

Mathematics: An Analytical tool to Study Student Perception towards Digital Banking Services

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Abstract

This research paper tries to measure the students perception and expectation towards digital banking services. Now a days with advancement of technology, the banks through their different digital banking services wants to acquire more and more customers, wherein todays students are present and potential customers too. The article extensively tries to study the students perception towards the digital banking services, which are ATMs, credit cards, debit cards, internet banking, mobile banking, electronic fund transfer (EFT), electronic clearing system and the list is endless. The research has studied through a structured question are of 215 students pursuing graduation and post-graduation in Nagpur City.

Keywords: Student Perception, Digital Banking, EFT, ATM, Internet banking.

Introduction

A digital banking services is a computer based process providing banking services directly to the customer according their utmost convenience. The digital banking services includes online bank service may be in the form of internet banking, mobile software application based banking, credit cards, travellers card, ATM services and other innovative banking services. Reason now a days their acceptance of digital banking services is because it includes not only the online banking or mobile based services but it also includes middleware solutions which is a bridge between other operating systems or database applications. Fintech industries are now a days coming up with more and more solutions to risk management, product development and marketing of financial products in which bank deals. Wherein now a days with introduction of smartphones, that too at low cost, it found that digital banking is very common amongst the students pursuing graduation and above qualification, it provides convince to deal with money with safety and accountability too. The student expects end digital banking services with consistency, convenience and comfortable experience.

Literature Review

There is lot of research done in this area of internet banking services in last two decades since the introduction of liberation, globalisation and privatisation in our country.

Reddy (2015) study was conducted on “Study on Customer Perception and Satisfaction towards Electronic Banking in Khammam District”. Introduction of information and communication technology services, mobile based banking services, internet services in the distribution channel as well as cross selling has increase the banking business in India.

Bhat (2016), In this article explain the transformation amongst the customers to adoption of the technology driven services with the combination of parameters like technological advance, liberalisation, deregulation and competition.

Objective of study

The research paper aims to study the perception of students towards accepting digital banking. The study tries to examine whether the students as they are todays generation are the comfortable in using digital banking like online banking, mobile banking through banks customized mobile software application. Its tries to examine the relation between the gender of students and their perception about the digital banking.

Research Methodology

The study involves primary data and secondary data. The secondary data is collected from the published resources. And the primary data is collected from the respondent of structured questionnaire. A questionnaire was prepared online and was sent to all students of Shri Ramdeobaba

College of Engineering and Management, Nagpur in the form of google form . We received the responses of 215 students. Hence the convenience sampling method of sample was being used. 16 factors were developed using structured questionnaire. The reliability and validity of the students survey was conducted through pilot study.

Limitations of the Study : the study was conducted amongst the students of Shri Ramdeobaba College of Engineering and Management of Nagpur, Maharashtra, INDIA.

Hypothesis

H0 : There is no significant difference between Gender of the student customers and their perception toward the services of Digital banking services .

H1 : There is significant difference between Gender of the student customers and their perception toward the services of Digital banking services .

Sampling Technique

The sample technique used is convenience sampling amongst student who are pursuing graduation and post-graduation.

Analysis and Interpretation

Digitalisation is becoming popular now a days as it gives convenience and flexibility to the customers.

Table 1. Responses of Gender and Qualification of Students

Gender	Parameters	Frequency	Qualification	Parameters	Frequency
	Male	93		Pursuing Graduation	72
Female	122	Pursuing Post Graduation	143		
	215		215		

Table 1. indicates that out of 215 respondents, , 43% are male and 57% are female respondent. The Educational qualification of 215 respondents 33% are pursuing graduation and 67% are pursuing post-graduation.

Table 2. Responses of Motivation Factors towards Digital Banking

Sr. No.	Particulars	Strongly Agree	Agree	Neutral	Dissatisfied	Strongly Dissatisfied
1.	24 hours services (%)	215	00	00	00	00
		100	00	00	00	00
2.	Privacy maintained (%)	83	132	00	00	00
		39	61	00	00	00
3.	Advanced Services (%)	142	73	00	00	00
		66	34	00	00	00
4.	ATM Services (%)	129	86	00	00	00
		60	40	00	00	00
5.	Low Cost Services (%)	129	41	23	15	7
		60	19	11	7	3
6.	Transaction Security (%)	43	86	52	17	17
		20	40	24	8	8
7.	SMS Services (%)	146	30	20	12	7
		68	14	9	6	3
8.	Mobile Application Services (%)	127	34	28	26	00
		59	16	13	12	00

Source : Field survey of Students

Table 2 indicates the motivational parameters of students to accept digital banking services. According to table no.2 rank wise first motivational factors according the students is 24 hours bank

service with 100% students to strongly agreed with parameter second is SMS Services 68 % strongly agreed, third is Advanced Services 66%, fourth is ATM Services 60% and Low Cost Services 60%, fifth is Mobile Application Services 59%, sixth is Privacy maintained 39%, and seventh is transaction Security 20% strongly agreed. Considering the above analysis we can say motivation services are very important to enhance the digital banking amongst the students.

Table 3. Responses of Digital Banking Services :

Sr. No.	Particulars	Strongly Agree	Agree	Neutral	Dissatisfied	Strongly Dissatisfied
1.	Account Statements (%)	108	52	0	43	12
		50	24	0	20	6
2.	Funds transfer (%)	129	43	0	24	19
		60	20	0	11	9
3.	Bill Payments (%)	172	27	0	16	
		80	13	0	7	0
4.	E- Ticket Booking (%)	108	43	42	0	22
		50	20	20	0	10
5.	Credit and other Cards (%)	52	163	0	0	0
		24	76	0	0	0
6.	Other Services (%)	151	43	0	21	0
		70	20	0	10	0

Source : Field survey of Students 80 70 60 50 50 24

Table 3 indicates the digital banking services parameters of students to accept the services rank wise first factors according the students is Bill Payment bank service with 80% students strongly agreed with parameter second is other Services 70% strongly agreed, third is Fund transfer Services 60%, fourth is E-Ticket Book Services 50% and Account Statement Services 50%, fifth is Credit Card and other card services is 24%, strongly agreed. Considering the above analysis we can say digital services offered by the bank are almost acceptable by the students, accept for the credit and other cards services are not popular amongst the students, may non- availability special credit or other kind of cards for students.

Result

There is no significant difference between Gender of the student customers and their perception toward the services of Digital banking services .

Conclusion

To conclude the banking sector will prosper and achieve more profits for wealth maximization only when they consistently improve their services to enhance the students expectations and acceptance towards through quality services which should mostly include technological improvement. Its an application of principle of neutralisation for the bank and student customers, as technological digital improvement in bank services ultimately provides the quality service to customers and at low cost incurred by the banks.

The success of the banking sector whether directly or indirectly depends on the customer as they have they are the backbone of the company with development of technology the customer expectations are raising persistently, competitive will survive who can respond to the customer needs faster and better than anyone, skilled staff square measure less with relation to electronic banking than manual banking and the decision creating is within the hands of prime management solely. The bank is trying to give quick services using E-Banking and E-banking also helps to bank reduce the cost of operation of banks.

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