



A STUDY ON USER GRATIFICATION TOWARDS DIGITAL BANKING PLATFORM IN COIMBATORE CITY

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ABSTRACT

We've all heard of 'E-Banking,' also known as online Banking, Virtual Banking, or Internet Banking. It is a system that allows banking transactions such as fund transfers, loan and EMI payments. Cash deposits and withdrawals will be processed virtually via the internet, eliminating the need to visit bank branches. Customers who use e-banking can take advantage of services such as Internet banking, SMS banking, ATMs, Mobile banking, e-cheques, and debit/credit cards. Another term that is frequently used interchangeably with e-banking is digital banking. Both terms are used synonymously. However, strictly speaking, digital banking implies the use of no or very little paper currency. However, paper currency is still widely used. ATMs are now an essential part of the banking system, allowing customers to withdraw cash whenever they need it. A digital economy is one with few cash transactions.

1. INTRODUCTION

The government's 'Digital India' campaign aims to build a 'digitally empowered' economy that is 'Faceless, Paperless, and Cashless.' Digital payments come in a variety of forms and modes. Debit/credit cards, internet banking, mobile wallets, and digital payment apps are just a few examples. The mobile wallet, also known as M-wallet, digital wallet, or E wallet, is a mobile technology that functions similarly to a physical wallet. It allows customers to purchase their products more easily online.

Digital payments began in the 1990s, but the Indian government encouraged them after the announcement of demagnetization on November 8, 2016. Cash deposits and withdrawals will be processed virtually via the internet prior to this date, eliminating the need to visit bank branches. And many others were unaware of the existence of such a service. Its primary goal is to overcome black money and corruption in India.

OBJECTIVE OF THE STUDY:

- To study people's choices among various types of digital banking.
- To find out the user satisfaction about digital banking platforms.
- To study the causes for using digital banking platforms.

2. REVIEW OF LITERATURE

- a) **Diva Signal and V.Padmanabhan (2008)** a customer's gratification study of digital banking is becoming increasingly popular. The study makes use of both primary and secondary data. A structured survey was used to collect primary data. As a result, providing digital banking is increasingly becoming a "must have" service.
- b) **Hamden O Alanazi, Ali K.Hmmood (2010)** "On the basis of a digital banking system model" Because of its speed, flexibility, and efficiency, the internet has become the preferred method for conducting an increasing number of transactions between suppliers and large international corporations.

3. ROLE OF DIGITIZATION IN INDIAN BANKING

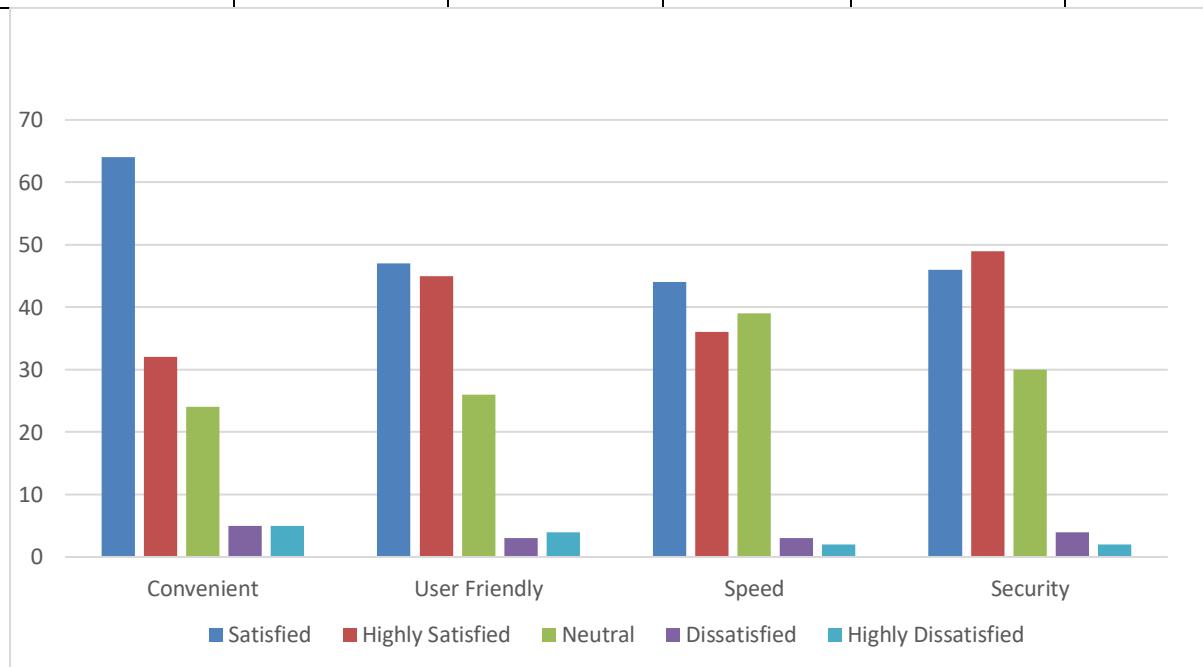
Overall, the Bank of India was very reluctant to adopt technical changes. Progress. Several factors that have received mechanization and digitization in the banking industry India. Set the standard check encoder in place is the first step of the digital conversion. Banking. The character

recognition of the magnetic ink (Micro) helps to align and process each check. Bank Branch has a microphone code. An each jobs, so that workers have minimized error aimed intensity, and the bank started using computer technology as a standard person.

Install the computer and set their local Network (LAN). As the network grows and banks are started, the base bank exists. These services have been easily brought to customers to exploit their account and slowly. Banking anywhere, anywhere. Then arrival in the automatic stage of the telescopic machine (ATMS) and the electronic funds are possible. Online banking and telemarketing are 2000 and several online fund transmissions are a total real-time colonization (RTGS), payment systems immediately (IMPS). National Transfer of the Electronic Fund (neft) and country Delete Service (NECS).

4. DIGITAL BANKING APPLICATION

HIGHLY	HIGHLY STATISFIED	STATISFIED	NEUTRAL	DIS-STATISFIED	HIGHLY- DISSTATISFIED
	%	%	%	%	%
CONVENIENT	32	64	24	5	6
USERS FEIENDLY	45	47	26	3	4
SECURITY	49	46	30	4	2
SPEED	36	44	39	3	2



INTERPRETATION

From the total respondents of 102, Majority of the respondents are “satisfied” with the service provided by these applications in terms of convenient, user friendly, speed and security

FINDING OF THE STUDY

- From the total respondents of 102, there were 63.7% male respondents.
- The Most of the 102 total respondents (76.5 percent) were between the ages of 18 and 25.

SUGGESTIONS

- The most of our country's population lives in rural areas, it's critical to educate people about cashless transactions and e-wallets.
 - Many respondents believed that cashless transactions in India are unsafe, and that the government should ensure that the electronic payment infrastructure is safe and secure.
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5. CONCLUSION

This research paper started by analyzing the knowledge of digital banking in Coimbatore city. This paper then concentrated on various digital applications in India, such as Google Pay, Paytm, Phonepe, Amazon Pay, and so on.

An online survey was conducted to use a structured questionnaire and received 102 responses; however, some of the respondents did not answer the questions accurately, proving the study's limitation. According to the results of the survey, many people are using cashless mode of payment because it saves time and is more convenient to use. Additionally, various online payment apps offer various cash back offers and discounts to encourage people to use digital mode of payment. With digital payment, a consumer can keep track of all their expenses.

REFERENCE

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