

Chapter VI

CHAPTER VI

TO IDENTIFY THE ISSUES AND CHALLENGES FACED BY CUSTOMERS WHILE ADOPTING DIGITAL BANKING SERVICES

6.1 Introduction

Innovative advancements have been ascending at a stunning velocity nationally and internationally. The internet is viewed as truly outstanding in those turns of events in all sectors. Accordingly, the financial area especially banking sector is likewise utilizing the web services to its advantage. Digital banking has given speed and comfort to the clients. Despite the fact that digital banking is significantly preferred by the customers; there are some significant difficulties and issues in the digital based financial area. Hence to incorporate the various issues and challenges faced by the users of digital banking services the following analyses has been done.

Following are the tools applied to identify the issues and challenges faced by customers while adopting digital banking services

- Independent sample t-test has been carried out to identify the difference between gender and the various issues and challenges by the users while using digital banking services.
- One way ANOVA has been done to know the difference between issues and challenges faced in digital banking services and the education of the respondents.
- One way ANOVA has been done to study the difference between the profession of the respondents and the issues and challenges faced by them.

TABLE 6.1

**Independent samples t test–Gender and Issues and Challenges faced by customers
while adopting Digital Banking Services**

Issues and Challenges	Gender	N	Mean	Std. Deviation	F value	P value
Not providing information	Male	296	3.98	1.069	3.092	.049**
	Female	305	3.92	.968		
Not being able to maintain security	Male	296	3.80	.897	16.903	.012**
	Female	305	3.54	1.106		
Not giving fast response	Male	296	4.09	1.096	1.275	0.04**
	Female	305	3.99	1.078		
Leaving the operation unfinished	Male	296	3.77	1.035	.098	.754***
	Female	305	3.73	1.002		
Waiting for long time for conducting transactions	Male	296	4.14	1.037	1.576	.021**
	Female	305	4.17	.916		
Too many steps in processing transaction	Male	296	3.67	1.098	9.358	.002*
	Female	305	3.90	.958		

*Significant at 1% level

Source : Computed data

**Significant at 5% level

***Significant at 10% level

H₀: Null hypothesis - There is no significant difference between Issues and Challenges with Digital Banking services and the gender of the respondents.

The various issues and challenges with Digital Banking services faced by the male and female respondents are presented in Table 6.1. The results indicates that the mean scores of females are higher than that of males in the case of ‘Waiting for long time for conducting transactions’, and ‘Too many steps in processing transaction’ where as for

‘not providing information’, ‘not being able to maintain security’, ‘not giving fast response’ and ‘leaving the operation unfinished 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 ‘leaving the operations unfinished’ (0.754) which indicates rejection of null hypothesis at 10% significant level. Whereas in the cases of ‘not providing information’ (0.049), ‘Not being able to maintain security’ (0.012), ‘Not giving fast response’ (0.04) and ‘Waiting for long time to conduct transactions’ (0.021), the p value is less than 0.05 and therefore at 5% level of significance, indicating rejection of null hypothesis. Similarly, for ‘Too many steps in processing transaction’ (0.002), p value is less than 0.01 and therefore rejecting the null hypothesis at 1 % level of significance.

This shows that there is significant relationship between the customers’ gender and opinion towards ‘leaving the operations unfinished’, at 10% significant level and ‘not providing information’ (0.049), ‘Not being able to maintain security’ (0.012), ‘Not giving fast response’ (0.04) and ‘Waiting for long time to conduct transactions’ (0.021), ‘at 5% significant level and too many steps in processing transaction’ at 1% significant level.

Hence, from the above results, it can be interpreted that Issues and Challenges with Digital Banking services are associated with the gender of the respondents.

TABLE 6.2

**Descriptive Statistics for Education and Issues and Challenges faced by customers
while adopting Digital Banking Services**

Issues and Challenges	Education	N	Mean	Std. Deviation
Not providing information	Post Graduate	180	3.93	1.088
	Under Graduate	162	3.94	.986
	Diploma/ITI	95	4.06	.954
	HSC	84	3.89	1.053
	SSLC	65	3.97	.968
	Others	15	3.80	1.014
	Total	601	3.95	1.019
Not being able to maintain security	Post Graduate	180	3.84	.935
	Under Graduate	162	3.53	.992
	Diploma/ITI	95	3.58	1.006
	HSC	84	3.55	1.206
	SSLC	65	3.78	1.053
	Others	15	3.80	.676
	Total	601	3.68	1.016
Not giving fast response	Post Graduate	180	4.08	1.072
	Graduate	162	3.99	1.117
	Diploma/ITI	95	4.09	1.001
	HSC	84	3.99	1.135
	SSLC	65	4.03	1.145
	Others	15	4.00	1.069
	Total	601	4.03	1.087

Issues and Challenges	Education	N	Mean	Std. Deviation
Leaving the operation unfinished	Post Graduate	180	3.74	1.075
	Graduate	162	3.64	1.050
	Diploma/ITI	95	3.82	.911
	HSC	84	3.86	.984
	SSLC	65	3.83	.977
	Others	15	3.87	.990
	Total	601	3.79	1.018
Waiting for long time for conducting transactions	Post Graduate	180	4.09	1.021
	Graduate	162	4.10	1.001
	Diploma/ITI	95	4.27	.928
	HSC	84	4.13	1.003
	SSLC	65	4.35	.837
	Others	15	4.00	.845
	Total	601	4.16	.977
Too many steps in processing transaction	Post Graduate	180	3.72	1.063
	Graduate	162	3.69	1.078
	Diploma/ITI	95	3.88	1.071
	HSC	84	3.86	.971
	SSLC	65	4.02	.927
	Others	15	3.60	.632
	Total	601	3.79	1.035

Source : Computed Data

Descriptive statistics in Table 6.2 shows the mean score and standard deviation relating to respondents' education status and their opinion towards issues and challenges faced by the customers while adopting Digital banking services. As per the results, the mean score values for 'Waiting for long time for conducting transactions' (4.16) and 'Not giving fast response' (4.03) have the highest average mean score for the customers, This shows that almost all the bank customers faced this time consuming issue irrespective of their status in educational background. In the case of 'Not providing information', 'Leaving the operation unfinished', 'Too many steps in processing transaction', the mean scores lie between 3.95 and 3.79, which also indicates the maximum respondents faced majority of the issues with digital banking services. 'Not being able to maintain security' has the mean score of 3.68. Thus, majority of the respondents irrespective of their education status faced all the above mentions issues and challenges while adopting digital banking services.

TABLE 6.3

One way ANOVA - Education and Issues and Challenges faced by customers while adopting Digital Banking Services

Net Banking Facility	Source of variation	Sum of Squares	Df	Mean Square	F value	Sig. value
Not providing information	Between Groups	1.946	5	.389	.373	.867
	Within Groups	620.556	595	1.043		
	Total	622.502	600			
Not being able to maintain security	Between Groups	11.419	5	2.284	2.235	.049*
	Within Groups	608.025	595	1.022		
	Total	619.444	600			
Not giving fast response	Between Groups	1.224	5	.245	.206	.960
	Within Groups	707.818	595	1.190		
	Total	709.042	600			

Net Banking Facility	Source of variation	Sum of Squares	Df	Mean Square	F value	Sig. value
Leaving the operation unfinished	Between Groups	4.199	5	.840	.809	.543
	Within Groups	617.356	595	1.038		
	Total	621.554	600			
Waiting for long time for conducting transactions	Between Groups	5.510	5	1.102	1.156	.032*
	Within Groups	567.099	595	.953		
	Total	572.609	600			
Too many steps in processing transaction	Between Groups	7.659	5	1.532	1.434	.021*
	Within Groups	635.652	595	1.068		
	Total	643.311	600			

*Significant at 5% level

Source: Computed data

H₀: Null Hypothesis - The issues and challenges faced by the respondents with digital banking services are not based on the education of the respondents.

Table 6.3 explores the challenges the respondents face with their education level. It is found that there is no significant difference between groups as determined by the values of F which are 0.373, 0.206 and 0.809, and values of p which are 0.867, 0.960 and 0.543 respectively issues like ‘not providing information’, ‘not giving fast response’, and ‘leaving the operation unfinished’.

The null hypothesis is therefore accepted in the above cases since the p value is more than 0.05. An analysis on the issues that includes ‘not being able to maintain security’, ‘waiting for long time to conduct transactions’ and ‘too many steps in processing transactions’, the values of F are 2.235, 1.156 and 1.434 and the corresponding p values are found to be 0.049, 0.032 and 0.021 respectively which is less than 0.05, indicating rejection of null hypothesis.

Hence, it is inferred that the issues and challenges like ‘not providing information’, ‘not giving fast response’, and ‘leaving the operation unfinished’ are not based on education, where as includes ‘not being able to maintain security’, ‘waiting for long time to conduct transactions’ and ‘too many steps in processing transactions’ are based on the education of the respondents.

TABLE 6.4

Descriptive Statistics for Profession and Issues and Challenges faced by customers while adopting Digital Banking Services

Issues and Challenges	Profession	N	Mean	Std. Deviation
Not providing information	Self employed	173	3.86	1.058
	Professional	162	4.15	.934
	Service	212	3.92	.987
	Student	29	3.83	1.104
	Others	25	3.68	1.282
	Total	601	3.89	1.019
Not being able to maintain security	Self employed	173	3.53	1.020
	Professional	162	3.75	1.065
	Service	212	3.75	.950
	Student	29	3.62	1.115
	Others	25	3.48	1.046
	Total	601	3.63	1.016
Not giving fast response	Self employed	173	3.87	1.262
	Professional	162	4.18	.977
	Service	212	4.11	1.001
	Student	29	3.90	1.113
	Others	25	3.88	1.013
	Total	601	3.99	1.087

Issues and Challenges	Profession	N	Mean	Std. Deviation
Leaving the operation unfinished	Self employed	173	3.56	1.085
	Professional	162	3.86	.988
	Service	212	3.84	1.002
	Student	29	3.86	.789
	Others	25	3.48	.918
	Total	601	3.72	1.018
Waiting for long time for conducting transactions	Self employed	173	4.03	1.104
	Professional	162	4.26	.930
	Service	212	4.21	.900
	Student	29	4.10	.976
	Others	25	3.92	.909
	Total	601	4.10	.977
Too many steps in processing transaction	Self employed	173	3.79	1.048
	Professional	162	3.98	1.045
	Service	212	3.66	1.025
	Student	29	3.86	.915
	Others	25	3.56	.961
	Total	601	3.77	1.035

Source: Computed Data

Table 6.4 portrays the mean scores and standard deviation relating to Profession of the respondents and the various issues and challenges they face while adopting digital banking services. As per the results, the mean score values for ‘waiting for long time for conducting transactions’ and ‘not giving fast response’ have the highest average mean score of 4.10, 3.99 respectively. Majority of the respondents face many challenges while adopting Digital banking services. In the case of ‘not providing information’, ‘Too many

steps in processing transactions’ and ‘leaving the operation unfinished’, the mean scores lie between 3.89 and 3.72, which also indicates the maximum customers faces issues with digital banking services. The security aspect of issues in the given study which is ‘Not being able to maintain security’ enjoy the minimum preference by the customers that exhibit the lowest mean score of 3.63 when compared with the profession of the respondents. Hence, it can be inferred that maximum respondents opined that they face issues and challenges while adopting digital banking services but at the minimum level since average mean score for the entire variable are above 3.63.

TABLE 6.5

One way ANOVA - Profession and Issues and Challenges faced by customers while adopting Digital Banking Services

Net Banking Facility	Source of variation	Sum of Squares	Df	Mean Square	F value	Sig. value
Not providing information	Between Groups	10.173	4	2.543	2.475	.043*
	Within Groups	612.330	596	1.027		
	Total	622.502	600			
Not being able to maintain security	Between Groups	6.433	4	1.608	1.564	.182
	Within Groups	613.011	596	1.029		
	Total	619.444	600			
Not giving fast response	Between Groups	10.678	4	2.670	2.278	.049*
	Within Groups	698.364	596	1.172		
	Total	709.042	600			
Leaving the operation unfinished	Between Groups	12.378	4	3.094	3.027	.017*
	Within Groups	609.177	596	1.022		
	Total	621.554	600			

Net Banking Facility	Source of variation	Sum of Squares	Df	Mean Square	F value	Sig. value
Waiting for long time for conducting transactions	Between Groups	6.308	4	1.577	1.660	.158
	Within Groups	566.301	596	.950		
	Total	572.609	600			
Too many steps in processing transaction	Between Groups	10.852	4	2.713	2.557	.038*
	Within Groups	632.459	596	1.061		
	Total	643.311	600			

**Significant at 5% level*

Source: Computed data

H₀: Null hypothesis - The issues and challenges face by the respondents while adopting digital banking services are not based on Profession.

Table 6.5 identifies the association between various issues and challenges faced while adopting digital Banking services and profession. The one way ANOVA results indicates that there is significant difference between ‘not providing information’, not giving fast response’, ‘leaving the operation unfinished’, and ‘too many steps in processing transaction’ and the profession of the respondents since the p value of are lesser than 0.05, i.e., the p values are 0.043, 0.049, 0.017 and 0.038 respectively. The null hypothesis is therefore rejected in the above cases. Whereas, in cases of ‘not being able to maintain security’ and ‘waiting for long time for conducting transactions’ p-value is found to be greater than 0.05 i.e 0.182 and 0.158 respectively. Therefore, null hypothesis is rejected.

Hence, it is inferred that there is a significant relationship between Profession and issues and challenges faced in digital banking services adoption with regard to ‘not providing information’, not giving fast response’, ‘leaving the operation unfinished’, and ‘too many steps in processing transaction’. It is also found that with regards to ‘not being able to maintain security’ and ‘waiting for long time for conducting transactions’, there is no association between profession and issues and challenges while adopting digital banking services.