

## *Chapter V*

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**CHAPTER V**

**TO EXPLORE THE OPINION OF BANKING CUSTOMERS  
REGARDING THE PURPOSE OF USAGE OF  
DIGITAL BANKING SERVICES**

**5.1 Introduction**

Banking customers have begun looking at the activities of bank through Digital as a prime medium and appealing component than any other elements of the bank. Customers have begun to assess the banks based on the accommodation and solace it offers to their customers. Likewise, Investors have ventured forward during the time spent creating different item provisions and administrations utilizing the various internet services application includes '24\*7 Services', 'Easy Accessibility', 'Free of Charge Services', 'Comprehensive website services', 'fast and convenient Services', 'Privacy', 'Better Cash Management' and 'Discount and Rewards'.

Following are the tools applied to explore the opinion of digital banking customers regarding the purpose of availing digital banking services.

- t - test has been carried out to identify the difference of opinion towards digital banking services with the gender of the respondents.
- One way ANOVA has been carried out to study whether opinion of digital banking services is based on the education of the respondents.
- One way ANOVA has been done to study the preference of digital banking services are based on the profession of the respondents.
- Product - Moment Correlation Coefficient has applied to study relationship among all the variables under net banking facility.

**TABLE 5.1****Independent samples t test – Gender and Opinion towards Digital banking Services**

<b>Opinion on Digital Banking Services</b>	<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>T value</b>	<b>P value</b>
24*7 Services	Male	296	4.08	.877	.982	.032**
	Female	305	4.10	.866		
Easy Accessibility	Male	296	4.12	1.039	1.102	.029**
	Female	305	4.22	.921		
Free of Charge Services	Male	296	4.06	.946	2.932	.087***
	Female	305	4.04	1.032		
Comprehensive website services	Male	296	2.30	1.227	2.571	.109
	Female	305	2.35	1.271		
Fast and Convenient Services	Male	296	3.30	1.173	4.556	.033**
	Female	305	3.37	1.041		
Privacy	Male	296	3.95	.856	2.102	.148
	Female	305	3.98	.784		
Better Cash Management	Male	296	4.12	.969	.008	.092***
	Female	305	4.22	.923		
Discounts and Rewards	Male	296	3.86	.902	6.918	.009*
	Female	305	4.00	.829		

\*Significant at 1% level

*Source: Computed data*

\*\*Significant at 5% level

\*\*\*Significant at 10% level

**H<sub>0</sub>: Null hypothesis** - There is no significant difference between opinion towards Digital Banking services and gender of the respondents.

The Digital Banking services preferred by male and female respondents are presented in the Table 5.1. The results indicates that the mean scores of females are higher than that of males in the case of their opinion towards '24\*7 Services', 'Easy Accessibility', 'Comprehensive website services', 'Fast and Convenient Services', 'Privacy', 'Better cash Management' and 'Discount and Rewards' whereas for Opinion on 'Free of charge Services' the mean scores of males are higher than that of the females.

The p value is greater than 0.10 for the respondent's opinion on 'comprehensive website services' (0.109) and 'Privacy' (0.148) which indicates acceptance of null hypothesis. Whereas in the cases of 'Free of Charge Services' (0.087) and 'Better Cash Management' (0.092), the p value is less than 0.10 and therefore at 10% level of significance, indicating rejection of null hypothesis. Similarly, for services like '24\*7 Services' (0.032), 'Easy Accessibility' (0.029) and 'Fast and Convenient Services'(0.033), p value is less than 0.05 and therefore accepting the alternate hypothesis at 5% level of significance. In case of 'Discounts and Rewards' (0.009) p value is found to be less than 0.01 and therefore null hypothesis is rejected at 1% level of significance. This shows that there is no significant relationship between the customers' gender and opinion towards facilities like 'comprehensive website services and 'Privacy', whereas it reveals that there is a significant relationship between gender and opinion towards facilities like 'Free of Charge Services', 'Better Cash Management', '24\*7 Services', 'Easy Accessibility', 'Fast and Convenient Services' and 'Discounts and Rewards'.

**TABLE 5.2****Descriptive Statistics for Education and Opinion towards Digital banking services**

<b>Net Banking Facility</b>	<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
24*7 Services	Post Graduate	180	4.09	1.032
	Under Graduate	162	4.08	.997
	Diploma/ITI	95	4.36	.862
	HSC	84	4.19	1.070
	SSLC	65	4.37	.821
	Others	15	4.01	.845
	Total	601	4.18	.981
Easy Accessibility	Post Graduate	180	4.00	.915
	Under Graduate	162	4.04	.894
	Diploma/ITI	95	4.33	.706
	HSC	84	4.04	.975
	SSLC	65	4.22	.739
	Others	15	3.93	.704
	Total	601	4.09	.871
Free of Charge Services	Post Graduate	180	3.96	1.032
	Under Graduate	162	4.02	1.003
	Diploma/ITI	95	4.11	.916
	HSC	84	4.12	1.023
	SSLC	65	4.12	.944
	Others	15	4.27	.799
	Total	601	4.1	.990

<b>Net Banking Facility</b>	<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Comprehensive website services	Post Graduate	180	2.46	1.283
	Under Graduate	162	2.28	1.203
	Diploma/ITI	95	2.23	1.233
	HSC	84	2.39	1.290
	SSLC	65	2.15	1.253
	Others	15	2.07	1.163
	Total	601	2.26	1.249
Fast and Convenient Services	Post Graduate	180	3.86	.833
	Under Graduate	162	3.97	.830
	Diploma/ITI	95	4.08	.781
	HSC	84	3.95	.835
	SSLC	65	4.14	.808
	Others	15	3.87	.640
	Total	601	3.97	.820
Privacy	Post Graduate	180	4.08	.991
	Under Graduate	162	4.14	.981
	Diploma/ITI	95	4.34	.794
	HSC	84	4.12	1.011
	SSLC	65	4.35	.874
	Others	15	4.07	.704
	Total	601	4.18	.946
Better Cash Management	Post Graduate	180	4.08	.942
	Under Graduate	162	4.06	.924

<b>Net Banking Facility</b>	<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
	Diploma/ITI	95	4.26	.841
	HSC	84	4.18	.853
	SSLC	65	4.25	.985
	Others	15	3.93	.799
	Total	601	4.13	.912
Discounts and Rewards	Post Graduate	180	4.04	.912
	Under Graduate	162	3.91	.890
	Diploma/ITI	95	4.02	.799
	HSC	84	3.96	.870
	SSLC	65	3.97	.901
	Others	15	4.27	.799
	Total	601	4.02	.990

*Source: Computed data*

Descriptive statistics in Table 5.2 shows the mean score and standard deviation relating to respondents' education status and their opinion towards Digital banking services. As per the results, the mean score values for '24\*7' and 'Privacy' have the highest average mean score of 4.37. This shows that almost all the bank customers prefer the use of 24-hour services irrespective of their status in educational background and expects privacy. In the case of 'ease of accessibility', 'free of charge services', 'better cash management' and 'discounts and rewards, the mean scores lie between 4.02 and 4.13, which also indicates the maximum preference of digital banking services by all customers. 'Fast and convenient services' has the mean score of 3.97. The digital banking services of 'comprehensive website services' shows the minimum preference by the customers that exhibit the lowest mean score of 2.26 when compared with the education status of the respondents.

**TABLE 5.3****One way ANOVA-Education and Digital Banking Services**

<b>Net Banking Facility</b>	<b>Source of variation</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F value</b>	<b>Sig. Value (p)</b>
24*7 Services	Between Groups	8.756	5	1.751	2.334	.041*
	Within Groups	446.393	595	.750		
	Total	455.148	600			
Easy Accessibility	Between Groups	8.891	5	1.778	1.861	.099
	Within Groups	568.457	595	.955		
	Total	577.348	600			
Free of Charge Services	Between Groups	3.266	5	.653	1.665	.650
	Within Groups	584.335	595	.982		
	Total	587.601	600			
Comprehensive website services	Between Groups	7.459	5	1.492	.957	.044*
	Within Groups	927.919	595	1.560		
	Total	935.378	600			
Fast and Convenient Services	Between Groups	5.740	5	1.148	.935	.045*
	Within Groups	730.367	595	1.228		
	Total	736.106	600			
Privacy	Between Groups	5.621	5	1.124	1.682	.013*
	Within Groups	397.713	595	.668		
	Total	403.334	600			
Better Cash Management	Between Groups	6.760	5	1.352	1.516	.018*
	Within Groups	530.588	595	.892		
	Total	537.348	600			
Discounts and Rewards	Between Groups	4.584	5	.917	1.104	.357
	Within Groups	494.031	595	.830		
	Total	498.616	600			

\*Significant at 5% level

Source: Computed data



**H<sub>0</sub>: Null Hypothesis** - The opinion on digital banking services are not based on the education of the respondents.

Table 5.3 explores the influence of education on the opinion of digital banking services. It is found that there is no significant difference between groups as determined by the values of F which are 1.861, 1.665 and 1.104, and values of p which are 0.099, 0.650 and 0.357 respectively for digital banking facilities like ‘easy accessibility, ‘free of charge services’ and ‘discounts and rewards’. The null hypothesis is therefore accepted in the above cases since the p value is more than 0.05. An analysis of the services that includes ‘24\*7 services’, ‘comprehensive website services’ ‘fast and convenient services’ and ‘privacy’ reveals that the values of F are 2.334, 0.957, 0.935, 1.682 and 1.516 and the corresponding p values are found to be 0.041, 0.044, 0.045, 0.013 and 0.018 respectively which is less than 0.05, indicating rejection of null hypothesis.

Hence, it is inferred that the preference of digital banking facilities like ‘easy accessibility, ‘free of charge services’ and ‘discounts and rewards’ are not based on education, whereas the preference towards ‘24\*7 services’, ‘comprehensive website services’ ‘fast and convenient services’ and ‘privacy’ facility is based on the education of the respondents.

**TABLE 5.4****Descriptive Statistics for profession and opinion on Digital Banking services**

<b>Net Banking Facility</b>	<b>Profession</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
24*7 Services	Self employed	173	4.01	1.02
	Professional	162	4.20	0.86
	Service	212	4.07	0.76
	Student	29	4.31	0.76
	Others	25	3.84	0.80
	Total	601	4.09	0.87
Easy Accessibility	Self employed	173	4.05	1.10
	Professional	162	4.29	0.95
	Service	212	4.22	0.89
	Student	29	4.14	0.99
	Others	25	3.88	0.97
	Total	601	4.17	0.98
Free of Charge Services	Self employed	173	4.05	1.00
	Professional	162	4.12	0.90
	Service	212	4.00	1.08
	Student	29	4.17	0.71
	Others	25	3.80	0.96
	Total	601	4.05	0.99
Comprehensive website services	Self employed	173	2.31	1.17
	Professional	162	2.54	1.32
	Service	212	2.14	1.23
	Student	29	2.48	1.30
	Others	25	2.44	1.26
	Total	601	2.32	1.25

<b>Net Banking Facility</b>	<b>Profession</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Fast and Convenient Services	Self employed	173	3.35	0.94
	Professional	162	3.35	1.19
	Service	212	3.31	1.20
	Student	29	3.48	0.95
	Others	25	3.24	1.05
	Total	601	3.34	1.11
Privacy	Self employed	173	3.82	0.84
	Professional	162	4.12	0.81
	Service	212	4.00	0.78
	Student	29	3.97	0.82
	Others	25	3.72	0.89
	Total	601	3.97	0.82
Better Cash Management	Self employed	173	4.03	1.03
	Professional	162	4.23	0.93
	Service	212	4.24	0.90
	Student	29	4.21	0.90
	Others	25	4.08	0.81
	Total	601	4.17	0.95
Discounts and Rewards	Self employed	173	3.62	1.10
	Professional	162	3.78	1.07
	Service	212	3.72	0.97
	Student	29	3.55	1.30
	Others	25	3.44	1.19
	Total	601	3.69	1.06

*Source: Computed Data*

Table 5.4 portrays the mean scores and standard deviation relating to Profession of the respondents and their preference towards digital banking services. As per the results, the mean score values for ‘ease of accessibility’ and ‘better cash management’ (4.17) have the highest average mean score. This shows that almost all the bank customers prefer the use of easy accessibility services and cash management services irrespective of their profession. In the case of ‘24\*7, ‘free of charge services’, and ‘Privacy’, the mean scores lie between 4.09 and 3.97, which also indicates the maximum preference of digital banking services by all customers. ‘Fast and convenient services’ and ‘discounts and rewards’ have the mean score of 3.34 and 3.69. The digital banking services of ‘comprehensive website services’ enjoy the minimum preference by the customers that exhibit the lowest mean score of 2.32 when compared with the profession of the respondents.

**TABLE 5.5**

**One way ANOVA – Profession and opinion on Digital Banking services**

<b>Net Banking Facility</b>	<b>Source of variation</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F value</b>	<b>Sig. value</b>
24*7 Services	Between Groups	6.647	4	1.662	2.208	.026*
	Within Groups	448.501	596	.753		
	Total	455.148	600			
Easy Accessibility	Between Groups	7.685	4	1.921	2.010	.029*
	Within Groups	569.663	596	.956		
	Total	577.348	600			
Free of Charge Services	Between Groups	3.307	4	.827	.843	.049*
	Within Groups	584.294	596	.980		
	Total	587.601	600			
Comprehensive website services	Between Groups	16.376	4	4.094	2.655	.032*
	Within Groups	919.002	596	1.542		
	Total	935.378	600			

Net Banking Facility	Source of variation	Sum of Squares	Df	Mean Square	F value	Sig. value
Fast and Convenient Services	Between Groups	1.101	4	.275	.223	.045*
	Within Groups	735.005	596	1.233		
	Total	736.106	600			
Privacy	Between Groups	9.717	4	2.429	3.678	.006*
	Within Groups	393.617	596	.660		
	Total	403.334	600			
Better Cash Management	Between Groups	5.140	4	1.285	1.439	.022*
	Within Groups	532.208	596	.893		
	Total	537.348	600			
Discounts and Rewards	Between Groups	4.056	4	1.014	1.222	.030*
	Within Groups	494.560	596	.830		
	Total	498.616	600			

*\*Significant at 5% level*

*Source: Computed data*

**H<sub>0</sub>: Null Hypothesis** - There is no significant difference between opinion towards Digital Banking services and profession of the respondents.

Table 5.5 identifies the influence of profession on opinion towards digital banking services. The one-way ANOVA results indicates that there is significant difference between the all groups and the profession of the respondents since the p value of ‘24\*7 services’, ‘easy accessibility’, ‘free of charge services’, ‘comprehensive website services’ ‘fast and convenient services’, ‘privacy’ ‘better cash management’ and ‘discounts and rewards’ are lesser than 0.05, i.e, the p values are 0.026, 0.029, 0.049, 0.032, 0.045, 0.006, 0.022 and 0.30 respectively .The null hypothesis is therefore rejected in the above cases

Hence, it is inferred that there is a significant difference between Profession and opinion on Digital Banking services.

**TABLE 5.6**

**Correlation between Digital Banking Services**

<b>Digital Banking services</b>	<b>Parameters</b>	<b>24*7 Services</b>	<b>Easy Accessibility</b>	<b>Free of Charge Services</b>	<b>Comprehensive website services</b>	<b>Fast and Convenient Services</b>	<b>Privacy</b>	<b>Better Cash Management</b>	<b>Discounts and Rewards</b>
<b>24*7 Services</b>	Pearson Correlation	1	.764**	.550**	.058*	.076*	.567**	.586**	.560**
	Sig.value		.000	.000	.015	.063	.000	.000	.000
	Respondents	601	601	601	601	601	601	601	601
<b>Easy Accessibility</b>	Pearson Correlation	.764**	1	.482**	-.028	-.025	.596**	.593**	.549**
	Sig.value	.000		.000	.500	.533	.000	.000	.000
	Respondents	601	601	601	601	601	601	601	601
<b>Free of Charge Services</b>	Pearson Correlation	.550**	.482**	1	.086*	.054*	.575**	.554**	.767**
	Sig.value	.000	.000		.035	.018	.000	.000	.000
	Respondents	601	601	601	601	601	601	601	601
<b>Comprehensive website services</b>	Pearson Correlation	.058*	-.028	.086*	1	.506**	-.040	-.089*	-.008
	Sig.value	.015	.500	.035		.000	.328	.029	.844
	Respondents	601	601	601	601	601	601	601	601

Digital Banking services	Parameters	24*7 Services	Easy Accessibility	Free of Charge Services	Comprehensive website services	Fast and Convenient Services	Privacy	Better Cash Management	Discounts and Rewards
<b>Fast and Convenient Services</b>	Pearson Correlation	.076*	-.025	.054*	.506**	1	.023	.021	.011
	Sig.value	.043	.533	.018	.000		.568	.603	.795
	Respondents	601	601	601	601	601	601	601	601
<b>Privacy</b>	Pearson Correlation	.567**	.596**	.575**	-.040	.023	1	.695**	.648**
	Sig.value	.000	.000	.000	.328	.568		.000	.000
	Respondents	601	601	601	601	601	601	601	601
<b>Better Cash Management</b>	Pearson Correlation	.586**	.593**	.554**	-.089*	.021	.695**	1	.580**
	Sig.value	.000	.000	.000	.029	.603	.000		.000
	Respondents	601	601	601	601	601	601	601	601
<b>Discounts and Rewards</b>	Pearson Correlation	.560**	.549**	.767**	-.008	.011	.648**	.580**	1
	Sig.value	.000	.000	.000	.844	.795	.000	.000	
	Respondents	601	601	601	601	601	601	601	601
**.Correlation is significant at 0.01 level (2-tailed).									
*.Correlation is significant at 0.05 level (2 -tailed).									

Source: Computed data

**H<sub>0</sub>: Null hypothesis** - There is no significant relationship among the respondents opinion on digital banking services.

Table 5.6 shows the analysis of digital banking services using Pearson Product-Moment Correlation Coefficient. It is found that there exists a relationship among all the variables under net banking facility. The factors having inter correlation with positive values are as follows:

- I. 24\*7 service positively correlates with easy accessibility (0.764), free of charge services (0.550), privacy (0.567), better cash management (0.586) discounts and rewards (0.560) at 0.01 level of significance and correlates with Comprehensive services (0.058) and fast and convenient services (0.076) at 0.05 level of significance.
- II. Easy accessibility positively correlates with 24\*7 services (0.764), free of charge services (0.482), privacy (0.596), better cash management (0.593), and discounts and rewards (0.549) at 0.01 level of significance.
- III. Free of charge services positively correlates with 24\*7 services (0.550), easy accessibility (0.482), privacy (0.575), better cash management (0.554), and discounts and rewards (0.767) at 0.01 level of significance and correlates with fast and convenient services (0.054) and comprehensive website services (0.086) at 0.05 level of significance.
- IV. Comprehensive website services positively correlate with fast and convenient services (0.506) at 0.01 level of significance and with 24\*7 services (0.058) and free of charge services (0.086) at 0.05 level of significance. It negatively correlates with better cash management (-0.089).
- V. Fast and convenient services positively correlate with comprehensive website services (0.506) at 0.01 level of significance and 24\*7 services (0.076) and free of charge services (0.054) at 0.05 level of significance.
- VI. Privacy positively correlates with 24\*7 services (0.567), easy accessibility (0.596), free of charge services (0.575), better cash management (0.695) and discounts and rewards (0.648).



- VII. Better cash management is positively correlates with free of charge (0.554), discounts and rewards (0.580), 24\*7 services (0.586), easy accessibility (0.593) and privacy (0.695) and negatively correlates with comprehensive website services (- 0.089).
- VIII. Discounts and rewards is positively correlates with 24\*7 services (0.560), easy accessibility (0.549), free of charge services (0.767), privacy (0.648) and better cash management (0.580).