

Digital Banking - A Commercial Tool for Banking Industry

Gaikwad Sujit Kumar Sharanappa

Department--Logistics and Supply Chain Management

Shri Havgiswami Mahavidyalaya Udgir

gaikwad.sujitkumar1[at]gmail.com

1. Introduction

- E-banking stands for electronic banking. As the name suggests, the banking operations are computerised under e-banking. It is the result of development in.
- E-banking covers facilities such as – fund transfer, checking account statements, utility bill payments, opening of bank account, locating nearest ATM.
- E-banking is a safe, fast, easy and efficient electronic service that enables you access to bank account and to carry out online banking services.
- The main objective of the online banking system is to manage the details of accounts, internet banking, transaction, balance statement. It manages all the information about accounts, customer, statement, accounts.

2. Objectives

- One of the important objectives of e-banking is to attract customers. E-banking is helping the customers by providing online services. It is attracting the customers and making the banking system easier.
- Electronic banking services are a range of banking and other services or facilities that use electronic equipment and include: online banking. ATM and debit card services. Phone banking.
- Working capital finance working capital finance

3. Hypothesis

Hypothesis of the study

- There is no significant relationship between monthly income and product preference to buy through digital channel.
- H02: there is no significant relationship between customer satisfaction and product buy through digital marketing.

Hypothesis testing

The scientific method just met the digital marketing world, and you're about to reap the rewards. Here's how to use hypothesis testing to boost the results of all of your b2b marketing campaigns. What is hypothesis testing? Just like you learned in science class, hypothesis testing is the process of making an observation, forming a question based on the information that you've gleaned, and then attempting to solve that problem using the scientific method

4. Methodology

Research methodology is to study the impact of digital marketing on various parameters, a structured questionnaire for collecting primary data. Primary data was collected from internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.

Data collection methods

Primary data collection

Questioners

- What is target e-banking in India?
- What are the types of e-banking?
- How ATMS (automated teller machines) working?
- Telephone banking is successful in India?
- How is the process of electronic clearing cards?
- What types of smart cards?
- What is EFT (electronic funds transfer) system?
- What is ECS (electronic clearing services)?
- What is mobile banking.
- What is internet banking

5. Finding and Suggestion

Digital banking relies on high-level process automation, web-based services and APIs to provide banks and their customers with high levels of cost efficiency, security and flexibility. Modern banking solutions enable a fully digital customer journey, generating real-time data streams and accelerating key analytics.

6. Conclusion

A bank account is not only about saving money, it's also about managing money. Opening an account is a smart move-it means that you can access a service that helps you control your money, and which may help you borrow at some time in the future, if you need to do so.

References

- [1] "Innovation in banking Archives". *BMO History*. Archived from the original on 2020-06-09. Retrieved 2020-06-09.
- [2] "ING DIRECT Canada: Our History". *December 2, 2013*. Archived from the original on 2013-12-02.

- [3] "Інтернет-банкінг (online banking) в Україні: який онлайн сервіс обрати приватній особі?". *Maanimo. com*. Archived from the original on 2020-08-05. Retrieved 2020-06-09.
- [4] "ТОП найінноваційніших банків України". *Marketer*. August 12, 2019. Archived from the original on June 9, 2020. Retrieved June 9, 2020.
- [5] "Archived copy" (PDF). Archived (PDF) from the original on 2020-08-05. Retrieved 2020-06-09.
- [6] "(PDF) An empirical study of customer usage and satisfaction with e-banking services in the Republic of Macedonia". Archived from the original on 2021-10-27. Retrieved 2020-06-09.
- [7] "BCI launches internet banking-Cook Islands News". 2021-10-02. Archived from the original on 2021-10-02. Retrieved 2021-10-02.
- [8] <https://www.google.com/search?newwindow=1&sxsrf=APq->