished by the clients only when they explored the banks corporeally.

**2. Electronic Banking:** Electronic banking refers to performing banking activities like access to funds and transfer of funds 24 hours using electronic signals.

## RATIONALE OF THE STUDY:

The role of banks is not paltry and restricted to mobilization of funds. Distantly, accepting deposits and granting loans, these institutions are now bolstering and expanding at global levels by inculcating the habit of savings among their customers. Globalization, use of advanced technology, FDI in private banks, extensive use of smart phone, popularly growing social networking are some key drivers that have disposed banks with positive flourishing opportunities enabling them to grow leaps and bounds. Hence in this connection, the learning is an attempt to evaluate the impact of digital banking on consumers.

## OBJECTIVES:

1. To evaluate the influence of Digital banking on customers in Thane district region.
2. To study the benefits of digital banking.

## REVIEW OF LITERATURE:

**1. V Vimala, 2016, An Evaluative Study on Internet Banking Security among Selected Indian Bank Customers, Amity Journal of Management Research, Volume 1(1), (63 - 79).**

The researcher's goal was to investigate consumers' opinions and understanding of Internet banking security, as well as the issues they encountered when using the service. The purpose of the paper was to determine the influence of online banking securities on a sample of Coimbatore consumers. For the objective of this study, 50 clients were chosen through multi-stage sampling technique. The findings of the Internet banking research project helped to establish a precautionary checklist that could be used to address a variety of difficulties that would arise in the internet banking age.

**2. R. Deepak Sounder and K. Saranya, 2020, A STUDY ON DIGITAL BANKING IN INDIA, AEGAEUM Journal, Volume 8, Issue 8, pp: 1599-1608.**

The objective of the research was to highlight the evolution, trends and innovations in Digital banking and describe the challenges faced by the users of digital banking services. The paper highlights that the number base has drastically improved due to convenience ensured to them through digital banking. The research paper also explores different and creative products offered by digitalization of financial institutions.

**3. Dr. (Smt.) Rajeshwari M. Shettar, 2019, digital banking an Indian perspective, IOSR Journal of Economics and Finance (IOSR-JEF), Volume 10, Issue 3, PP 01-05.**

The researcher had made an endeavor to turn focal point on the significance of digitization in Indian banking, factors impacting the extent of advanced banking in India, computerized financial patterns in India, and mechanical achievements in Indian banks. The information utilized for research is optional and was assembled from different sources, including scholarly papers, administration of India distributions, RBI notices, and checked sites. As per the paper, computerized banking can possibly reshape the scene of monetary consideration.

#### 4. Joshi, R., Goel, R., & Garg, S, 2019, A study on customers' perception on adoption of digital banking in Indian Banking Sector, SSRN Electronic Journal.

This study was an attempt to analyze the condition of digital banking in India, as well as customer perceptions of these revolutionary banking developments as well as their capacity to adjust to them. The research concluded that Digital banking had allowed banks to improve their operations and decrease costs more effectively, but it still had a long way to go in the global environment and stated that customers are in the process of becoming accustomed to the concept of digital banking, according to the report, and their attitudes toward digitization are rapidly changing, despite the hurdles. A standardized questionnaire was used to conduct a primary survey of consumers' satisfaction and expectations about various digital banking services.

#### 5. Dr. Manisha. D. Bhindgardive, 2020, Impact of Digital Banking on Consumers in Thane City, Aarhat Multidisciplinary International Education Research Journal (AMIERJ), Volume - IX, Issue – IV, ISSN – 2277-8721.

The research paper was an attempt to explore the benefits of digital banking and highlight different services provided by banks and analyze the impact of digital banking on customer services. The paper showed that digital banking had a favorable impact on the services, programs and activities of financial institutions as it offers them convenience to customers by saving time, resources and multiple offers.

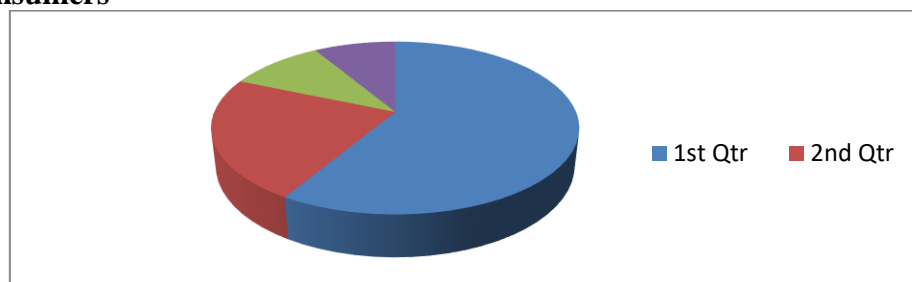
### RESEARCH METHODOLOGY

The research is qualitative in nature and based on both primary and secondary data analysis. Non probability method of sampling is used in this paper. Primary data is collected through convenient sampling. The data is collected in the form of structured e-questionnaire from 127 respondents from Thane district.

Secondary sources include already published research papers, journals etc.

### DATA ANALYSIS AND INTERPRETATION

#### 1. Position of Consumers



Out of 127 respondents it was observed that majority of the consumers accessing Digital Banking was educated i.e around 8.2% comprising 101 respondents, while the remaining 2% were uneducated.

#### 2. Advantages of Digital Banking to the customers

FACTORS	YES (%)	NO (%)
Usage of internet banking.	82%	18%
Physical visits to bank	74%	26%
Mobile banking is advantageous	86%	14%
Digital banking is most convenient	94%	6%

Nearly 82% of the respondents said they use Digital Banking where as remaining 18% still depend on conventional banking method. Around 74% of the respondents still physically visit banks and 26% don't. 86% respondents feel Mobile banking is advantageous and feel it is convenient, safe and secured while 14%

of the respondents still feel Mobile Banking is not safe and secured. Digital Banking is assumed to be convenient, easiest, economical to use at any point of time, whereas remaining 6% of the respondents feel Digital banking is difficult to access.

### 3. Reasons for switching to Digital Banking

FACTORS	YES (%)	NO (%)
Eco-friendly	83%	17%
Energy Conservation	81%	19%
Reduction of Carbon footprints	74%	26%
Economical	87%	13%
Convenient	93%	7%

The above table explains that around 80% of the respondents use Digital banking because it is eco friendly, economical, convenient and leads to energy conservation. While few respondents still fail to realize the advantages of Digital banking. Around 71% of the respondents use Digital banking as an effort to reduce Carbon foot prints.

### CONCLUSION

It is observe that there is a tremendous change in Digital banking and Conventional banking. Digital banking has led to drastic reform in the banking pattern throughout the globe. The main objective of Digital banking is to ensure convenience to customers leading to reduction in Carbon footprints from the ecosystem. Customers are now contributing effectively and efficiently towards conservation of energy by accessing Digital banking. Few customers still find this modern baking method to be unsecure, necessary measures should be taken to promote the use of Digital banking among the customers.

### REFERENCES

1. V Vimala. (2016) An Evaluative Study on Internet Banking Security among Selected Indian Bank Customers. Amity Journal of Management Research. Volume 1(1). (63 - 79).
2. R. Deepak Sounder and K. Saranya, 2020, A STUDY ON DIGITAL BANKING IN INDIA, Aegaeum Journal, Volume 8, Issue 8, pp: 1599-1608. ISSN NO: 0776-3808.
3. Dr. (Smt.) Rajeshwari M. Shettar, 2019, digital banking an indian perspective, IOSR Journal of Economics and Finance (IOSR-JEF), Volume 10, Issue 3, PP 01-05. e-ISSN: 2321-5933, p-ISSN: 2321-5925.
4. Joshi, R., Goel, R., & Garg, S. (2019). A Study on Customers' Perception on Adoption of Digital Banking in Indian Banking Sector. *PROD: Empirical (Service) (Topic)*. <https://ssrn.com/abstract=3363623> or <https://dx.doi.org/10.2139/ssrn.3363623>
5. Dr. Manisha. D. Bhindgardive, 2020, Impact of Digital Banking on Consumers in Thane City, Aarhat Multidisciplinary International Education Research Journal (AMIERJ), Volume - IX, Issue – IV, ISSN – 2277-8721.s