



A Study on Dynamics of Consumer Perception of Traditional Banking Services and Digital Banking Services

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Abstract : The banking industry is changing as it attempts to use digital technology to improve productivity and satisfy the changing demands of an increasingly tech-savvy customer base in modern-day India backed by the traditional banking services. The government is looking towards a more financially inclusive economy, for which it is important that the services are made available till the last mile. Digital banking system and facilities have proved to be a milestone in achieving the task of financial inclusion in the country in a more effective and efficient manner. The digital transactions require financial literacy and awareness which has its own set of advantages and challenges in a country like ours. The current study is focused upon the analysis of consumer perception towards adaptability of the digital banking system. The data for the current study is collected on a convenient sampling survey conducted among the urban respondents of Lucknow district of Uttar Pradesh, with the help of interview schedule/questionnaire. The data has also been collected through relevant secondary sources through various reports published on official government websites. The paper explores the behavioural changes among the consumers and their perceptions regarding the traditional banking methods and the digital banking. The tools used for this study are Percentage Analysis, Ranking and t-test. The study will help to know about the attitude of people towards digital banking services and traditional banking services. It will also help the policy makers to formulate new pathways for bringing more financial awareness and inclusiveness.

Key Words - Financial inclusiveness, Financial awareness, Digital Banking Services, Traditional Banking Services.

I. INTRODUCTION

In India, traditional banking has a long history that is ingrained in customary methods. Traditional banking, which is identified by physical branches, in-person contacts, and paper-based transactions, has been a mainstay of the Indian financial scene. Many people and organisations still rely on the comfort and tactile features of traditional banking services even with the rise of digital banking. The industry is changing as it attempts to use digital technology to improve productivity and satisfy the changing demands of an increasingly tech-savvy customer base in modern-day India. The government is looking towards a more financially inclusive economy, for which it is important that the services are made available till the last mile. Traditional banking in India has a rich history dating back to ancient times. The earliest form of banking can be traced to the indigenous banking system prevalent in medieval India. This system involved moneylenders and indigenous bankers known as shroffs or sarrafs, who facilitated loans and financial transactions in local communities. During the British colonial period, the banking landscape underwent significant changes. The establishment of the Bank of Bengal in 1806 marked the beginning of formal banking in India. Subsequently, the Bank of Bombay and the Bank of Madras were set up in 1840. These three banks together formed the foundation of the Imperial Bank of India in 1921. The Imperial Bank of India served as the central bank for the country during the colonial period. In 1955, the Imperial Bank of India was transformed into the State Bank of India. The establishment of the Reserve Bank of India in 1935 was a crucial step in the development of modern banking in India. The Reserve Bank of India was established with the aim of ensuring the stability of the country's financial system, regulating currency and credit, and promoting economic development. Overall, the traditional banking system in India has a deep-rooted history and has evolved over time to adapt to changing needs and circumstances.

One of the most significant developments in the Indian banking sector has been the introduction of technology in banking services. This has revolutionized the way banking is conducted and has made financial transactions more convenient and accessible to customers. Customers can now perform various banking operations online, including fund transfers, bill payments, account inquiries, and even opening new accounts. This shift towards digital banking has not only improved customer experience but has also increased operational efficiency for banks. It has also paved the way for the emergence of new players in the form of online

and mobile banking platforms, further intensifying competition in the sector. The traditional banking system in India has evolved and adapted to embrace new technology, making financial transactions more convenient and accessible to customers. This has resulted in a significant increase in financial inclusion and access to banking services, particularly for the unbanked and underserved populations. Furthermore, the Indian banking sector has witnessed expansion and diversification in terms of services offered. Banks now provide a wide range of products and services, including retail banking, corporate banking, investment banking, insurance, wealth management, and digital banking solutions, to cater to the diverse needs of customers and businesses.

Technological innovations such as artificial intelligence, machine learning, and data analytics are shaping Indian digital banking. These innovations are revolutionizing the way banks interact with customers and offer an enhanced banking experience. For example, AI-powered chatbots are being used to provide instant customer support and assistance, while machine learning algorithms analyze vast amounts of customer data to offer personalized product recommendations and financial advice. In the future, we can expect further advancements such as the integration of blockchain technology for secure and transparent transactions, virtual reality for immersive banking experiences, and biometric authentication for enhanced security. The future trends in Indian digital banking include the widespread adoption of mobile banking apps, the integration of voice and facial recognition for authentication purposes, and the rise of open banking platforms that enable customers to seamlessly access financial services from multiple providers through a single interface. These trends will enhance the overall customer experience by providing greater convenience, security, and customization. Additionally, the use of artificial intelligence and machine learning algorithms will continue to grow, allowing banks to leverage data insights for risk management, fraud detection, and personalized financial advice. Overall, the future of digital banking in India holds great promise, as it continues to empower individuals with greater access to financial services, promote financial inclusion, and drive economic growth.

The history of traditional banking in India dates back to ancient times, where an indigenous banking system existed¹. During the British colonial period, there were significant changes in the banking landscape of India. In recent times, the banking industry in India has experienced notable growth and diversification, resulting in banks providing an extensive array of goods and services which covers wealth management, insurance, retail and corporate banking, investment banking, and digital banking services². In retail banking, customers can now access their accounts and perform transactions through online and mobile platforms, making banking services more convenient and accessible³. India is experiencing a significant digital revolution, with the government's Digital India programme seeking to establish the nation as a knowledge economy and society enabled by technology. The objective of the program is to encourage cashless transactions and lessen the need for actual currency. A key step in creating a cashless society is the adoption of digital payment methods⁴. The availability of various modes of digital payment systems has facilitated the transition towards a cashless future in India⁵. India is moving closer to being a cashless economy. The Unified Payments Interface was introduced, and it has been one of the major advancements in mobile banking in India. A payment method called the Unified Payments Interface combines several bank accounts into a single mobile application. This invention has completely changed how digital payments are made in India, enabling peer-to-peer payment collection requests and smooth money transfers with only a single button click⁶. With the advent of technology and the internet, digital banking services have rapidly gained popularity in recent years⁷. Consumers may now use their laptops or cell-phones to carry out a variety of banking tasks, including paying bills, moving money, and checking account balances. The key elements propelling the growth of digital banking are its ease and adaptability. Traditional banks need to strike a balance between adopting digital technology and continuing to offer the individualised attention and familiarity that consumers want in order to adapt and compete in a digital environment⁸. Traditional banking services continue to play a crucial role in the market, offering face-to-face communication, individualized attention, and a sense of familiarity that digital banking services cannot replicate. There are various formats of smart branches in a digital era based on location. Four categories of bank branches such as Box branch, Standard branch, Segment branch and Flagship branch are suitable for areas with specific attributes. At the same time, branch employees need to be trained to perform multiple analytical tasks to improve bank performance⁹. The customers' intention to use contactless payment systems is highly influenced by habit and it is hard to change such behaviours. The best alternative at this stage that the bank could have is to set up an optimal channel mix to meet customers banking needs. Banks can educate their customers about online banking channels in the branch or online using interactive kiosks and tablets¹⁰.

II. Review of Literature.

- A thorough summary of the state of financial inclusion in India can be found in the paper "Financial Inclusion in India: Inching Closer to the Last Mile" by Srishti Chauhan, a working paper published in November 2022. In the context of the changing financial ecosystem, it addresses the trends and forces behind financial inclusion in India, with a particular emphasis on the availability, application, and quality of financial services, particularly for people and families. It offers a three-dimensional examination of financial inclusion in India: utilisation (the uptake of services), quality (the efficacy and appropriateness of services), and access (the availability of financial infrastructure and services). The study ends with suggestions for improving the financial inclusion process going forward based on the gaps that were found. Although there has been progress in financial inclusion, it is still important to identify the areas where the population's requirements are not being met by utilisation or quality of financial services, or where access to these services is still limited. In order to analyse the inter-state diversity in financial inclusion, tailor policy efforts to local circumstances, and ultimately close the financial inclusion gap more successfully, the study makes the case for the need for further research and more detailed data.
- The main methodology used in the study "Impact of Digital Banking Among Consumers" by B. Shanmugapriya and Dr. A. S. Lakshmirani is a survey research approach where primary data were collected through digital means such as email and WhatsApp. A questionnaire was used to collect data, and it was intended to analyse the impact based on how frequently respondents used digital banking services while taking into account their age, employment, and level of education. To gather replies from the chosen sample size of 50 respondents, a straightforward random sampling procedure was used. According to the study's findings, 46% of the respondents routinely used digital banking services, making up the majority of the sample. It was discovered that younger respondents—especially those between the ages of 18 and 35—used digital banking more often. 40% of the professionals surveyed said they regularly used digital banking services, according to their

occupation. These findings demonstrate the usefulness and acceptance of digital banking among customers, particularly among younger and professional groups, and point to a good and active user base for the service. The main limitations of their study was small sample size, the homogeneity of the sample, the method of data collection, regional or demographic constraints, self-reported data inaccuracies, and the inability to establish causality.

- In the paper “A Study on Customer Perception Towards Digital Banking and Cyber Security: With Special Focus on Select Cities in India” by Munmi Bordoloi, Dr. Gobinda Deka. A well-crafted questionnaire with multiple-choice and 5-point Likert Scale items is used to collect primary data for the study on customers' perceptions of digital banking and cyber security. The purpose of the questionnaire is to gauge respondents' agreement or disagreement with a set of statements using a symmetric Agree-Disagree scale. Primary data was gathered from customers in a few Indian cities who have been utilising digital banking services for three years, both from public and private sector banks. The National Payment Commission of India's Meta data as well as a number of other public sources contributed secondary data for the study. The sample size was determined using the snowball sampling approach, which entailed polling a sample of 247 online banking customers from certain Indian cities who were divided into one particular group. Customers' impressions of cybercrime in both public and private banks were the subject of the study. The findings reflect the current state of digital banking and customer perceptions in the Indian context, suggesting areas for improvement both in terms of technological infrastructure and in addressing customer fears related to cyber security.
- The methodology used in the paper "Digital Banking – Customer Perception & Challenges" by Dr. Rashmi Paranjpye, Bhawna Singh, Dhruv Patel, encompasses both primary and secondary data collection. 200 students were randomly given a questionnaire to complete in order to gather primary data. Basic Excel quantitative analysis tools, like sums and percentages, were then used to compile and evaluate the students' answers. In addition, field notes, non-participant observation, participant observation, and material and document analysis were used as study approaches. Secondary data for the study was gathered from a number of sources. Financial illiteracy, technology use, and the requirement for assurance of safe and secure digital banking are just a few of the obstacles that have been highlighted as impeding the widespread acceptance and implementation of digital banking in India. The report makes the argument that in order to win over people's confidence, security procedures should be made even more stringent.

Research Objectives

- To study about the frequency of usage of traditional banking and digital banking services
- To comparatively analyse the preference of digital banking between males and females

Research Hypothesis

H₀: There is no difference in preference of digital banking services between males and females

H₁: There is difference in preference of digital banking services between males and females

III. RESEARCH METHODOLOGY

The study is a combination of quantitative and descriptive methods have been used. In order to collect data, a web-based questionnaire for quantitative features using survey methodologies was administered. The sampling technique adopted is convenience sampling where a total of 100 respondents have been chosen, keeping in mind that there should be 50 males and 50 females of different age groups and different profiles. The collected data was statistically analysed by first checking on the normality of the data set and further a paired two variable t-test was run to check the hypothesis. Apart from this the perceptions of respondents regarding digital and traditional banking services, was studied through ranking methodology. These ranks are allotted on the basis of frequency of each of the independent variable on the dependent variable.

IV. RESULTS AND DISCUSSION

The data has been collected from 100 respondents including students, salaried employees, self-employed, professionals with equal number of males and females. The analysis of the data has been done through tables and graphs given below.

Table 4.1: Demographic Profile of Respondents

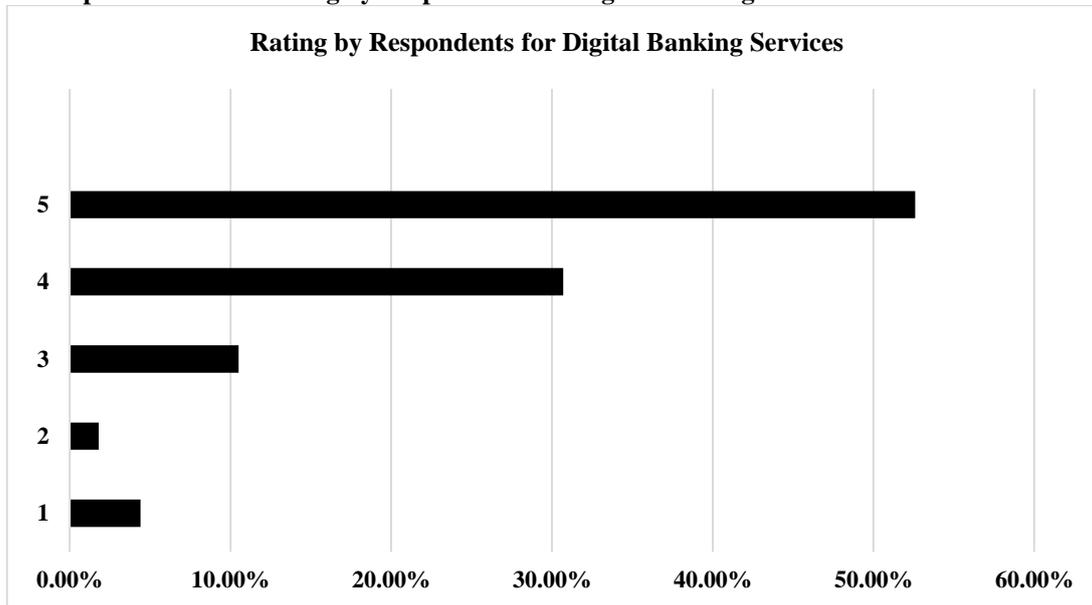
Variables	Category	No. of Respondents
Age	18 years to 35 years	83
	36 years to 60 years	15
	Above 60 years	2
Gender	Male	50
	Female	50
Occupation	Student	45
	Salaried	32
	Self-Employed	11
	Professional	12

Source: Author's Interpretations

It can be clearly inferred from the above table (Table 4.1) that 83% respondents belonged to the age group 18 years to 35 years of age. 15% respondents belonged to the age group 36 years to 60 years of age and 2% respondents belonged to the age group 60 years of age. Furthermore, the sample comprised of equal number of males and females that i.e. 50% respondents from each gender. As per the collected data 45% respondents were students, 32% respondents were salaried employees, 11% were self-employed, 12% were professionals.

According to the data, 93% respondents preferred digital banking transactions while 7% respondents preferred traditional banking transactions. The time duration for which the respondents have been using the digital banking services was divided into the time period of 2-5 years, 6-10 years, 11-15 years and more than 15 years which comprised of 66.7%, 28.1%, 4.4% and 0.8% respectively. 27.6% of the respondents stated that the traditional banking mode provided for readily available customer services while 72.4% respondents stated that digital banking mode provided for a much readily available customer services. Among the respondents, 44.7% of them never had any encounter with fraudulent calls while 34.2% respondents received fraudulent calls regarding OTP gathering while 21.1% respondents received KYC verification calls

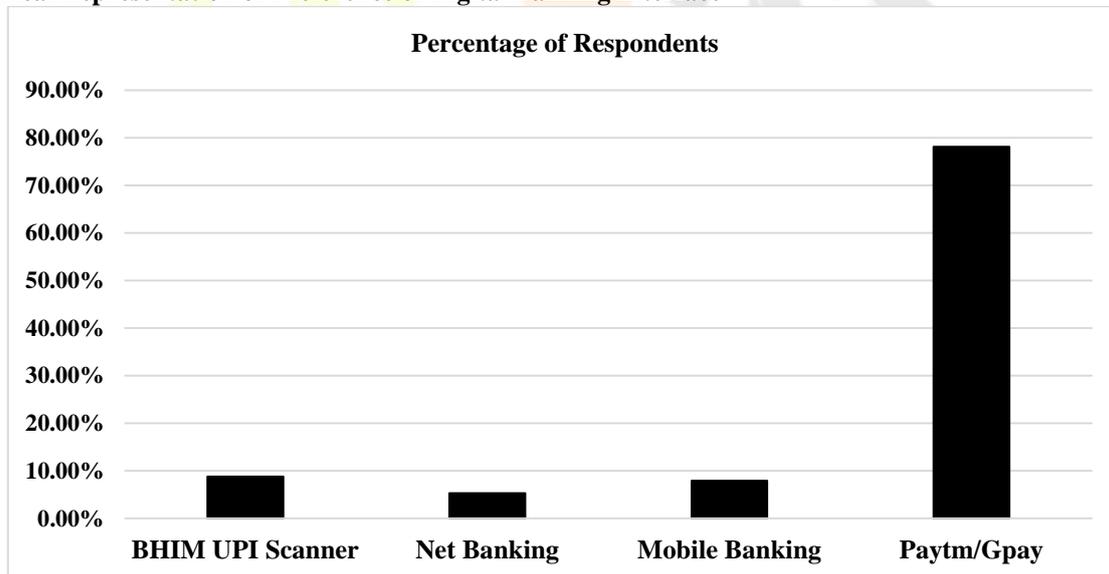
Fig.1: Graphical Representation of Rating by Respondents for Digital Banking Services



Source: Author's Interpretations

It can be concluded from the analysis of the collected data that among the respondents' majority of them had a preference of digital banking services over traditional banking services. The respondents rated digital banking services on a scale of 1, 2, 3, 4 and 5 which accounted for 4.4%, 1.8%, 10.5%, 30.7% and 52.6% respectively. The figure given above (Fig. 1) provides for a graphical representation of the rating of digital banking services by the respondents.

Fig.2: Graphical Representation of Preference of Digital Banking Interface



Source: Author's Interpretations

The preference of respondents for UPI interface under digital banking services has been analyzed for BHIM-UPI Scanner, Net Banking, Mobile Banking and Paytm/GPay/Phonepay. The figure given above (Fig. 2) represents the preference of the respondents in the form of pie-chart wherein 8.8% respondents opt for BHIM-UPI Scanner, 5.3% respondents opt for Net Banking which is the lowest among all, 7.8% respondents opt for Mobile Banking through various applications provided by the banks and 78.1% respondents opt for transactions through Paytm/Gpay/PhonePay which is the highest among all.

Table 4.2: Comparative Analysis of Frequency of Usage of Traditional and Digital Banking Mode

FREQUENCY OF USAGE	PERCENTAGE OF RESPONDENTS	
	TRADITIONAL BANKING MODE	DIGITAL BANKING MODE
OFTEN	15.8%	86.8%
SELDOM	72.8%	9.6%
NEVER	11.4%	3.6%

Source: Author's Interpretations

The table given above (Table 2) comparatively analyses the frequency of usage of traditional banking mode and digital banking mode. It is therefore evident from the above table that the respondents often used the digital banking mode as it is convenient, mobile and time-saving while they seldom used the traditional banking mode as some of the confidential tasks such as issuing or re-issuing of debit/credit cards, loan application, biometric records etc. could be processed only by visiting the bank.

Table 4.3: Usage of Digital Banking Services by Females

Use of Digital Banking Services (Females, N=50)			
S. No.	Criteria	Count	Rank
1	Cash Transfer	43	I
2	Tracking Past Transactions	38	II
3	Checking Bank Balances	34	III
4	Applying Loan	11	IV

Source: Author's Interpretations

Among the surveyed group of females (N=50), digital banking has become an integral part of their financial management, with a majority engaging in various services. The above table (Table 4.3) highlights not only the widespread adoption of digital banking among females but also underscores the significance of personalized and user-friendly digital solutions in empowering them to manage their finances effectively

- Cash Transfer (Rank I): Cash transfer being the most utilized service, with a staggering 86% of females utilizing digital banking for seamless cash transfers, making it the most embraced service among them. This can be attributed to its practicality and necessity in everyday financial transactions. This indicates a shift towards digital-first financial behaviours, where traditional cash transactions are being replaced by digital alternatives for their convenience and security.
- Tracking Past Transactions (Rank II): Nearly 76% of the females rely on digital platforms to monitor their past transactions, underlining the importance of real-time financial tracking for informed decision-making. They may find it easier to track expenses, categorize transactions, and plan their financial goals.
- Checking Bank Balances (Rank III): Checking bank balances allows females to stay informed about their current financial status, including available funds and pending transactions. With 68% of females regularly checking their bank balances through digital channels, it reflects a growing preference for convenient and accessible banking solutions.
- Applying for Loan (Rank IV): The lower usage of digital banking for loan applications could be due to several factors, including a preference for in-person interactions with bank representatives, concerns about data security and privacy, or limited awareness of digital loan application options. Only 22% of the females in the sample utilize digital banking for loan applications, indicating a potential area for growth and improvement in digital banking services tailored to their needs.

Table 4.4: Usage of Digital Banking Services by Males

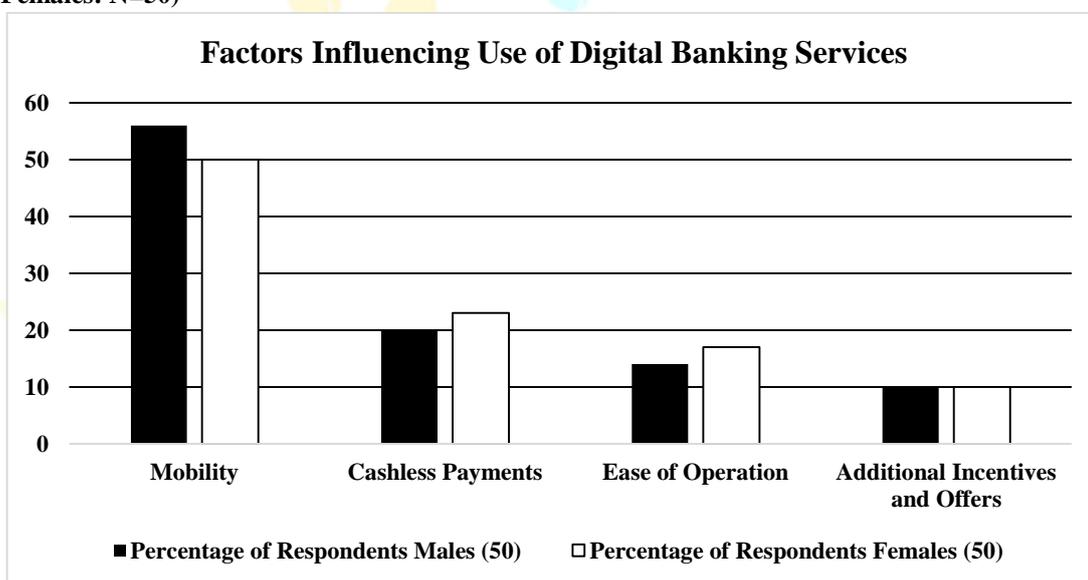
Use of Digital Banking Services (Males, N=50)			
S. No.	Criteria	Count	Rank
1	Cash Transfer	41	I
2	Tracking Past Transactions	29	III
3	Checking Bank Balances	32	II
4	Applying Loan	18	IV

Source: Author's Interpretations

The table given above (Table 4.4) highlights the usage patterns of digital banking services among males, based on a sample size of 50 individuals. It shows the widespread adoption of digital banking services among males, particularly for cash transfers and checking bank balances.

- Cash Transfer (Rank I): Cash transfer services emerge as the most utilized digital banking feature among males, with a significant share of 82% engaged in this activity. This high usage underscores the convenience and necessity of digital platforms for transferring funds, likely driven by factors such as ease of use, accessibility, and the increasing digitization of financial transactions.
- Checking Bank Balances (Rank II): Following closely behind cash transfers, checking bank balances ranks as the second most popular digital banking activity among males, with 64% availing themselves of this service. This indicates a strong inclination towards staying informed about their financial status, monitoring transactions, and ensuring financial security through regular balance checks.
- Tracking Past Transactions (Rank III): While still significant, the utilization of tracking past transactions ranks slightly lower, with 58% males engaging in this activity. This suggests a noteworthy interest in reviewing previous financial activities for budgeting purposes, identifying discrepancies, or simply maintaining financial records.
- Applying Loan (Rank IV): Applying for loans emerges as the least utilized digital banking service among males in the sample, with only 36% opting for this feature. However, when compared with females, it is still comparatively high. This lower adoption rate could stem from various factors, including concerns about privacy and security, limited awareness of digital lending options.

Fig.3: Factors Influencing the Usage of Digital Banking Services among Males and Females (Males: N=50; Females: N=50)



Source: Author's Interpretations

The figure given above (Fig. 3) highlights the factors influencing the use of digital banking services by males and females which have been explained in detail as under:

- Mobility- Among the females out of total 50 respondents 24 of them have agreed with the fact that mobility of digital banking services is the most intriguing feature to switch from traditional banking. As a matter of fact, their male counterparts also have the same opinion with 28 out of 50 acknowledging mobility as an influencing factor.
- Cashless Payments- Cashless payments lessen the need for actual currency to be carried by both men and women, lowering the possibility of theft or loss which accounts for 23% of females and 20% of males.
- Ease of Operation- It is clear from the data that out of 50 males and 50 females, 14% male respondents and 17% female respondents are encouraged to use digital banking services due to its ease of operation.

Additional Incentives and Offers- To promote the use of digital banking, banks often provide incentives including discounts, loyalty programmes, and cashback benefits. Both men and women find these incentives appealing since they offer real advantages for utilising digital banking services which provides for 10% for both the genders.

Table 4.5: Preference of Mode of Banking in terms of Security

Preferred Mode of Banking (Security)	Male	Female
Digital Banking Services	20	28
Traditional Banking Services	30	26

Source: Author's Interpretations

It can be inferred from the table given above (Table 4.5) that females are more likely to prefer digital banking services in terms of security while males are more likely to prefer traditional banking services in terms of security. The probable reasons could be ease of operations for women, time saving as women have always been known for multi-tasking, convenient as it offers majority of

banking transactions at just one click which helps women overcome the problem of travelling to bank branch and wait for long hours for their problem to be processed.

The data collected for the rating of digital banking has been analysed from the perspective of both men and women to find out as to if there is a difference in their preference to digital banking or not. Table 4.6 given below depicts the normality of the data followed the two sample t-test to test the hypothesis formulated for the study.

Table 4.6: Normality of the sample data

Rating to Digital Banking		
Preference to Digital Banking (scale 0 to 5)	Mean Score for Males	Mean Score for Females
	4.08	4.24
t-Test: Paired Two Sample for Means		
	Variable 1	Variable 2
Mean	4.08	4.24
Variance	0.973061224	0.88
Observations	50	50
Pearson Correlation	-0.087334872	
Hypothesized Mean Difference	0	
df	49	
t Stat	-0.797077319	
P(T<=t) one-tail	0.214625811	
t Critical one-tail	1.676550893	
P(T<=t) two-tail	0.429251622	
t Critical two-tail	2.009575237	

Source: Author's Interpretations

The t-statistic is -0.797077319, and with 49 degrees of freedom, it falls below the critical value for a one-tail test (1.676550893). However, it doesn't fall below the critical value for a two-tail test (2.009575237). The p-value for the one-tail test is 0.214625811, and for the two-tail test, it is 0.429251622. Since the p-value is greater than the significance level (usually 0.05), we fail to reject the null hypothesis. Hence, we conclude that there is no difference between preference of digital banking services between males and females hence accepting the null hypothesis for the current study.

The following major findings have been inferred from the analysis of the data collected by the respondents:

- There is no significant difference between digital banking preference between males and females.
- Majority of the respondents often used the digital banking transactions i.e. 86.8% respondents.
- The respondents seldom preferred the use of traditional banking mode wherein visiting a bank branch was mandatory for availing services related to loan application, access of debit card or any biometric assistance.
- Majority of the female respondents use digital banking for peer-to-peer payments, bill payments, and other immediate financial needs as they find it more secure.
- The most widely used digital banking interface by the respondents was Paytm/GPay/Phonepay.

The suggestions to improve the rankings and make digital banking services more inclusive

- Targeted campaigns can raise user awareness and adoption rates by informing users of the features and advantages of different digital banking services. The goal of one well-known initiative, "Digital India," is to make India a knowledge economy and society enabled by technology.
- The "Digital Payments Abhiyan," which was started to encourage citizens to use digital payment systems and minimise cash transactions, is another programme that is exclusively focused on boosting digital payments. Besides this, the Reserve Bank of India (RBI) has launched some programmes. One such campaign is called "Go Digital" and it urges people to use digital payments and banking for a more transparent and efficient financial system.
- Digital banking programmes that have better user interfaces, quicker navigation, and accessibility can make users' access to and usage of various services easier and more intuitive overall. In this direction the efforts that government did in launching UPI is recommendable.
- In an attempt to improve security and privacy in digital banking services, the Indian government has launched the "Digital Payment Security Awareness Campaign." The National Payments Corporation of India (NPCI), the Data Security Council of India (DSCI), and the Ministry of Electronics and Information Technology (MeitY) collaborated to launch this campaign to make people more conscious of how crucial it is to embrace secure digital payment methods in order to defend themselves against fraud and online dangers.
- Digital banking services may be made more relevant and appealing by being adapted to the unique requirements and preferences of various customer categories. Some initiatives the government has already put to implementation like Rupay

debit cards are offered to PMJDY account users; these cards may be used for online, point-of-sale (PoS), and ATM cash withdrawals.

- By implementing these strategies and continually innovating to meet evolving user expectations, financial institutions can effectively improve the ranks and usage of digital banking services, fostering greater financial inclusion and empowerment.

Significance of the Study and Contribution in Policy Recommendations

The current study is focused towards analysing the preference of the respondents towards digital banking services and traditional banking services. The study will help understand the barriers relating to the traditional banking mode as well as the digital banking mode. The current study will also provide for suggestions from the viewpoint of the customers for the improvement in both modes of banking i.e. the traditional and digital banking. The study will also provide for an overview of the preference of digital banking services among men and women.

Scope for Further Study

The data for the current study has been collected through convenience sampling in Lucknow district which provides a scope of further study in other districts of Uttar Pradesh based on random sampling. The current study is focused on comparative analysis of digital banking preference between males and females which can further be analysed on the basis of occupational or educational level of the respondents.

V. CONCLUSION

The study conducted on the dynamics of customer perception concerning digital and traditional banking services has yielded important insights into how the financial industry is changing. The results show that customer tastes have significantly changed, with an increasing preference for digital banking channels. Traditional financial institutions must change to meet the evolving requirements and expectations of their clientele as technology advances. The study identifies a number of variables that affect consumer impression, such as user experience, security, convenience, and trust. With the ability to perform transactions from anywhere at any time, digital banking services have become a disruptive force in the market. But it's important to recognise that traditional banking services are still relevant in the market, especially for those who value face-to-face communication, individualised attention, and a sense of familiarity.

The necessity of a hybrid strategy for financial institutions is shown by the cohabitation of traditional and digital banking services. Maintaining and drawing in a varied customer base will depend on finding the ideal balance between incorporating cutting-edge digital solutions and preserving the advantages of traditional banking. In addition, the study emphasises how important it is to solve issues with cybersecurity, privacy, and the digital divide in order to promote widespread adoption of digital banking. It will be crucial to establish confidence when financial institutions set out on this revolutionary journey by using open communication and strong security measures.

This study adds to the continuing conversation about the dynamics of customer perception in the banking industry. It is an invaluable tool for academics, people in the sector, and legislators attempting to understand the changing financial services world. Understanding and responding to shifting customer preferences will be critical to the long-term viability of both traditional and digital banking services as the financial environment continues to change.

It is evident that both digital and traditional banking are equally popular among males and females. However, with the data collected so far one conclusion that can be drawn is that people are shifting towards digital banking services. A major reason behind this shift is the government thrust to financial inclusion and the COVID-19 Pandemic. During the uncertain times online and digital banking services had gained the momentum, thereby highlighting its advantages.

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