

A STUDY ON IMPACT OF DIGITAL BANKING ON EMPLOYEES AND CUSTOMERS IN CANARA BANK (E-SYNDICATE BANK), AT KOLAR

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Abstract—The main objective of this topic to study about the understanding the positive or negative impact of digitalization in banking on customers and staff at syndicate bank and measure the level of customer's satisfaction towards on-line banking. The study is to achieve information regarding impact of digital banking with respect to customers and staff in banking services, customers is shifting from traditional banking to on-line banking very quickly. In geographical region bank it permits customers to withdraw cash, apply for loans, and create payments on-line or on their smartphone. Increased productivity in business thereby payments will be created and received throughout twenty-four hours of a clock and with the assistance of digital banking, now looking, travelling, eating, health care, diversion, business etc. became additional economical nearly each purchase is often created simply. Digitalization in banking liberates clients and gives self-servicing platforms to customers that are the most effective thanks to provide customer service with a high rate of crime and corruption, digital banking could be a safe thanks to handle money transactions. Now individuals will check their checking account details, pay their bills on-line, transfer cash to alternative accounts of his are often done from every comfort of their home.

Keywords—Banking Services, Customer Relationship Management, Customer Satisfaction, Digital Banking, E-Commerce.

I. INTRODUCTION

Digital banking, in addition known as internet banking, e-banking or virtual banking, is an electronic payment system that permits customers of a bank or completely different establishment to conduct a spread of financial transactions through the cash institution's computing device. Digital banking is part of the broader context for the move to on-line banking, where banking services are delivered over the online. The shift from ancient to digital banking has been gradual and remains on-going and is established by differing degrees of banking service conversion. It provides the facility for users to access cash data through desktop, mobile and ATM services. Use our digital initiatives and move merely via on-line, mobile and e-commerce services through internet banking, mobile banking and debit or credit cards.

Digital banking plays a vital role in today's world where people are attempting on the way aspect the quality manner of designing to the bank for doing their bank transactions. internet banking has reworked the quality manner of banking and has brought new dimensions to the banking sector. Digital banking a brand- new conception at intervals the house of electronic banking, that aims to enrich traditional on-line and mobile banking services by act digital technologies, perhaps strategic analytics tools, social media interactions, innovative payment solutions, mobile technology and a focus on user experience. Digital banking is that the conversion (or moving online) of all the quality banking activities and programs services that were traditionally were only on the market to customers once physically at intervals a bank branch. This includes activities like money deposits, withdrawals and transfers, account services, bill pay, applying for cash product. shopper preferences quickly shifted to on-line and mobile devices; but many cash organizations struggle to adapt their banking experiences to on-line channels and to the smaller mobile device screens. Digital banking involves high levels of technique automation and web-based services and will embody genus Apis enabling cross-institutional service composition to deliver banking product and provide transactions. Digital bank represents a virtual technique that options

on-line banking and on the way aspect. As associate end-to-end platform, digital banking should embody the front that customers see, the rear end that bankers see through their servers and admin management panels and conjointly the middleware that connects these nodes. Ultimately, a digital bank should facilitate all purposeful levels of banking on all service delivery platforms. In different words, it should have all constant functions as a head work, branch work, on-line service, bank cards, ATM, and purpose of sale machines.

II. REVIEW OF LITERATURE

Rakesh H M & Ramya T J (2014)

In their analysis paper titled “A Study on Factors Influencing client Adoption of net Banking in India” tried to look at the factors that influence internet banking adoption. Using PLS, a model is with success established and it is found that net banking is influenced by its perceived dependability, perceived simple use and Perceived quality. within the promoting method of net banking services marketing knowledgeable ought to emphasize these advantages its adoption provides, and awareness can even be improved to draw in consumers’ attention to internet banking services.

Amruth Raj Nippatlapalli (2013)

In his analysis paper “A Study on consumer Satisfaction of business Banks: Case Study on bank of India”. This paper gift consumer satisfaction, a term typically utilized in promoting, could also be a live off but product and services provided by a company meet or surpass consumer expectation. consumer satisfaction is outlined as “the vary of shoppers, or share of total customers, whose according experience with a firm, its product, or its services (ratings) exceeds such satisfaction goals. “Banking in India originated among the last decades of the eighteenth century. the first banks were the Bank of Republic of India, currently that started in 1786, and Bank of Hindustan, that started in 1790; every are presently defunct. The oldest bank inhaling India is that the bank of India, that originated among the Bank of urban center in Gregorian calendar month 1806, that around right away became the Bank of geographic area. This was one of the 3 presidency banks, the other 2 being the Bank of city and thus the Bank of Madras, all three of that were established below charters from country east India Company. for many years, the Presidency banks acted as quasi-central banks, as did their successors. The 3 banks united in 1921 to create the Imperial Bank of Republic of India.

Mr. Vijay Prakash Gupta & Dr. P. K. Agarwal (2013)

In their analysis paper “Comparative Study of consumer Satisfaction in public Sector and private Sector Banks in India”. This paper provides with the introduction of easement policy and RBI's easy norms several personal and foreign banks have entered in Indian banking sector that has born to cutthroat competition amongst banks for obtaining giant consumer base and market share. Banks got to affect several purchasers and render varied sorts of services to its customers and if the purchasers are not glad with the services provided by the banks then they go to defect which might impact economy as a full since business plays a really vital role among the economy of a rustic, in addition it's very big-ticket and difficult to recover a discontent consumer. Since the competition has adult manifold among the recent times it is become a herculean task for organizations to form loyalty, the principle being that the consumer of today is spoilt for different. it is become imperative for every public and private sector bank to perform to the only of their abilities to retain their customers by job to their specific in addition as implicit needs. many at times it happens that the banks fail to satisfy their consumer.

Ms. Nisha Malik & Mr. Chand Prakash Saini (Jul 2013)

In their analysis titled on “Private Sector Banks Service Quality and consumer Satisfaction” associate Empirical Study two private Sector Banks”. This analysis paper could be a trial to seem at the association between service literality and consumer satisfaction of two private sectors bank of India. Service quality has been described as a mode of perspective that results from the comparison of prospect with recital (Cronin and Taylor, 1992, Parasuraman et al, 1985). Gronroos (1982) argued that customers, whereas evaluating the quality of service, compare the service they expect with perceptions of the services they very receive. Since cash product offered by varied banks are similar naturally then why any specific bank of product of any bank is most popular than others a matter of interest for academician nonetheless as banking industry. They will be distinction between customers of public and private sector banks, but why are two banks of one sector being most popular otherwise by customers. This analysis study could be a trial to look out the answer of these queries.

Vijay M. Kumbhar (2011)

In his analysis paper “Factors moving the consumer satisfaction in E-Banking: Some evidences kind Indian Banks”. This study evaluates major factors (i.e. service quality, complete perception, and perceived value) moving on customers’ satisfaction in e-banking service settings. This study in addition evaluates influence of service quality on complete perception, perceived value, and satisfaction in e-banking. required information was collected through customers’ survey. For conducting clients’ survey liker scale based totally type was developed once review of literature and discussions with bank managers equally as specialists in client service and promoting. Collected information was analyzed victimization principle component (PCA) using SPSS nineteen.0. A result indicates that, Perceived worth, complete Perception, worth Effectiveness

straightforward to Use, Convenience, disadvantage Handling, Security/Assurance and Responsiveness are necessary factors in customers satisfaction in e-banking it explains 48.30 per cent of variance. Contact Facilities, System convenience, Fulfillment, efficiency, and Compensation are comparatively reduced as a result of these dimensions justify twenty-one.70 you rather than variance in customers’ satisfaction. Security/Assurance, Responsiveness, easy to Use, worth Effectiveness and Compensation are predictors of name perception in e-banking and Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, worth Effectiveness, disadvantage Handling and Compensation are predictors of perceived worth in e-banking.

III. IMPORTANCE OF THE STUDY:

- Fund transfers to bank accounts through digital or web banking is price effective.
- Increased productivity in business thereby payments will be created and received throughout twenty- four hours of a clock.
- The digital banking helps the business to simply transfer payments in their staff bank accounts.
- Now individuals will check their checking account details, pay their bills on-line, transfer cash to alternative accounts, {and all and each one} of his are often done from every comfort of their home.
- several cities are illustrious for pickpockets who eye bulged wallets, and therefore the choice of paying by credit or positive identification, or through on-line wallets could be a lot safer choice.

IV. STATEMENT OF THE PROBLEM:

In digital banking a software is created to permit information to be simply accessed and adjusted by the users. The system can serve for multiple users WHO access constant information at the same time. One alternative hand the illiterate and maturity individuals are typically back of use of digital services thanks to notice risk of failures, problems, security, and lack of personalized service, because of human error and probability of account blockage. The Canara bank (e- syndicate bank) customers face at it slow or the opposite problem in bank digital transactions. Bank digital transactions will get it wrong because of a spread of reasons, several of them thanks to no fault of shoppers. The hacking of debit cards and bank accounts is not uncommon.

V. NEED FOR THE STUDY:

The need of the study is to achieve information regarding impact of digital banking with respect to customers and staff in banking service, furthermore customers are shifting from traditional banking to on-line banking very quickly as a result of numerous advantages comparable to quick, convenient and time effectiveness, therefore it's needed to review rigorously the increasing significance of digital banking, with its impact on client and worker satisfaction. In geographical region bank (e- Syndicate bank) it permits customers to withdraw cash, apply for loans, and create payments on-line or on their smartphone.

VI. OBJECTIVES OF THE STUDY:

- Understanding the positive or negative impact of digitalization in banking on customers and staff at Canara bank (e-syndicate bank).
- To measure the level of customers satisfaction towards on-line banking.
- To search out the increasing significance of net banking.
- To study the impact of trust on client satisfaction at Canara bank (e- syndicate bank).

VII. SCOPE OF THE STUDY:

- Now all the business-like commerce, trade, import, export, purchase, and sale of product is relying upon digital banking.
- By exploitation, the advance electronic technology the banking services are fast and economical.
- There's a saving time and saving of money inside the employment of digital banking. If any country wishes to work inside the globe market, it is going to need to improve the banking services at international level.
- With the help of digital banking, there are several indispensable to customers.

VIII. LIMITATIONS OF THE STUDY:

- Using on-line banking, customers have twenty-four-hour access to their accounts and can transfer funds, create payments, and look at bank statements.
- Several employers have enforced direct deposit, which means that paychecks are electronically deposited into a staff checking account.
- Users will add additional funds through a credit or charge account credit, or from a checking account.
- though amazon payments were originally designed to be used by merchants, it will now be employed by shoppers to send and receive cash on-line or via cell phones.
- The bank was not conforming to share some necessary data and documents that are want, they feel loss of secrecy.
- Some data was confidential therefore cannot choose deep analysis and analysis.

IX. RESEARCH METHODOLOGY

SAMPLING:

Sampling unit: A sampling unit is an individual person the term sampling unit refers to a singular value within a sample database. The sampling unit is digital banking at Kolar.

Sampling size: The sample size in this case will be given by the number of people in that sample size is 45

Sample Design: Probability sampling: probability sampling is a sampling technique in which sample from a large population are chosen using a method based on the theory of probability.

Sample technique: A sample technique is the names are other identification of the specific process by which the entities of the sample have been selected.

Simple Random sampling: A sampling is a subset of a statistical population in which each member of the subset as on equal probability of being chosen. A simple random sample is meant to be an unbiased representation of a group.

SOURCES OF DATA:

Primary data:

Where the researcher uses the original and first-hand information collected with the help of tools and techniques of data collection, primary data is fundamentally gathered by getting polls, meetings, perceptions, and questionnaire.

Secondary data:

- Collection of data through banks annual reports, bank manuals and another relevant document.
- Collection of data through the literature provided by the bank and through its websites.

TOOLS FOR DATA COLLECTION:

Interview schedule, focus group discussion, case study, observation, questionnaire

X. DATA ANALYSIS AND INTERPRETATION

Table 1: Age of Respondents

<i>Age</i>	<i>No of Respondents</i>	<i>Percentage</i>
20-30	33	73%
30-40	7	16%
40-50	5	11%
Total	45	100%

Interpretation: From the above table showing the respondents belong to the age group the sample size is 45.73% are belong to 20-30,16% are belong to 30-40, 11% are belong to 40-50%.

Table 2: Holders of bank account at syndicate bank

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	30	67%
No	15	33%
Total	45	100%

Interpretation: From the above table showing, 67% respondents have bank account and 33% not have a bank account at syndicate bank.

Table 3: Customers are aware of net banking services provided by syndicate bank

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	32	71%
No	13	29%
Total	45	100%

Interpretation: From the above table showing, 71% of respondents are aware of net banking services and 29% respondents are not aware of net banking services provided by syndicate bank.

Table 4: How often customers use our online service

<i>Days</i>	<i>No. of Respondents</i>	<i>Percentage</i>
One Day	12	27%
Two Days	12	27%
Three Days	4	9%
More than Three Days	17	37%
Total	45	100%

Interpretation: From the above table showing, 27% of respondents use online service for one day, 27% of respondents use for two days, 9% of respondents use for three days and 37% of respondents use for more than three days.

Table 5: Which online feature customers use regularly

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Pay Bills	17	38%
Make on Account Enquiry	6	14%
Transfer Fund Between Accounts	20	44%
Order Cheque Books	2	4%
Total	45	100%

Interpretation: From the above table showing,38% of respondents use pay bills, 14% respondents use make on account enquiry, 44% respondents use transfer fund between account and 4% use order cheque books.

Table 6: How customers and employees perceive internet banking system

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Complicated Technique	14	31%
Not Easy	12	26%
Difficult Accessibility	7	16%
Rigidity	7	16%
Do not Get Required Response	5	11%
Total	45	100%

Interpretation: From the above table showing,31% of respondents perceive internet banking system is complicated technique,26% of them perceive not easy, 16% of them perceive difficult accessibility, 16% of them perceive rigidity and 11% of them perceive don't get required response.

Table 7: Customers are satisfied with the using of e-banking

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	37	82%
No	8	18%
Total	45	100%

Interpretation: From the above table showing, 82% respondents are satisfied with the using e-banking and 18% respondents are not satisfied with the using e-banking.

Table 8: whether the customers are aware of e- banking services provided by the bank while opening up of the bank account

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	29	64%
No	16	36%
Total	45	100%

Interpretation: From the above table showing, 64% respondents are the aware of e-banking services provided by the bank While opening up of the bank account and 36% respondents are not aware of e-banking services provided by the bank while opening up of the bank account.

Table 9: Weather the digital banking provides salaries to employees at correct time state the efficiency

<i>Efficiency</i>	<i>No. of Respondents</i>	<i>Percentage</i>
25%	2	5%
50%	15	33%
75%	17	38%
100%	11	24%
Total	45	100%

Interpretation: From the above table showing, 5% respondents provide salary to employees at correct time the efficiency at 25%, 33% of respondents state the efficiency at 50%, 38% of respondents state the efficiency at 75% and 24% of respondents state the efficiency at 100%.

Table 10: Whether the customers and employees use mobile phones for banking purpose

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	39	87%
No	6	13%
Total	45	100%

Interpretation: From the above table showing, 87% of respondents use mobile phones for banking purposes and 13% of respondents are not use mobile phones for banking purposes.

Table 11: Which of the following facilities have given more importance in bank

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Loan Facilities	9	20%
Atm	19	42%
Credit Card Facilities	12	27%
Others	5	11%
Total	45	100%

Interpretation: From the above table showing, 20% of respondents give more importance in bank on loan facilities, 42% of them on ATM, 27% of them on credit card and 11% of them on another.

Table 12: Type of online account do customers and employees maintain with the bank

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Current Account	9	20%
Savings Account	28	62%
Loan Account	4	9%
De-Mat Account	4	9%
Total	45	100%

Interpretation: From the above table showing, 20% of my respondents use online account with the bank on current account, 62% of them use savings account, 9% of them use loan account and 9% Of them use de-mat account.

Table 13: Whether it measures the level of customer satisfaction towards online banking

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	20	44%
No	2	5%
May Be	18	40%
May Not	5	11%
Total	45	100%

Interpretation: From the above table showing, 44% of respondents measures the customer satisfaction towards online banking, 5% of them are not satisfied, 40% of them may be satisfied and 11% of them may not satisfied.

Table 14: whether digital banking beneficial to all sector of employees

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Yes	33	73%
No	12	27%
Total	45	100%

INTEREPATION: From the above table showing, 73% of respondents are beneficial to all sectors of employees in digital banking and 27% of them are not beneficial to all sectors of employees in digital banking.

Table 15: Which app do customers and employees use for online transactions

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Google Pay	15	33%
Phone Pay	18	40%
Amazon Pay	7	16%
Paytm	5	11%
Total	45	100%

Interpretation: From the above table showing, 33% of respondents are use google pay, 40% of them are use phone pay, 16% of them use amazon pay and 11% of them use Paytm.

Table 16: Percentage of security in online transaction

<i>Options</i>	<i>No. of Respondents</i>	<i>Percentage</i>
25-30%	5	11%
40-50%	12	27%
50-70%	17	38%
80-100%	11	24%
Total	45	100%

Interpretation: From the above table showing, 11% of respondents saying security in online transactions 25-30, 27% of them 40-50%, 38% of them 50 -70 and 24% of them 80-100.

Table 17: Which type of id proof do customers and like to provide for KYC (know your customer)

<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Aadhar Card	22	49%
Pan Card	14	31%
Voter Id	6	13%
Other Link	3	7%
Total	45	100%

Interpretation: From the above showing, 49% of respondents are use Aadhaar card for id proof, 31% of them use pan card, 13% of them use voter id and 7% of them use other licenses.

X. FINDINGS OF THE STUDY

- It is found that majority of the respondents have bank account at syndicate bank.
- 71% of respondents are aware of net banking services and 29% of respondents are not aware of net banking services provided by syndicate bank.
- 37% of respondents often their use online service for more than three days, 27% of respondents use for one days and two days and 9% of respondents use for three days.
- 44% of respondents are use transfer fund between accounts, 38% of them use pay bills, 14% of them use make on account enquiry and 4% of them use order cheque books.
- Majority of respondents perceive internet banking system is more complicated technique and not easy.
- 82% of respondents are satisfied with the using of e-banking services.
- Majority of respondents are the aware of e-banking services provided by the bank while opening of the bank account.

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- 38% of respondents provides salaries to employees at correct time the efficiency at 75%, 33% of respondents state the efficiency at 50%, 24% of respondents state the efficiency at 100% and 5% of them state the efficiency at 25%.
- Many of respondents are satisfied with mobile phones for banking purposes and few of them are not satisfied.
- 42% of respondents have given more importance in bank for ATM, 27% of them give more importance to credit card facilities.
- Majority of respondents use online account and 62% of them maintain savings account and 20% of them maintain current account.
- Majority of respondents are satisfied to measures the customer satisfaction towards online banking and few of them are not satisfied.
- 73% of respondents are beneficial to all sectors of employees in digital banking and 27% of respondents are not beneficial to digital banking.
- 40% of respondents are use phone pay for online transaction, 33% of them use google pay, 16% of them use amazon pay and 11% of them use Paytm.
- Majority of respondents are satisfied with the security of online transactions and few of them are not satisfied.
- 49% of respondents are using Aadhar card for id proof and 31% of them use pan card.

XI. SUGGESTIONS

- Most of the respondents believed ATMs biological research, accounts hacking are the key issues faced by the buyer. For this, shopper education may be a necessity. they must be created awake to the possible issues, they will encounter.
- Typically, the purchasers have to be compelled to suffer, thanks to a problem in server or once the system doesn't work or slows down. The banks are suggested to source and have a holdup with smart vendors and networking answer companies.
- The workers ought to be provided regular coaching, so they become comfy with the employment of knowledge technology. The workers additionally ought to have a positive angle towards e-banking and check out to adapt to changes.
- The ATM service quality dimension is that the enabling issue contributively to service quality by creating it straightforward and cost for the client to try and do business with their banks on regular basis.
- The banks got to improve their retail banking business through ATM service quality by increasing their withdrawal limit, new ATM locations increase the security of transactions and prompt card delivery.
- Additional ATM coverage should be provided for the convenience of the purchasers. No limit is placed on money withdrawals on ATM cards.
- The necessity of the client should properly be understood so customer feels happy. the link worth should be maintained. Branch should promote cooperation and coordination among staff that facilitate them in economical operating.

XII. CONCLUSION:

According to my perception the study all over that, net banking offers lots of opportunities to customers that change them to conduct banking transactions quickly as compared to traditional banking. Technology allows banks in addition because the customers to access several wonderful services by merely work into net banking account. The study known 5 important factors that influence the choice of the shoppers to adopt net banking that perceived easy use, perceived quality, self- efficacy, bank trust good and prompt service, and importance of net banking wants. The study established that there is a positive relationship between client satisfaction and customer loyalty. The study discovered that majority of the shoppers is aware of varied net banking applications, and mobile recharging is that the most demanded application among that. The other outstanding net banking applications includes viewing account balance, payment of utility bills, read or downloads financial statement, fund transfer etc. on the idea of findings of the study, it will be all over that the workers of banks have taken a positive read of e-banking. apart from job losses, nothing serious are reported as sick result of e-banking. this will be verified from the fact that eighty-six of the respondents found overall performance of banks to be satisfactory and extremely satisfactory. It absolutely was only a little proportion 8 May 1945 of the respondents, who

found the general performance of e- banking to be unsatisfactory. It also can be all over from the results that within the opinion of staff, there has been a rise in worker productivity, branch productivity, in addition as bank productivity.

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