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A Study On Awareness And Perception Towards Usage Of Digital Banking During Post Demonetization: A Case Study At Gulbarga University Kalabuargi.

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Abstract

As today, banking has redefined itself as customer semantic. It becomes more important that the Customer is being happier with service provided. The scenario of Digital Banking is changing day by day; the major banks in India are increasingly providing services through various electronic channels. On 8th November 2016, the Government of India announced demonetization, The Government felt that demonetization would control shadow economy cracking down the usage of illicit cash which is used to fund illegal activities. The sudden nature of the announcement coupled with the extended cash shortages in the weeks that followed created a significant disruption throughout the economy.

This case study examines the awareness level of people of Gulbarga University of Kalabuargi about e-banking facilities and how much it has increased after demonetization. The present study is conducted to investigate the use of e-banking facilities for purposes during post demonetization in India. An awareness level scale and an operation level scale are administered about simple transaction activities like amount transfer to other person's account on a sample of 60 people of students, Employee are personally interviewed using structured questionnaire at Gulbarga University Gulbarga. The present paper analyses how e-banking has evolved, were customers aware of these facilities prior to demonetization and how has this act of Government affected people of Gulbarga University

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of Kalabuargi large and steered them towards using e-services after demonetization.

The present study is based on primary data collected from 60 respondents in Gulbarga University of Kalabuargi.

Keywords: E-Banking, Demonetization, Awareness

Introduction

This study identifies the factors responsible for Customer awareness and perception towards emerging Digital Banking sector. It also reveals the importance of key variables relating to customer demographic and various social inputs. The study basically focuses on the objectives like i) Focus on the adoption of Digital Banking services by consumers ii) Identifying the factors influencing for adoption and usage of Digital Banking. The paper is basically based on exploratory research. The data is collected through questionnaire. Samples of 60 students, Employees are personally interviewed using structured questionnaire at Gulbarga University Gulbarga. The study influenced various factors such as flexible virtual banking system, reliability, time factors, user friendly, low transaction cost, anytime anywhere banking etc.

As today, banking has redefined itself as customer semantic. It becomes more important that the Customer is being happier with service provided. The scenario of Digital Banking is changing day by day; the major banks in India are increasingly providing services through various electronic channels.

The term demonetization has become well known term for Indians due to the bold step taken by the Indian government. Demonetization process took place in India as on November 8, 2016 by taking back ofRs 500 and Rs 1000 from the circulation and retired and these currencies were replaced by new notes. The term demonetization refers to cancelling the legal tendency value of a currency, and this process is taken 1. To control inflation, 2. To control or eliminate the black money, 3. To discourage a cash dependent economy, 4. To encourage trade through banking system, etc.

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Research Methodology

The study is intended to cover the awareness and perception towards digital banking during post demonetization period in Gulbarga University Kalabuargi. Data for the study were collected from primary sources through proper questioner method. The sample chosen for the study consisted of 60 respondents representing the customers of commercial bankin Gulbarga University Kalabuargi. Simple random technique has been employed to collect the data. The primary data for the study were collected during the month of July.The data was analyzed and inferred with the help of average.

Objectives

1. To know the awareness and perception of customers towards digital banking.
2. To study the service quality in digital banking.
3. To find out whether demonetization has impact on digital banking.
4. To know the customers perception towards branch banking costs and digital banking costs.
5. To give valuable suggestions to improve awareness and satisfaction about digital banking.

Results and Discussion

The study paper is mainly based on primary data which are collected through questioner method. For this purpose researcher has taken 60 sample random respondents from Gulbarga University Kalabuargi.

Table i: Distribution of sample respondents according to their age.

Age in Group (in years)	No. of Respondents	Percentage
21-30	25	41.67
31-40	13	21.67
41-50	12	20
51-62	10	16.67
Total	**60**	**100**

Source: Primary Data

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Table ii: Distribution of sample respondents according to their gender.

Gender	No. of Respondents	Percentage
Male	34	56.67
Female	26	43.33
Total	**60**	**100**

Source: Primary Data

Table iii: Distribution of sample respondents according to their occupation.

Occupation	No. of Respondents	Percentage
Students	30	50
Teaching staff	10	16.67
Non-Teaching staff	20	33.33
Total	**60**	**100**

Source: Primary Data.

From the above **Table-i** it is clear that 41.67% of the respondents (i.e. 25 respondents) belongs to the age group of 21 years to 30 years, 21.67% of the respondents (i.e. 13 respondents) comes under the age group of 31 years to 40 years, 20 % of the respondents (i.e. 12 respondents) lies in the age group of 41 years to 50 years, 16.67% of the respondents (i.e. 10 respondents) are in the age group of 51 years to 62 years.

Table-ii is prepared to know the gender composition of the sample random respondents. It is clear that 56.67% of the respondents (i.e. 34 respondents) are in the male group and 43.33% of the respondents (i.e. 26 respondents) are belongs to the female group.

Table-iii represents the occupation of the sample random respondents. It shows that 50% of the respondents (i.e. 30 respondents) are belongs to the Students group, 16.67% of the respondents (i.e. 10 respondents) are in the group of Teaching staff group and 33.33% of the respondents (i.e. 20 respondents) are comes under the group of Non-Teaching staff. Sample random respondents for the study is only cover the people who are working in Gulbarga University Kalabuargi and this study is restricted to the same.

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Analysis and interpretation

Table1: Awareness of Digital banking.

	Yes	No	Total
Awareness	54	06	60
Percentage	90	10	100

Table 2: Sources of Awareness

Sources of Awareness	No. of Respondents	Percentage
Bank officials	14	28
Friends and family	32	64
Online advertisement	9	18
Advertisement in print media	5	10
Television and radio advertisement	0	0
Total	**60**	**100**

The **Table 1** depicts that 90% of the respondents (i.e. 54 respondents) are aware of Digital banking and 10% of the respondents are not aware the same. From the survey researcher has found that people working in Gulbarga University are aware of Digital banking and everyone is using the same. Everyone knows the using of ATMs but other services like internet banking, E-wallets etc. are not commonly used in this area. Awareness level in student group is more as compared to Non-Teaching group this may be because of their education level, income level or may be any other reason. In general sense researcher can say that present young generation is more interested in doing their banking activities through E-banking services rather than branch banking.

Table 2 infers that 28% of the respondents (i.e. 14 respondents) are aware of Digital banking through bank officials, 64% of the respondents (i.e. 32 respondents) are got the awareness about Digital banking through their friends and family members, 18% of the respondents (i.e. 9 respondents) are aware of Digital banking with the help of Online advertisements, 10% of the respondents (i.e. 5 respondents) are got the knowledge through Advertisement in print media and lastly Television and radio advertisement is not effective because it doesn’t provides detailed knowledge about the Digital banking because of this only television and radio advertisement has failed. In educating

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the people in context of digital banking services bank officials and friends & family plays an important role. Interacting with the respondents the researcher has found that bank officials should make proper relationship with the customers in order to educate them.

Table 3: Using of E-banking services

	Usage	Percentage
Yes	51	85
No	9	15
Total	**60**	**100**

Table 4: Since how long they are using E-banking service.

	No. of Respondents	Percentage
Less than 1 year	21	35
1-3 Years	15	25
3-5 Years	16	26.67
More than 5 years	8	13.33
Total	**60**	**100**

Table 3 reveals that 85% of the respondents (i.e. 51 respondents) are using the E-banking services and 15% of the sample random respondents are not using the E-banking services. By analyzing the above table the researcher has found that the people working in Gulbarga University Kalabuargi are well aware of E-banking services and they are using these services in their day to day activities.

Table 4 shows that 35% of the respondents (i.e. 21 respondents) are using the E-banking activities since from less than 1 year, 25% of the respondents (i.e. 15 respondents) are using the E-banking services since from 1-3 years, 26.67% of the sample random respondents (i.e. 16 respondents) are using the E-banking services for a period of 3-5 years and 13.33% of the respondents (i.e. 8 respondents) are using the E-banking services from more than 5 years.By examining the above table the researcher has found demonetization is effective in shifting people from branch banking to digital banking as we can see in the above table 35% of the respondents are started using

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the E-banking services after the demonetization took place.

Table 5: How often they are using E-banking services

	No. of Respondents	Percentage
Daily	9	15
Weekly	26	43.33
Once in a month	17	28.33
Occasionally	8	13.33
Total	**60**	**100**

Table 6: Opinion about E-banking Services

	No. of Respondents	Percentage
Vital	9	15
Essential	28	46.67
Desirable	11	18.33
Cannot say	12	20
Total	**60**	**100**

Table 5 depicts that 15% of the sample random respondents (i.e. 9 respondents) are using the E-banking services daily, 43.33% of the respondents (i.e. 26 respondents) are using the E-banking services weekly, 28.33% of the respondents (i.e. 17 respondents) are using the E-banking services once in a month and 13.33% of the respondents (i.e. 8 respondents) are using the E-banking services occasionally. This analysis shows that most of the people working in Gulbarga University Kalabuargi Are using E-banking services at least once in a week.

Table 6shows that 15% of the respondents (i.e. 9 respondents) have an opinion that E-banking services are vital in present condition,46.67% of the respondents (i.e. 28 respondents) have an opinion that E-banking service are essential in present condition,18.33% of the respondents (i.e. 11 respondents) have an opinion that E-banking service are desirable and 20% of the respondents (i.e. 12 respondents) doesn't have an opinion on E-banking services.

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Table 7: Services regularly used

	No. of Respondents	Percentage
ATM banking	56	93.33
Telephone banking	13	21.67
Mobile banking	26	43.33
Internet banking	24	40
E-wallet.	21	35

Table 7 reveals that 93.33% of the respondents (i.e. 54 respondents) are using ATM services regularly, 21.67% of the respondents (i.e. 13 respondents) are using the telephone banking service, 43.33% of the respondents (i.e. 26 respondents) are using the mobile banking service, 40% of the respondents (i.e. 24 respondents) are using the internet banking service and 35% of the respondents (i.e. 21 respondents) are using E-wallet service. From analyzing the above table researcher has found that most commonly used E-banking service is ATM cards.

Table 8: Purpose of using E-banking services

Purpose	No. of respondents	Percentage
Balance enquiry	60	100
To make payment	45	75
To transfer money	42	70
Know last few transaction	46	76.67

Table 8 revealed the purpose of using E-banking services by the sample random respondents. 100% of the respondents (i.e. 60 respondents) are using E-banking services for the purpose of knowing balance of their account,75% of the respondents (i.e. 45 respondents) are using E-banking services for the purpose of making payments,70% of the respondents (i.e. 42 respondents) are using E-banking services for the purpose of transferring money and 76.67% of the respondents (i.e. 46 respondents) are using E-banking services for the purpose of knowing the last few transaction of their account. In about table data

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regarding balance enquiry is also includes cash withdrawal transaction. By analyzing the above table researcher found that everyone is commonly using E-banking services for the purpose of balance enquiry as well as for withdrawal of cash from the ATM machines.

Table 9: Prefer mode for security/authentication.

Modes	No. of respondents	Percentage
Security devise	4	6.67
E-certificate	21	35
OTP	55	91.67
None	11	18.33

Table 9 gives the information about the prefer mode for authentication for doing E-banking activities by the sample random respondents. 6.67% of the respondents (i.e.4 respondents) are using the security device for security/authentication, 35% of the respondents (i.e. 21 respondents) are using E-certificate for the purpose of security/authentication, and 91.67% of the respondents (i.e. 55 respondents) are using OTP (One Time Password) for the purpose of security/authentication and 18.33% of the respondents (i.e. 11 respondents) are not using any of the tools other than ATM pins for doing E-banking activities. Going through the above table it revealed that security device is rarely used and most commonly used one is OTP (One Time Password).

Table 10: View on E-banking services are easier to use than branch banking activities

View	No. of Respondents	Percentage
Strongly agree	6	10
Agree	32	53.33
Neutral	11	18.33
Disagree	8	13.33
Strongly disagree	3	5
Total	**60**	**100**

Table 10 demonstrates the views on E-banking services are easier to use than branch banking activities. 10% of the respondents (i.e. 6 respondents) are strongly agree that E-banking services are easier to use than that of branch banking activities, 53.33% of the respondents (i.e. 32 respondents) are

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agree that E-banking services are easier to use than that of branch banking activities, 18.33% of the respondents (i.e. 11 respondents) are neutral on this view, 13.33% of the respondents (i.e. 8 respondents) are Disagree that E-banking services are easier to use than that of branch banking activities and 5% of the respondents (i.e. 3 respondents) are strongly disagree that E-banking services are easier to use than that of branch banking activities. By evaluating data in the above table researcher found that 63% of the respondents are agree that E-banking services are easier to use than branch banking activities, 18% respondents are in middle and 32% of the respondents are disagree thatE-banking services are easier to use than branch banking activities.

Table 11: views on E-banking services are cheaper than branch banking

Views	No. of Respondents	Percentage
Strongly agree	7	11.67
Agree	28	46.67
Neutral	11	18.33
Disagree	12	20
Strongly disagree	2	3.33
Total	**60**	**100**

Table 12: Effect of promotion for cashless transaction by Government on E-banking services

Views	No. of Respondents	Percentage
Strongly agree	13	21.67
Agree	21	35
Neutral	6	10
Disagree	15	25
Strongly disagree	5	8.33
Total	**60**	**100**

Table 11 reveals the views on E-banking services are cheaper than branch banking. 11.67% of the respondents (i.e. 7 respondents) are strongly agree that E-banking services are cheaper than branch banking, 46.67% of the respondents (i.e. 28 respondents) are agree that E-banking services are cheaper than branch banking 18.33% of the respondents (i.e. 11 respondents) are neutral on this view, 20% of the respondents (i.e. 12 respondents) are Disagree that E-

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banking services are cheaper than branch banking and 3.33% of the respondents (i.e. 2 respondents) are strongly disagree that E-banking services are cheaper than branch banking. By interpreting the above table it is found that 58% of the respondents are agree that E-banking services bears less cost as compare to branch banking and 23% of the respondents says that E-banking services are costlier than that of branch banking.

Table 12 shows that how promotion for cashless transaction by government influenced on commencement/ increase in their E-banking activities. 21.67% of the respondents (i.e. 13 respondents) are Strongly agree that promotional activities by government effected in commencement/ increase in their E-banking activities, 35% of the respondents (i.e. 21 respondents) are agree that promotional activities by government effected in commencement/ increase in their E-banking activities, 10% of the respondents (i.e. 6 respondents) are neutral in this aspect,25% of the respondents (i.e. 15 respondents) are Disagree that promotional activities by government effected in commencement/ increase in their E-banking activities,8.33% of the respondents (i.e. 5 respondents) are Strongly disagree that promotional activities by government effected in commencement/ increase in their E-banking activities.

Table 13: Effect of Demonetization on cashless transaction.

Views	No. of Respondents	Percentage
Strongly agree	14	23.33
Agree	16	26.67
Neutral	6	10
Disagree	18	30
Strongly disagree	6	10
Total	**60**	**100**

Table 14: In general Demonetization made people to go for cashless transaction.

Views	No. of Respondents	Percentage
Strongly agree	16	26.67
Agree	18	30
Neutral	9	15
Disagree	8	13.33
Strongly disagree	9	15
Total	**60**	**100**

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Table 13 reveals that Demonetization step taken by the government has forced the respondents for cashless transaction. 23.33% of the respondents (i.e. 14 respondents) are strongly agreed that demonetization has forced them to cashless transaction.26.67% of the respondents (i.e. 16 respondents) are agreed that demonetization has forced them to cashless transaction. 10% of the respondents (i.e. 6 respondents) are neutral in this aspect, 30% of the respondents (i.e. 18 respondents) are disagree that demonetization has forced them to cashless transaction.10% of the respondents (i.e. 6 respondents) are strongly agreed that demonetization has forced them to cashless transaction.

Table 14 reflects the general point on Demonetization made people to go for cashless transaction. 26.67% of the respondents (i.e. 16 respondents) are strongly agreed that demonetization made people to go for cashless transaction,30% of the respondents (i.e. 18 respondents) are agreed that demonetization made people to go for cashless transaction, 15%of the respondents (i.e. 9 respondents) are neutral in this situation, 13.33% of the respondents (i.e. 8 respondents) are disagreed that demonetization made people to go for cashless transaction,15% of the respondents (i.e. 9 respondents) are strongly disagreed that demonetization made people to go for cashless transaction.

Awareness and perception towards Digital banking

Customers are verycautiousabout digital banking, they give more value for their time because of this customers are very much attracted towards digital banking as it saves lots of time as compared to branch banking. The convenience of digital banking is helping the customers to have greater control on their accounts as they can check account balance, transfer money to any bank account, make payment, know last few transactions of their account at any time and at any place.

This study is based on primary data. Sample random respondents for the study taken from people working in Gulbarga University Kalabuargi. Table-1 shows that 90% of the respondents are

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aware of about digital banking and in Table-2 reflects that 85% of the respondents are using digital banking services in their day to day activities, it shows that customers are very much aware about digital banking and they prefer digital banking as compared to branch banking.

Digital banking provides wide variety of services to their customers. For the study researcher has taken few services such as ATM banking, Telephone banking, Mobile banking, Internet banking and E-wallet wallet services. Based on the study Table-7 It is found that customers are preferring ATM banking (93%), Mobile banking (43%) and internet banking(40%). These services are mainly used for the purpose of Balance enquiry(100%), To know last few transaction (76%), To make payments(75%) and To transfer money(70%) as per Table-8. And it revealed in Table-9 that 91.67% of the customers are preferring OTP(One Time Password) for security and authentication.

Perception towards digital banking is based service quality, security and convenience. As per Table-10 it found that 63% of the respondents (i.e. 10% strongly agreed and 53% agreed) are agreed that E-banking services are easier to use than that of branch banking. From this study researcher has found that 58% of the respondents (i.e. 11% strongly agreed and 47% agreed) are agreed that E-banking services are cheaper than that of branch banking. Government promotion for cashless transaction and another important step i.e. Demonetization has greater influence on people to go for digital banking or cashless transaction (based on Table 12, 13 and 14).

Conclusions

This research report is based on primary data. According to the study, the researcher determines that most of the respondents of Gulbarga University Kalabuargi, are aware about the all-Digital banking services provided by the commercial banks and they are using these services in day to day activities. Banks and government should take some more necessary steps to instruct the

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customers about new technologies used in digital banking and also educate them in maintaining and operating their accounts in digital world safely. Banks officials should maintain proper relationship with the customers which automatically helps them in maintaining existing customers and also in attracting new customers. This study report is useful to know the awareness and perception towards Digital banking system.