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WORD COUNT

6648 Words

CHARACTER COUNT

36102 Characters

PAGE COUNT

26 Pages

FILE SIZE

309.0KB

SUBMISSION DATE

May 13, 2023 9:29 AM GMT+5:30

REPORT DATE

May 13, 2023 9:30 AM GMT+5:30**● 8% Overall Similarity**

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Abstract

In order to promote economic growth, banking is crucial. The way businesses are run has changed as a result of the evolution of information technology (IT). For their customers, banks are providing cutting-edge technological services. Banking industries have adopted digital banking, which allows their customers to access banking services from any location at any time, in response to technological advancements. Using the internet, banks can communicate with their clients. The most rapidly expanding banking method is digital banking. Mobile banking has developed as a result of the youth smartphone usage in India rapidly rising and the use of mobile banking applications. Due to its simplicity and convenience, mobile banking has seen a rise in popularity in recent years. Customers can access many other banking products and services, including checking account balances, paying bills, and transferring money, anytime, anywhere. The next generation is crucial to strengthening our country. This study examines the main motivators for youth to use online banking as well as the opportunities and problems associated with youth adoption in the Delhi Region.

Introduction

Digital Banking Meaning

The automation of conventional banking services is known as digital banking. Through digital banking, bank customers can use an electronic or online platform to access banking products and services. A branch visit by a customer is unnecessary thanks to digital banking, which involves digitising all aspects of banking operations and replacing the bank's physical location with an ongoing online presence.

History of Digital Banking

The earliest types of digital banking date back to the introduction of ATMs and cards in the 1960s. Digital networks connected shops with suppliers and customers when the internet and early broadband appeared in the 1980s, creating a demand for the first online catalogues and inventory software systems.

The 1990s saw the widespread availability of the Internet and the emergence of online banking as the standard practise. What resembled the modern digital banking world today was made possible by the early 2000s improvements in broadband and ecommerce systems. As smartphones became more common over the following ten years, more mobile payment options outside of ATMs became possible. Today, smartphones are the preferred digital banking method for over 60% of consumers.

Banks are currently faced with the challenge of facilitating demands that link suppliers with funds via channels chosen by the customer. With customer relationship management (CRM) software, you can cultivate customer satisfaction, which is shaped by this dynamic. In light of the fact that CRM enables banks to communicate with their customers directly, it must be integrated into a digital banking system.

End-to-end consistency as well as services that are focused on user convenience and experience are in high demand. ⁷ The market offers cross-platform front ends, enabling purchase decisions based on readily available technology, such as mobile devices, with a desktop or Smart TV at home. The development of digital technology that offers agility, scalability, and efficiency must remain a top priority for banks if they are to continue meeting customer demands.

Digital Banking products

Digital banking has a lot to offer if a person has access to a reliable internet connection and a smart device that can connect to the internet.

Digital Product services

Digital banking service	Utility
1. Obtain bank statements	View and download your bank statements for any specified period.
2. Transfer of Funds	With alternatives such as NEFT, RTGS, and IMPS available, the need to issue cheques and DDs has been eradicated.
3. Mobile banking	Mobile banking is digital banking through an application optimized for smartphones and tablets.
4. Cash withdrawals	ATMs facilitate cash withdrawals at any point in time. Moreover, ATMs are widely present in every locality.
5. Bill payments	Auto-debit feature for bill payments lets a user setup monthly debits in favor of regular utility payment.
6. Finance	Invest, raise loans, open fixed deposit accounts - all through digital banking. Demat accounts can be linked to your bank accounts to provide a seamless flow of funds so you can invest promptly.
7. Manage cheques	Intervene in the cheque clearing process using digital banking to stop the cheque if the need arises.
8. Monitor transaction records	Banks send transaction alerts to the linked mobile number or email addresses. Transactions are updated almost as soon as executed. Digital banking also lets you

	monitor account balances or outstanding at the click of a button.
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Types of Digital banking payments

- **Banking cards:** Cards enable other forms of digital payment in addition to being used to withdraw cash. Online and Point of Sale (PoS) machines both accept card payments. Banks may also issue prepaid cards; these cards don't require a bank account to operate because the funds loaded onto them serve as their only source of funding.
- **Unstructured Supplementary Service Data (USSD):** You can conduct mobile transactions without using an application or an internet connection by dialling *99#. The figure encourages greater financial inclusion on a local level and is applicable across the nation. The caller can use the service to navigate a voice menu that is interactive and select their preferred option on a mobile device. The only caveat is that the mobile number used to make the call must be associated with the specific bank account.
- **Aadhaar Enabled Payment System (AEPS):** After the Aadhaar number has been successfully verified, AEPS enables the client to initiate banking instructions.
- **Unified Payments Interface (UPI):** The digital banking method that is currently most popular is UPI. The user can transfer money using UPI without entering their bank account information or IFSC code by using a virtual payment address (VPA). UPI's applications' ability to combine all of your bank accounts into one location is another noteworthy feature. There are no time constraints on when funds can be transferred or received. Google Pay, PhonePe, and BHIM are UPI-based applications in India. The user of the BHIM application can transfer money to another Aadhaar number in addition to other virtual addresses and bank accounts. The fact that UPI-based payments are free is even more significant.
- **Mobile Wallets:** With the advent of mobile wallets, it is no longer necessary to carry loose cash, enter CVV codes, or remember four-digit card pins. Mobile wallets save bank account and card information so users can easily add money to their wallets and pay for goods and services from other merchants who offer compatible applications. Paytm, Freecharge, Mobiwik, and others are well-known mobile wallets. However, there is typically a cap on the

amount that can be deposited into mobile wallets. The process of transferring money from the mobile wallet back to the bank account might also incur a small fee.

- **PoS terminals:** A card is typically read by portable PoS machines to authorise and complete the transaction. This method of payment is preferred by supermarkets and petrol stations. PoS terminals, however, have developed into more than just physical PoS devices with the success of digital banking. The emergence of virtual and mobile PoS terminals, which use the NFC function of mobile phones and web-based applications to initiate payments, is noteworthy.

- **Internet and Mobile Banking:** Internet banking, also referred to as e-banking, is the practise of using a computer or other internet-connected device to access certain banking services, such as making transfers of money and opening and closing accounts. Due to the fact that internet banking only offers core functions, it is a subset of digital banking. In a similar manner, mobile banking entails using applications built for mobile devices to access banking services.

Difference between Digital Banking and Online banking

Online banking and digital banking are terms that are frequently used interchangeably. There is a thin line between the terms' meanings, though.

Daily tasks like reviewing transactions, checking balances, and transferring money are all covered by online banking. This is the bank's primary activity, which has been moved online with the aid of online banking. Online banking serves as a tool to accomplish a goal.

Although it is a means in and of itself, digital banking. All bank operations, core and non-core, are intended to be digitalized through the use of digital banking. The main goal of digital banking is to close accounts after servicing them from the point at which clients are onboarded to that point. The goal of digital banking is to eliminate the need for a bank's customers to visit a branch location and enable them to conduct all banking activities wherever it is most convenient for them. Online banking is a part of digital banking, the complete set.

Digital Banking in India

When did Digital Banking start in India?

Digital banking in India began to take shape in the late 1990s, and ICICI Bank was the first to offer the service to its retail customers. Only in 1999 did digital banking become widely used due to decreased internet fees, increased internet awareness, and growing internet trust. Banks began offering a wider range of products online only after the internet advanced and the cost of operating it decreased.

How can we do Digital Banking?

Any individual must first open a checking or savings account with the bank in order to conduct digital banking in India. You can do this by going to the branch in person or by opening an account online through the bank's website, which only requires a few documents to be uploaded from the comfort of your home.

Most banks will give you your digital banking credentials once you have an account set up with them, which can be used to conduct hassle-free transactions whenever you want, day or night. You can always get in touch with your bank to get free net banking if you don't get your credentials in the welcome kit.

In order to open a digital banking account in India, a person must:

- Be older than 18 years old.
- Having a PAN and an Aadhaar card
- Complete KYC, or the paper-based verification of information, within a year of opening the digital bank account. The individual will no longer be able to open future digital bank accounts using the same Aadhaar and PAN if they do not adhere to the rule. In the future, the market regulator might permit video-based KYC verification in addition to physical verification as a way to streamline the procedure from a digital standpoint.

Statement of Problem

Sometimes it takes three to four hours for people to travel to the bank, and other times the cost of the transaction exceeds the amount of money being deposited or withdrew. A secure website can be used by customers to conduct financial transactions through e-banking. Most banks now offer e-banking services as user-friendly technology is growing in popularity with customers. The majority of customers use the technological banking services offered by the banking industry more and more frequently today. Both time and money are saved. When it comes to managing finances, banking offers a practical and accessible option that is readily available 24 hours a day, seven days a week. Online banking, on the other hand, has some drawbacks like technical ignorance, setup costs, legal issues, a lack of customer-banker interaction, security concerns, and privacy concerns.

While User Friendly Technology for some people greatly simplifies their way of life, it is extremely complex and threatening for others. The perception of customers' challenges with user-friendly technology must therefore be studied in this context.

Research Methodology

Methodology is a systematic way to solve the research problem. It may be understood as a science of studying how research is done scientifically. The present study is focused on identifying the factors which influence the popularity of digital banking among Youth.

- **Data Collection:** Primary Data is being collected with the help of a well-structured questionnaire.
- **Sampling Design and Size:** Convenience sampling was used for collecting the responses from the Youth under the age of 18 - 29. The questionnaires were issued to respondents. But only 384 responses were recorded and were taken up for the statistical analysis of the study.
- **Questionnaire Structure and Design:** The questionnaire consists of two parts. Part I deals with the demographic profile and Part II is related to the factors which influence the popularity of digital banking among youth.
- **Statistical Analysis:** The collected primary data was statistically analyzed using SPSS
- **Geographical Area:** Respondents for the study has been selected from youth group of mobile banking users of Delhi.

Objective of the study

The main objective of the study to do swot analysis of digital banking practices among youth in Delhi.

The specific objective being:

1. To identify the factors which influence the popularity of digital banking among youth.
2. To examine the opportunities and challenges faced by youth while engaging in digital banking.
3. To outline the suggestions for the growth of digital banking among youth.

Literature Review

Perceived Ease of Use

Perceived ease of use, according to Davis (1985), is "the extent to which a person believes that using a particular system would be free of physical and mental efforts." In a previous study that looked at how customers adopted new services, it was discovered that one of the key factors in customers' adoption of digital banking was its simplicity. Accordingly, the study (Aliyu et al., 2012) (Alwan & AlZubi, 2016) emphasises perceived usability as a key factor in influencing and boosting the rate of digital banking adoption.

The perceived ease of use of a system is another term for how easily someone finds it to use it. The system's level of usability is determined by the user's perception of perceived ease of use. Additionally, according to Eze et al. (2011), perceived ease of use had a favourable direct impact on user acceptance of the information system. In agreement with this, Jahangir and Begum (2008) discovered that one of the important factors influencing how readily private commercial bank customers in Bangladesh adopt digital banking is its ease of use.

In addition, customers are more likely to accept the digital banking system because they believe it is simpler to use when it is applied to the banking industry. This is because the perceived ease of use of the digital banking system also had an impact on its use. Additionally, the current trend indicates that customers are more likely to favour and consider using customer-friendly technology (Hassan, Mansour, Eljelly, & Abdullah, 2016; Ashbiel & Ahmad, 2016).

Perceived Usefulness

According to Davis (1989), perceived usefulness is the improvement in job performance caused by the use of a specific system. It is thought that this perceived usefulness affects how often people use the internet (Amin, 2007; Hassan et al., 2016).

Previous research (Wang et al., 2003; Al-smadi, 2012; Al-shbiel & Ahmad, 2016) discovered that perceived usefulness is positively significant in influencing the behavioural intention of the customers to adopt e-banking in their daily activities.

Customers' adoption of digital banking services is strongly positively influenced by how useful they perceive these services to be and how many benefits they believe they will receive from

using them. Customers would benefit, for instance, by spending less time waiting for counter service if ATMs were available. Internet banking, which can be very helpful to customers with little free time, is an example of how technology can be used to improve job performance (Hamid et al., 2016).

Demographic Characteristics

Using demographic factors is one of the most common ways to observe the relationship between the consumption of particular products and specific demographic factors. Among the demographic characteristics are age, sex, income, occupation, and education. There have been studies done to profile the demographics of internet users, and it is suggested from the findings of these studies that innovators who fall into the high income category are typically among the first users of the internet (Zheng, 2010).

It is strongly suggested by a number of studies that the demographic factors had an impact on the adoption and continued use of digital banking services. The gender variable has been looked into in a number of studies, and it has been discovered that there is a connection between gender and computer use ability. The majority of digital banking users are expected to be men, who are primarily influenced by its benefits. Some commercial websites that aim to focus on women's issues do so by catering to the needs of the growing number of female internet users (Talafta & Abushanab, 2015).

In addition, the importance of the internet and consumer attitudes towards the adoption of digital banking have been linked to the importance of education. Higher educated individuals will possess good information processing abilities that facilitate internet use and computer proficiency. According to a prior study (Talafta & Abu-Shanab, 2015), educated consumers are more likely to adopt digital banking than less educated consumers.

Internet Experience

Zheng (2010) asserts that prior web experience has an impact on how quickly people adopt computers and technology in general. The adoption of digital banking was found to be influenced by the customer experience online, according to Hong et al. (2013). If the customers are more accustomed to using the internet, they will be more likely to adopt new internet

technologies. Apart from that, customers with more internet usage experience tend to be more numerous than those with less exposure to the internet.

According to Zheng (2010), prior computer, technological, and personal banking experience all have a positive influence on one's attitude and behaviour towards online banking. Because the internet is one of the quicker services, customers who have more experience with it will find it to be simple and flexible to use.

In addition, digital banking used in banking institutions used a more advanced technology than earlier banking technologies. As a result, digital banking is a system and technology that heavily depends on computer networks. Customers' willingness to adopt digital banking was influenced by the advancement and innovation of technology for the new generation, and this is anticipated to result in a positive relationship between technology and customers' willingness to adopt digital banking.

Perceptions of price or cost

The perception of cost or cost affects decision to use digital banking service because customers feel that the current method of service delivery meets their needs adequately (Sathye, 1999). To be a competitor, human resources in banks must adapt to new technology and change their current methods of operation (Salisbury et al., 2001). People most likely favour based on their familiarity and experience with dealing with banks. For this to happen, there must be a desire to use new technology and a need to alter current operating procedures. Consumers may not change how they currently interact with banks unless such a need arises.

Awareness

Cost and total cost are two factors that affect consumer awareness and decision to use digital banking services. Cost consists of the regular expenses related to using the internet as well as the fees and charges incurred by banks. When considering whether or not to use e-banking services, Ciciretti et al. (2009) stress the significance of price and cost factors. In addition, according to Gupta (1988), price is frequently a key factor in brand switching. Price is significant in terms of electronic service distribution, according to Rayport and Sviokla (1994).

This demonstrates that a fair price is related to the intention to use new technology, with lower prices enticing customers to use such a service.

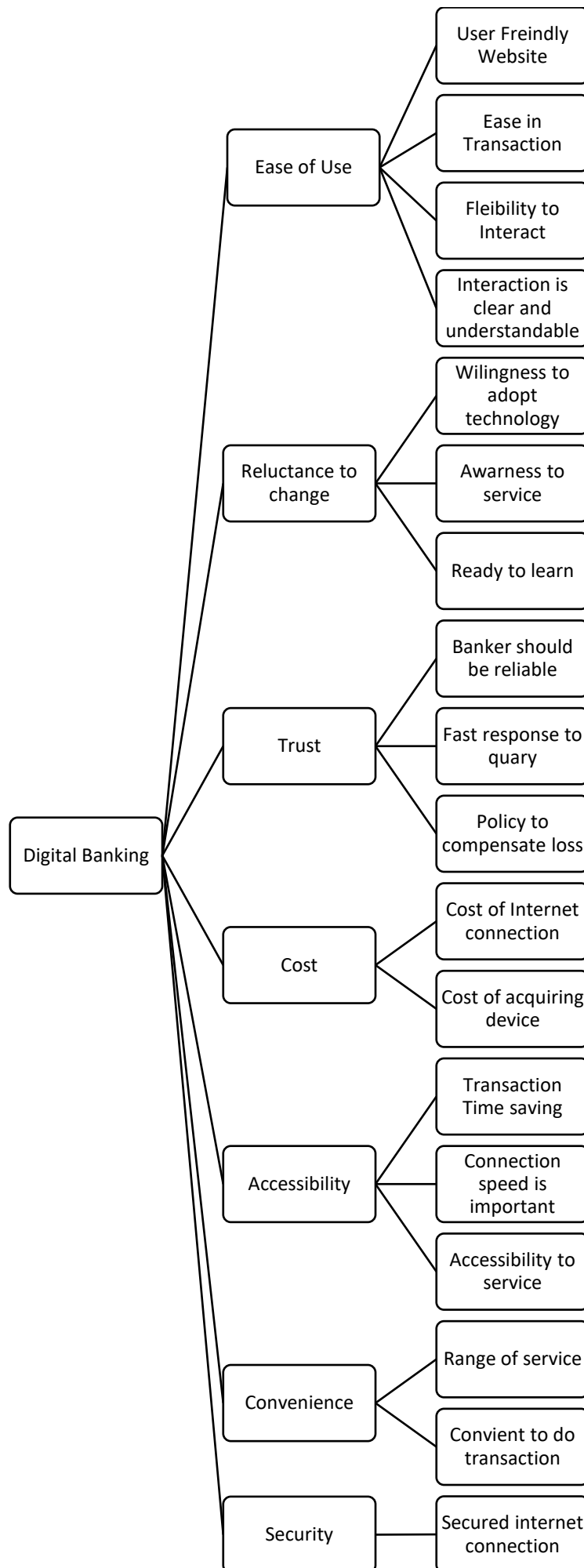
Security

Consumer knowledge has been used frequently in the lead user theory to define and assess lead user status, primarily through subjective self-evaluation (Park et al., 1994). This information has been related to the users' actual level of digital proficiency in the adoption literature for IT (Sadowski, 2017). In order for consumers to intend to use a new product, Howard and Moore (1982) emphasise that they must become aware of it. Alnsour (2013), Alnsour and Al-Hyari (2011), and Sathye (1999) all point out the importance of raising consumer awareness of a service or product before there is any intention to use it.

Availability of PC/internet

One of the most crucial elements that helps to produce positive results for digital banking services and, consequently, positive outputs is computer self-efficacy. According to Bandura (1997), self-efficacy has three components: generalizability, magnitude, and strength. The degree to which a belief is particular to a given field of endeavour is its generalizability. This implies that people must be highly generalizable in order to use various forms of technology. Magnitude is a measure of an individual's capacity to complete challenging tasks; those with high self-efficacy levels are anticipated to require the least amount of support, whereas those with low levels are anticipated to require the most support (Lussier and Hendon, 2012). According to Lussier and Hendon (2012), strength is the belief that people have in their capacity to utilise services.

Factors affecting digital banking



Factor analysis on adoption of digital banking among youth in Delhi region

<i>Factor no.</i>	<i>Factor name</i>	<i>Eigen value</i>		<i>Items</i>	<i>Items loading</i>
		<i>Total</i>	<i>% of variance</i>		
1	Ease of use	2.242	23.568	E-banking should have user friendly website.	.800
				Ease in performing e-transaction	.735
				E-banking should be flexible to interact with	.647
				Interaction with e-banking should be clear and understandable	.617
2	Reluctance to change	1.770	9.833	There should be willingness to adopt technology	.705
				There should be level of awareness to service	.686
				Ready to learn new technology	.656
3	Trust and relationship	1.616	8.978	Banker should be reliable	.697
				There should be fast response rate to query	.619
				There should be policy to compensate loss	.552
4	Cost	1.379	7.663	Cost of internet connection affects e-banking	.750
				Cost of acquiring computer affects e-banking	.708
5	Accessibility	1.165	6.475	Transaction should save time	.756
				Connection speed is important	.754
				Accessibility to access the service	.740
6	Convenience	1.126	6.253	E-banking should offer Range of services	.599
				E-banking should be convenient to do transaction	.532
7	Security	1.072	5.958	Internet connection should be secured	.817

Results and discussions

Factor analysis data

The adoption of digital banking is primarily driven by seven factors, each of which has eigen values above one. For the total variations in the Youth adoption, the index for the current solution is responsible for 62.763%. We can reduce the number of selection factors, making it a fairly effective extraction. (Or, going from 18 statements to 7 underlying factors). One factor accounts for 23.568% of the variance, while factors 2, 3, 4, 5, 6, and 7 each account for 9.833%, 8.978%, 7.663%, 6.475%, 6.253%, and 5.958% of the variance. The principle component factor analysis method was used, along with Kaiser normalisation and varimax rotation, because there were numerous factors. According to the findings of the factor analysis, there are seven factors that Delhi's youth must consider when adapting. The factor's name, number, eigenvalue, and item loading were all provided as part of the factor's details.

Factor discussion

1 Ease of use: Due to its 23.568 total variance, this factor has become one of the most significant research determinants. Website usability (.800), transaction ease (.735), and other factors that make up this factor are major components. A user-friendly website does, according to my research, have a significant impact on young people's adoption of digital banking.

2 Reluctance to change: This factor, which has a total variance of 9.833, has emerged as the second-most significant research determinant. This factor's major components include readiness to adopt new technology (.705), level of service awareness (.686), and others. The study demonstrates how the decision to adapt EB is influenced by young people's readiness to learn about and use new technology.

3 Trust and relationship: With a variance of 8.978, this factor was identified as one of the key research determinants. This factor's major components include the banker's dependability (rating of 0.69), the bank's query response rate (rating of 0.619), and the bank's loss-compensation policy (rating of 0.552). This study demonstrates that the likelihood of a shift to digital banking is significantly increased by trust and relationships with banks.

4 Cost: With a variance of 7.663, this factor has emerged as one of the key determinants of research. This factor's components include the price of buying a new computer (.708) and the

cost of getting an internet connection (.750). This study shows that the extra cost that customers must pay for a computer and an internet connection prevents them from using digital banking services.

5 Accessibility: Due to its 6.475 total variance, this factor has become an important research factor. Transaction time (.756), connection speed (.754), and other important components of this factor are included. This study shows that the amount of time it takes to complete a transaction and the speed at which a website connects also have an impact on the adoption of digital banking.

6 Convenience: With a total variance of 6.253, this factor has also become the most significant research factor. The variety of services offered (.599) is the component that makes up this factor. The likelihood of attracting online youth increases with the number of services a bank offers through digital banking.

7 Security: With a total variance of 5.958, this factor has also become a crucial research finding. Internet connection security (.817) is a component of this factor. The way the EB process is modified by the customer is also impacted by security issues. It is necessary to both safeguard customer privacy and prevent fraud. An overview of internet commerce and one company's approach to secure banking for its financial institution clients' and their clients' customers is provided by online banking via the World Wide Web. Your account information is secured using a multi-layered security architecture that includes firewalls, filtering routers, encryption, and digital certification.

SWOT ANALYSIS

The term SWOT stands for strengths, weaknesses, opportunities, and threats of an organisation.

2 In order to clearly define the direction and goals of the industry, make an immediate decision, and make all necessary changes to deal with the issue, a SWOT analysis, or strategic plan, is used. It identifies which strengths can be used to build, which weaknesses must be addressed, which opportunities can be taken advantage of, and which threats must be defended. The digitalization of banking is undergoing an unprecedented period of innovation. The SWOT Analysis is carried out to determine the internal and external factors that could affect digital banking.

STRENGTHS OF E-BANKING

Convenience: Everyone who has a bank account can use the service known as e-Banking. By using their username and password to log in to the bank's website, customers can conduct transactions even when the bank is closed.

Flexibility: With digital banking adaptable services, including mobile banking and ATMs open around-the-clock, e-banking is adaptable to its users. Customers can use their debit cards to withdraw cash and pay bills thanks to it.

Time Saver: This is our generation's biggest advantage because we can't afford to spend a lot of time on anything. One of the biggest difficulties in our hectic lives is time management. Through e- Banking, we can complete financial transactions quickly and without disrupting our daily lives.

WEAKNESS OF DIGITAL BANKING

It's surprising that Internet banking hasn't really taken off given that India is the world's hotspot for outsourcing IT and tech services. The growth of net banking in India is still being hampered by a variety of industry problems and particular difficulties, despite the recent emergence of a very tech-savvy and sizable consumer class. The widespread acceptance of Internet banking has been hampered by technological obstacles, IT procedures, specific cultural issues, industry sluggishness, and workplace restrictions. We will now examine the main drawbacks of digital

banking in India since the main goal of our study is to concentrate on the difficulties that digital banking is currently experiencing in India.

Low Broadband Internet Penetration: Comparing Japan, Taiwan, Korea, and Singapore to India, these other Asian countries have some of the lowest rates of broadband connectivity penetration. Smaller cities and towns still rely on dial-up connections for PC users to access the Internet, despite the larger cities like Mumbai, Delhi, Chennai, and Bangalore having relatively better broadband penetration rates. For many customers eager to use such services, slow connectivity speeds frequently detract from the online banking experience.

Banks' Ambivalent Commitment Levels: At the turn of the millennium, internet banking did start to gain traction in India, but it quickly stalled due to a lack of users. As a competitive differentiator, domestic and international private banks began to offer net banking services in the middle of this decade. State-owned and public sector banks have only recently begun to do the same. However, the low levels of customer acceptance of Internet banking are due to banks' ambivalent commitment levels, their reluctance to allocate sizable budgets for net banking branding initiatives, as well as a lack of industry advocacy efforts.

Customers' Preference for Traditional Branches

India's congested cities and major towns are home to thousands of extremely active traditional bank branches. Instead of doing their banking online, office workers complete their banking tasks and transactions at these branches during their extended lunch breaks. The staff at physical bank branches typically receives higher marks from customers for their attentiveness and individualised service.

In order to resolve problems with their online bank accounts, many Indians avoid calling call centres and bank customer service lines.

Fear of Online Threats/Scams Customers tend to be wary of online threats due to their ubiquity and prevalence, just like in any other nation. These threats include hackers, identity theft, stolen passwords, viruses, worms, and spy ware. Consistently worried about losing their hard-earned savings to online scams are conservative Indian bank customers accustomed to years of saving in an earlier mixed-socialist economy. These clients are unsure of the effectiveness of the websites of the banks as well as their commitment to investing in trustworthy encryption methods, reliable back-end technologies, and robust systems.

Impersonal: It can be very impersonal to transact online. You only use a computer to conduct business, in other words. no one to receive, check, or correct any incorrect information you might have entered on a form. Internet banking is therefore not the best option for those who are comfortable doing business with real people who offer personalised services and using paper and money.

Difficult for first timers: A new user may find it difficult and time-consuming to navigate through an internet bank's website. It may take some time to open an account because some websites require a lot of personal information, including a photo ID, which is annoying for potential customers. They might not want to use this online banking service because of its complexity. It's best to spend some time getting familiar with the virtual environment because tutorials and live customer support may be offered to assist the client with their required tasks.

Security fraud: Because of the security risk, many people steer clear of online banking. With news of fictitious bank transactions appearing occasionally, they can't help but be concerned about this aspect. This shouldn't be a problem, though, as security is given top priority by banks that offer internet banking services. Because they value their clients, they always safeguard their websites with the most cutting-edge security software.

Regulation and Legalities: Banks' customers have the ability to transact business with them from any location thanks to internet banking. The bank's pool of potential customers is greatly expanded as a result. However, internet banking's ability to offer a global banking experience makes it very challenging for regulatory bodies to uphold financial regulations, according to Andrea Schechter of All Business. Additionally, laws vary from one country to another, and banks are not always knowledgeable about the financial regulations for every country where they conduct business. This incompetence, according to Schechter, exposes banks and their customers to legal issues and lawsuits.

Digital and Financial Divide: According to Rupa Rege Nitsure, there is a digital divide among banks, meaning that not all banks have access to the hardware and software needed to enable internet banking. The size and level of financial support a bank has may be related to this issue, according to a study led by Joaquin Yang of Georgia College and State University. Because it is not cost-effective for smaller banks, they typically do not use internet banking. All banks would require a sufficient funding source in order for banks to bridge this digital divide and make Internet banking more commercially fair to banks and customers.

Reputation: According to Schechter, issues with governance and security could give a bank's clients a bad impression. Additionally, a bank may come off as more impersonal the more it depends on Internet banking. Despite how convenient internet banking may be, both of these issues may deter customers from choosing a bank that uses it.

OPPORTUNITIES RELATED TO E BANKING

The opportunities listed below are encouraging marketers to implement e-banking despite the various difficulties that are present in the context of e-banking:

Increasing Internet Users & Computer Literacy: People need to be familiar with internet technology in order to use internet banking, as this is a necessary prerequisite. ⁴ The banking industry should take advantage of the rapidly growing internet user population in India to encourage more people to use internet banking services.

Initiatives Taken by Government Agencies For Financial Literacy: Financial inclusion and inclusive growth depend greatly on financial literacy and education. According to a study, the use of internet banking is significantly impacted by financial literacy. ⁵ If customers are not financially literate, they will simply avoid using new online services and not change their traditional way of banking, which will prevent banks from converting users to their new online banking strategies. A number of government organisations, including the RBI, SEBI, IRDA, and other market participants, have launched initiatives to promote financial literacy. To educate schoolchildren, college students, working executives, middle-class people, homemakers, retired people, and self-help groups, they have created a school curriculum with a variety of topics, including internet banking, banking products and services, and net banking.

Competitive Advantage: The benefit of implementing e-banking gives banks a competitive edge over other players. ⁴ The use of e-banking benefits banks in a variety of ways, such as by lowering costs, enhancing customer relationships, and expanding the bank's geographic reach. The advantages of e-banking have given banks the chance to better manage their banking operations.

THREATS OF DIGITAL BANKING

2

One of the main factors preventing consumers from choosing digital banking services is the risk of disclosing private information and the fear of identity theft. Most of the consumers believe that using Digital banking services make them vulnerable to identity theft.

Lack of effective rules: Due to some flaws in the legal and regulatory system, criminals are able to exploit the situation. To stop fraud, digital banking must be more rigorous.

Inefficiency: Proportion of workforce incapable of handling e-banking business results in inefficiency.

6

Tough competition: In the times of fierce competition if the banks do not timely upgrade technology, they will have to face and suffer losses of customers as well as profits.

Security related issues: Digital banking isn't always secure is one of the main risks. Recently, there have been incidents where cybercriminals tricked users into disclosing their personal information via spam websites, social media, etc.

MEASURES TO BE TAKEN FOR SAFER E-BANKING

We can make transactions quickly and easily with internet banking. Internet banking features are accessible with just a few clicks, as opposed to traditional banking, which requires us to wait in a never-ending queue. Because of the high risk of phishing, this facility needs a safe and secure method of transaction. A few steps to ensure secure banking include the ones listed below:

Password

In order to keep our accounts secure, we must change our passwords frequently. Using a password that combines capital and lowercase letters, numbers, and special characters is one of the best practises.

Usage of public computers: Banking professionals do not advise logging into bank accounts from cybercafés or libraries. In such locations, there are frequently high risks of passwords being tracked down or discovered by others. Prior to deleting any temporary files from the computer, one should make sure to clear the cache and browsing history. Don't ever let the browser remember your ID or password either; doing so invites hacking.

Confidentiality: No bank will ever call or email you to request any confidential information. You should not divulge your login information if you receive an email or phone call that appears to be from the bank. It's not a good idea to share login information with friends and family.

Regular check is must: In the wake of any online transaction, check your account. Examine your account to make sure the correct amount has been taken out. Let the bank know right away if you notice any differences in the amount.

Anti-virus software: Always use licenced antivirus software to safeguard your computer from new viruses. Despite being available for free, pirated anti-virus software may not be able to shield your computer from the latest viruses that are common online. You will likewise periodically receive notifications for software updates. So that your private information is always protected, make sure to keep your antivirus software updated.

Disconnect the internet connection when not in use: When a computer is not in use, the majority of broadband users do not turn off the internet connection. Your private banking data

may be stolen by malicious hackers who gain access to your computer through an internet connection. If you don't need the internet, make sure to turn it off to protect your data.

Suggestions

- To successfully transition to digital banking propositions, customers will need to be educated on the topic of digital literacy. In order to provide adequate digital infrastructure and services to create the conditions necessary to enable consumers to compete in the digital economy, financial sector stakeholders must work together.
- Customers are informed of the risks and advantages associated with using digital banking services, as well as how these products and services operate, digital banks must incorporate fit-for-purpose consumer education into all customer journey processes.
- Digital banks must inform customers in advance and keep them updated about how their data will be used (for example, by providing terms and conditions).
- A digital bank must therefore adopt improved data-privacy and data-protection practises because it depends on data to serve its customers.
- Digital banks should be open and honest with their customers about the information they gather about them, how they use it, and whether they share it with anyone else.
- To reduce cybersecurity risk, a multi-pronged strategy should be implemented, including multifactor authentication, cyber risk assessment, cyber insurance, and employee training.
- The financial sector may have the ability to combat this crime by using a multi-layered strategy that includes sophisticated identity verification, intelligent data use, and ongoing behavioural monitoring.
- Artificial Intelligence (AI), should be used by digital banks to track customer behaviour and quickly identify risks.
- The focus of digital banks on digital channels increases technological and operational risks that could have a negative impact on customers in difficult or stressful situations. In the event of stress or system failure, backup channels are available to serve customers: The backup options that financial institutions should consider. In addition to aiding businesses in recovering from attacks, these systems can lessen the impact of disasters and support business continuity.

Conclusion

The banking industry is crucial to India's economic growth. Banking is still in an evolutionary stage as it adopts new technologies to enhance customer convenience in a secure setting. Customers who are up to date with technology are starting to favour technological banking, but it is gradually becoming more widespread, especially in urban and metropolitan areas. Few banks have pioneered technological banking early on. Through technological banking, these banks are offering the fundamental services like account inquiries, information on the last five transactions, and account statements. They have the necessary foundation to provide the fine services through technological banking. According to a study on customers' opinions of user-friendly banking technology, respondents are satisfied in some ways and want to stick with their current banks. To satisfy all customer groups, there must be a transition from customised services to personalised services. The study's conclusions highlight how crucial it is that customers receive the security and safety they expect, particularly when using modern banking technologies like ATMs, Internet banking, mobile banking, etc. Offering customised Internet-based services that are both valued and exclusive to each customer is where internet banking is headed in the future. By doing this, they could stand out from the crowd. Additionally, it would enable them to capitalise on new technology to forge stronger bonds with customers as they continuously adapt to meet their needs.

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