

## “The Impact Of Demographic Factors On The Adoption Of Digital Banking Services By Customers”

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### ABSTRACT

In recent times, various banking sectors have been focusing on enhancing the financial system of banking services to their customers. However, they experience a challenge in this process, especially regarding the customer perception of changes in the banking system. This study majorly focuses on understanding the relationship between customers' belief in digital banking and their intention to adopt it. And analyze the difference between the bank customer's beliefs about their digital banking services on their characteristics such as age, gender, income, occupation, self-efficiency, and so on. Another objective is to identify the various risk factors affecting the intention of customers to use digital banking services. A structured questionnaire was prepared and circulated through google forms among the customers of selected public sector and private sector nationalized banks to find out the impact and reasons for these variables. The study provides various inputs to the bankers and laymen readers in understanding the customers' state of mind towards using or adopting digital banking services in India

**Keywords:** Digital Banking, Customer perceived belief, Demographic characteristics, risk factors..

### 1. INTRODUCTION:

Finance is the lifeblood of trade, commerce, and industry. Nowadays, the banking sector acts as the backbone of modern business. Banking was in existence in India during the Vedic times (2000 BC to 1400 BC). Money lending was considered an old art practiced in the early Aryan days. Banks developed around 200 years ago. The nature of banks has changed as time has changed. The term bank is related to financial transactions, and it is a financial establishment that uses money deposited by customers for investment, pays it out when required, makes loans at interest exchanges currency, etc. The development of any country's economy mainly depends upon the banking system.

Earlier banking services were conducted in a very traditional manner, there were no such innovations in providing services. E-banking or electronic banking is a major innovation in the field of banking. Banking is now no longer confined to the branches where one must approach a branch in person for the services. In recent years the world economy has gone through a new phenomenon that is considered one of the most important changes since the industrial revolution, the birth of the 'Internet-based Economy'.

Virtual banking/E-banking, online – banking/ Internet banking/ Personal computer banking/ Home banking/ Remote electronic banking/ phone banking/ Self – service banking, are synonyms for Digital banking or electronic banking in the world. There is no guarantee that technological advancement leads to successful customer adoption because the customer's acceptance and intention towards adoption of new technology are very crucial aspects of product development and marketing. The

successful propagation of new technology can be partially determined by potential users' adoption of innovation (Kazi ZH, 2015). Customers need to be supported as soon as they encounter challenges in using online services. (Ameme, 2015).

The internet maneuver is meant to build long-term relationships with their customers because the response of their customers can be got immediately. These days customers are not visiting the banks they are only using only online banking for each transaction, by this way, the banks can reduce their operating costs (Haq & Khan, 2013). India is the second largest country in the world, with a large digital population of users of 1,417,173,1730(International Telecommunication Union, Statistic). There is a huge transformation in the banking industries as well as the customers towards the increase in holding the savings bank accounts. As per the RBI report as of March 2022, CASA deposits have been increasing over the years and stood at 44.8% as compared with 41.7% three years ago (RBI report).

There are various measures taken by the government to support the exposure of digital banking and to promote awareness in society. Finance Minister Nirmala Sitharaman in the union budget meeting 2022 – 2023, announced the setting up of 75 digital banking units in 75 districts to commemorate the 75 years of India's Independence (Azadi ka Amrit Mahotsav) To ensure benefits of digital banking reach every nook and corner of the country, as of April 2022. This launch is done by the scheduled commercial banks. (The Hindu). It is evident that the developing countries have a low penetration rate of information technology and internet services.

## 2. Research Model:

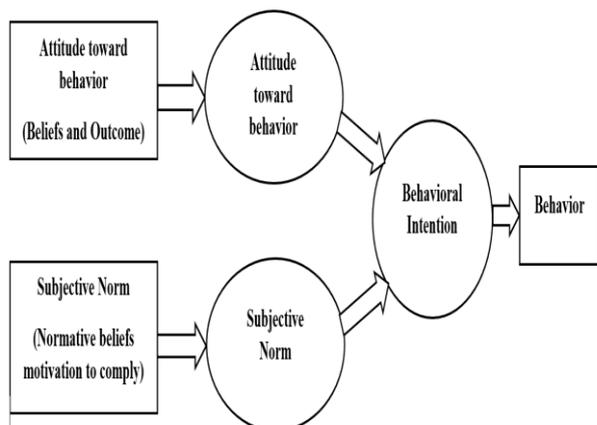


Figure 1 Proposed Model for the Study

In the arena of e-commerce adoption, many researchers have tried to measure different factors in different contexts and cultures (Kim, Y., & Zhang, 2009). The unified theory of acceptance and use of technology (UTAUT). It is a model combining eight established theories namely Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Innovation Diffusion Theory (IDF), Theory of Planned Behavior (TPB), Motivational Model (MM), Combination of TAM and TPB model (C-TPB – TAM), Model of PU utilization (MPCU) and Social Cognitive theory (SCT) in evaluating the probability of success of the new technology system (Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, 2003). This model outperforms the eight individual theories able to explain up to 70% of the variance in behavioral intentions on using the system (Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, 2003). Among these theories of Reasoned Action (TRA) is chosen for the study. The Theory of Reasoned action is based on the proposition that individual behavior is determined by the individual's attitude toward the behavior and subjective norm (Ravi V, Carr M, n.d.). The relationship between the various factors is shown below:

A study carried out by (Al-Muala A, Al-Majali M, 2012) to examine the factors that influence an individual's intention to adopt online banking services based on the Theory of Reasoned Action (TRA) revealed a significant relationship between customers' attitudes, subjective norms, and their intention to adopt online banking services. The theory has been widely used to predict individuals' behavioral intentions.

## 3. Review of Literature:

The review of the literature reveals the various studies which were majorly conducted related to the impact of demographic variables in the adoption of digital banking services. This literature review was also conducted to help in structuring the research methodology in a better conceptual framework. According to (Challa et al., 2020) the belief of bank customers towards various attributes such as performance expectancy, usefulness, effort expectancy, and ease of use social influence – family friends, and staff influences their attitude towards internet

banking services. It was studied that performance expectancy and effort expectancy is considered to be the most important factors, across the different groups of bank customers. (Alafeef et al., 2011) emphasizes the impact of demographic factors in developing countries to be highly noted, because the impact of demographic factors is stronger when compared to adoption factors such as trust on insecure the country had a high illiteracy rate, low income, and different cultural levels. (Ameme, 2015) determines that demographic factors influence the adoption of Internet banking services. The study was strategically conducted in Ghana due to the high internet penetration rate. It revealed that demographic factors such as gender do not have a significant effect on customers. But there is a strong correlation between employment status and education level as the important determinants of customer adoption and the usage of Internet banking services in Ghana. (Haq & Khan, 2013) attempts to know the objections which are faced by banks and find out the impact of education, age, occupation, and income on how they are influencing the adoption of cyberbanking (online banking) in India.

The study reveals that most of the users are middle-aged groups and there is no significant relationship between age and gender in the adoption of Internet banking. But qualifications in terms of education and income play a major role in the adoption of Internet banking. Trust and security issues were the major hindrances for the customers to strongly believe in Internet banking adoption. (Kazi ZH, 2015) investigated the factors that influence the adoption of online banking services. It majorly focused on five factors that are channel consumer, perceived risk, security perception, prior internet knowledge (independent variable), and online banking services adoption (dependent variable). It was proved that online banking has a positive influence on these factors. (Alafeef et al., 2011) divided the study into two main areas such as the impact of demographic factors in the adoption of mobile banking services and disclosing their relationship with the user interface. The second area reviewed the other factors that influence the adoption level. The drawback noted was that to provide the proper financial services to the customers, especially in developing countries. Secondly, in some cases, the influence of demographic factors was more significant than the other factors. (Braga et al., 2017) explores the large portion of the users' preferences and tries to relate the level of use of different products or services with demographic and psychographic characteristics of users and their perception of the factors listed by Rogers (1995). The study indicates that the young age group tends to use mobile banking compared to the senior age group since they have more familiarity with information and communication (Pavarini et al 2010) and Pardia & Prodo (2006). (Kurian, 2022) investigates the positive impact on consumers, while demographic factors such as age, gender, and income are important in determining their choice. It was found persuasive evidence that a person's view of digital payment methods is influenced by the belief in the overall payments framework and banking system. It reveals that digital payments have enhanced the banking sector's performance and made it possible to accomplish the goal. (Khurana et al., 2019) augments by

investigating the impact of demographic factors (gender, age, education, occupation, marital status, and income). Recommends the banks and other financial institutions, as each user has individual needs and preferences according to His/her demographic characteristics the perception varies from one another.

**4. Statement of the Problem:**

In the present scenario, every individual will prefer such type of resources and facilities that can save their valuable time and use effectively, in that point of view young age group and middle age group adapts to the changes in a very shorter period. Digital banking is one of them that serves the need of a customer in saving their time and using the services effectively. This study aims to identify the impact of demographic factors on the perceived beliefs, and mere sentiments of customers and to analyze the various risk factors in adopting digital banking services. Considering, Intension, Attitude towards behavior, Subjective belief, Behavioral belief, and Normative belief as independent variables. Adoption of digital banking services as a Dependent variable.

**5. Objectives of the Study:**

The objective of this study is to examine the relationship between the demographic factors on the perceived beliefs and mere sentiments of the customers on the adoption of digital banking services and to analyze the customer perception of the various risk factors in adopting digital banking services in Bangalore City, Karnataka, India. The Hypothesis for the study is as follows:

H1: There is a significant relationship between the demographic factors on the perceived beliefs and mere sentiments of the customers in adopting digital banking services.

H2: There is a significant difference between the user demographic factors and Adoption behavior factors.

**6. Justification:**

The basic reason for any banking sector in the global world will work towards increasing its efficiency and performance. The study will provide food for thought to those financial institutions, users and non-users of digital banking services, and society, who want to increase their efficacy with the help of online banking.

**7. Research Methodology:**

This study is based on both primary and secondary data. Primary data was collected from the online banking users and non-users in selected nationalized public and private sector banks of Bangalore city with the help of a structured questionnaire on demographic profiles, perceived beliefs, mere sentiments, and various risk factors. While constructing the questionnaire validated questionnaires of (Ugwu, 2019), (Spalteholz & Rödel, 2013), (Hox et al., 1995), (and Becker et al., 2015) have been used. The questionnaire was constructed based on

TRA (Theory of Reasoned Action) considering five major factors about the behavior of an individual toward the adoption of digital banking services, such as

Behavioral beliefs, Normative beliefs, Attitudes toward behavior, Subjective norms, Intension (Hox et al., 1995), and various internal and external risk factors associated with the adoption of digital banking. The questions in the questionnaire were constructed on a five-point Likert scale from ‘Strongly Disagree to Strongly Agree. The data was collected through Google Forms for the respondents. The purposive sampling method was used for choosing the sample of 200 respondents. Secondary data was collected through journals, newspapers, international telecommunication union reports, world bank reports, unpublished theses, government reports, conference proceedings, and Internet sources. The study used T-test statistics and means estimations to analyze digital financial services adoption differences among key socio-demographic characteristics such as education level, gender, age, residence, and region. A series of tests were conducted to ensure our model’s validity, robustness, and fitness. To account for the potential endogeneity of digital financial service adoption and its determinants (demographic) factors t-tests and ANOVA has conducted.

**8. Data Analysis & Interpretation**

**H1: There is a significant relationship between the demographic factors on the perceived beliefs and mere sentiments of the customers in adopting digital banking services.**

**Table 1: Independent T-test for Gender**

Risk	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Security Risk	-.577	198	.565	-.07739	.13417	-.34198	.18720
Usage	1.065	198	.288	.13996	.13142	-.11920	.39913
Investment	1.067	198	.287	.173	.162	-.147	.492
External	.070	198	.945	.00920	.13222	-.25154	.26993
Mere sentiment Customer	-.196	198	.845	-.02494	.12734	-.27606	.22619

Mere senti ment Busin ess	2.5 07	19 8	.013	.300 19	.119 73	.064 08	.536 30
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Source: Primary survey

The t-value of -0.577 indicates a small negative relationship between security risk and the measured variable. However, the p-value of 0.565 suggests that this relationship is not statistically significant at the conventional significance level of 0.05. The mean difference of -0.07739 indicates that, on average, the variable being measured decreases by this amount for each unit increase in security risk. The 95% Confidence Interval indicates that the true population difference lies between -0.34198 and 0.18720 with 95% confidence.

The t-value of 1.065 indicates a small positive relationship between usage and the measured variable. However, the p-value of 0.288 suggests that this relationship is not statistically significant at the conventional significance level of 0.05. The mean difference of 0.13996 indicates that, on average, the variable being measured increases by this amount for each unit increase in usage. The 95% Confidence Interval indicates that the true population means difference lies between -0.11920 and 0.39913 with 95% confidence.

The t-value of 1.067 indicates that there is a small positive relationship between investment and the variable being measured. However, the p-value of 0.287 suggests that this relationship is not statistically significant at the conventional significance level of 0.05. The mean difference of 0.173 indicates that, on average, the variable being measured increases by this amount for each unit increase in investment. The 95% Confidence Interval indicates that the true population difference lies between -0.147 and 0.492 with 95% confidence.

The t-value of 0.070 indicates almost no relationship between external factors and the measured variable. The p-value of 0.945 suggests that this relationship is not statistically significant at the conventional significance level of 0.05. The mean difference of 0.00920 is close.

**H2: There is a significant difference between the user demographic factors and Adoption behavior factors.**

**2.1 GENDER AND ADOPTION BEHAVIOR FACTORS**

**Table 2: Independent T-test Gender (Gender and Adoption behavior factors)**

Independent Samples Test						
t-test for Equality of Means						
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Diff	95% Confidence Interval of the Difference

					erence	Lower	Upper
Behavior	1.549	196	.123	.26627	.17189	-.07272	.60526
Subjective	-1.994	198	.047	-.24929	.12501	-.49581	-.00278
Normative	-.790	198	.430	-.12606	.15952	-.44063	.18851
Attitude	.903	198	.367	.14233	.15756	-.16838	.45304
Adopting factors	1.702	198	.090	.21575	.12678	-.03426	.46576
Disadvantages	-1.610	198	.109	-.21859	.13578	-.48635	.04916

Source: Authors calculations via SPSS

The t-value of 1.549 with a p-value of 0.123 suggests that there is no statistically significant difference in means between the two independent samples for behavior. The mean difference is positive, indicating that the first group has a slightly higher mean than the second group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of -1.994 with a p-value of 0.047 suggests that there is a statistically significant difference in means between the two independent samples for subjective factors. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. The 95% confidence interval also supports this finding, as it does not include zero. The t-value of -0.790 with a p-value of 0.430 suggests that there is no statistically significant difference in means between the two independent samples for normative factors. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of 0.903 with a p-value of 0.367 suggests that there is no statistically significant difference in means between the two independent samples for attitude. The mean difference is positive, indicating that the first group has a slightly higher mean than the second group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of 1.702 with a p-value of 0.090 suggests that there is a marginally significant difference in means between the two independent samples for adopting factors. The mean difference is positive, indicating that

the first group has a slightly higher mean than the second group. However, the p-value is close to the conventional significance level of 0.05, indicating that further investigation may be warranted.

The t-value of -1.610 with a p-value of 0.109 suggests that there is no statistically significant difference in means between the two independent samples for disadvantages. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

## 2.2 GENDER AND ADOPTION BEHAVIOR FACTORS

**Table 3: Independent T-test Marital status**

Independent Samples Test								
	t-test for Equality of Means						95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Behavior	.125	196	.901	.02098	.16828	-.31089	.35284	
Subjective	-.107	198	.915	-.01309	.12266	-.25497	.22880	
Normative	-.680	198	.498	-.10537	.15504	-.41112	.20038	
Attitude	-.720	198	.472	-.11031	.15319	-.41241	.19179	
Adopting factors	3.101	198	.002	.37567	.12116	.13674	.61461	
Disadvantage	-1.741	198	.083	-.22937	.13177	-.48922	.03049	

**Source:** Authors calculations via SPSS

The t-value of 0.125 with a p-value of 0.901 suggests that there is no statistically significant difference in means between the two independent samples for behavior. The mean difference is positive, indicating that the first group has a slightly higher mean than the second group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of -0.107 with a p-value of 0.915 suggests that there is no statistically significant difference in means between the two independent samples for subjective factors. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of -0.680 with a p-value of 0.498 suggests that there is no statistically significant difference in means between the two independent samples for normative factors. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of -0.720 with a p-value of 0.472 suggests that there is no statistically significant difference in means between the two independent samples for attitude. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. However, the p-value is greater than the conventional significance level of 0.05, indicating that this difference is not statistically significant.

The t-value of 3.101 with a p-value of 0.002 suggests that there is a statistically significant difference in means between the two independent samples for adopting factors. The mean difference is positive, indicating that the first group has a significantly higher mean than the second group. The 95% confidence interval supports this finding, as it does not include zero.

The t-value of -1.741 with a p-value of 0.083 suggests that there is a marginally significant difference in means between the two independent samples for disadvantages. The mean difference is negative, indicating that the second group has a slightly lower mean than the first group. The p-value is close to the conventional significance level of 0.05, indicating that further investigation may be warranted.

## 2.3.AGE AND ADOPTION FACTORS

**Table 4: ANOVA for Age**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Behavior	Between Groups	14.414	5	2.883	2.128	.064
	Within Groups	260.087	192	1.355		
	Total	274.501	197			

Subjective	Between Groups	7.850	5	1.570	2.162	.060
	Within Groups	140.870	194	.726		
	Total	148.720	199			
Normative	Between Groups	21.522	5	4.304	3.855	.002
	Within Groups	216.633	194	1.117		
	Total	238.155	199			
Attitude	Between Groups	13.742	5	2.748	2.437	.036
	Within Groups	218.827	194	1.128		
	Total	232.569	199			
Adopting factors	Between Groups	8.163	5	1.633	2.200	.056
	Within Groups	143.986	194	.742		
	Total	152.149	199			
Disadvantage	Between Groups	21.210	5	4.242	5.377	.000
	Within Groups	153.040	194	.789		
	Total	174.250	199			

Source: Authors calculations via SPSS

The above table explained that the p-value is more than 0.05, and the null hypothesis is accepted at a 5 percent significance level. Only for normal behavior p-value is less than 0.05 which is 0.02. There is no significant

relationship between the adoption of digital banking services and the demographic factor.

## 2.4. EDUCATION AND ADOPTION FACTORS

Table 5: ANOVA for Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Behavior	Between Groups	13.687	3	4.562	3.394	.019
	Within Groups	260.814	194	1.344		
	Total	274.501	197			
Subjective	Between Groups	4.353	3	1.451	1.970	.120
	Within Groups	144.367	196	.737		
	Total	148.720	199			
Normative	Between Groups	1.051	3	.350	.290	.833
	Within Groups	237.104	196	1.210		
	Total	238.155	199			
Attitude	Between Groups	5.374	3	1.791	1.545	.204
	Within Groups	227.195	196	1.159		
	Total	232.569	199			
Adopting factors	Between Groups	1.078	3	.359	.466	.706
	Within Groups	151.070	196	.771		
	Total	152.149	199			
Disadvantage	Between Groups	2.223	3	.741	.844	.471
	Within Groups					

	Within Groups	172.027	196	.878		
	Total	174.250	199			

Source: Authors calculations via SPSS

The above table explained that the p-value is more than 0.05, and the null hypothesis is accepted at a 5 percent significance level. Only the behavior p-value is less than 0.05 which is 0.019. There is no significant relationship between the adoption of digital banking services and education as demographic factors.

## 2.5. INCOME AND ADOPTION

Table 6: ANOVA For Income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Behavior	Between Groups	17.368	3	5.789	4.368	.005
	Within Groups	257.133	194	1.325		
	Total	274.501	197			
Subjective	Between Groups	2.780	3	.927	1.245	.295
	Within Groups	145.940	196	.745		
	Total	148.720	199			
Normative	Between Groups	.785	3	.262	.216	.885
	Within Groups	237.370	196	1.211		
	Total	238.155	199			
Attitude	Between Groups	12.936	3	4.312	3.848	.010
	Within Groups	219.633	196	1.121		
	Total	232.569	199			
Adopting factors	Between Groups	11.747	3	3.916	5.466	.001
	Within Groups	140.401	196	.716		

	Total	152.149	199			
Disadvantage	Between Groups	5.153	3	1.718	1.991	.117
	Within Groups	169.097	196	.863		
	Total	174.250	199			

Source: Authors calculations via SPSS

The above table explained that the p-value is more than 0.05, and the null hypothesis is accepted at a 5 percent significance level. Only for behavior, attitude, and adoptive factors, the p-value is less than 0.05. There is no significant relationship between the adoption of digital banking services and income as demographic factors.

## 9. Discussion

The preference for using Internet banking does not differ much between men and women. Males and females are using Internet banking at the same rate, according to the report. This indicates that there is no difference in the use of online banking based on gender. When it comes to using mobile banking, there is no discernible difference between male and female customers. This demonstrates that women are joining the ranks of those who are familiar with online and mobile banking.

Intention, adoption, and usage behaviors are all significantly impacted by age indirect and moderating ways. Based on research by Harris (2000) Customers of different ages have vastly different perceptions of the safety of online banking, and they also have different levels of knowledge regarding the accessibility of online banking through mobile devices.

Customers' use of Internet banking is not significantly different across professional backgrounds.

However, there is no statistically significant correlation between clients' line of work and their level of Internet banking safety.

The advent of online banking has transformed the financial services landscape worldwide. Customers can now access banking services at considerably lower costs and with greater agency than ever before thanks to the convenience of online banking. When it comes to conducting business online, the banking sector has emerged as a frontrunner in recent years. Customers' perspectives and actions on Internet banking are significantly influenced by their demographic and socioeconomic features. Several socioeconomic characteristics, such as age, gender, and occupation, have been found to have an impact on the rate of online banking adoption. Online banking is preferred by millennials because of its convenience, and this generation also places less value on personal interaction than their elders. Customers of varying ages have divergent views on the safety of online banking. An individual's line of work can be used as a dividing line between those who have adopted

Internet banking and those who have not yet made the switch.

on the Adoption of Digital Banking Services by Customers" aims to investigate how demographic factors influence the adoption of digital banking services. The research focuses on understanding the relationship between various demographic variables and the extent to which customers adopt digital banking services. The findings of the study reveal that demographic factors play a significant role in shaping the adoption of digital banking services. Several key observations emerged from the analysis of the collected data:

**Age:** The study found a strong correlation between age and digital banking adoption. Younger customers, particularly those in the millennial and Gen Z age groups, exhibited higher levels of adoption compared to older customers. This suggests that younger individuals are more inclined to embrace digital banking technologies and leverage the convenience and accessibility they offer.

**Gender:** Gender was found to have a moderate impact on the adoption of digital banking services. While both males and females showed a similar inclination towards digital banking adoption, males displayed a slightly higher adoption rate. However, the difference in adoption between genders was not statistically significant, indicating that digital banking is equally appealing to both male and female customers.

**Income and Education Level:** The study revealed a positive relationship between income and education level with digital banking adoption. Customers with higher incomes and educational qualifications were more likely to adopt digital banking services. This finding suggests that financial capabilities and digital literacy play a crucial role in facilitating the adoption of digital banking services.

**Occupation:** The study found that occupation has a modest influence on digital banking adoption. Professionals and individuals employed in technology-related fields demonstrated a higher propensity for adopting digital banking services. Conversely, individuals in less technology-oriented occupations exhibited relatively lower levels of adoption. This underscores the importance of aligning digital banking services with the specific needs and preferences of different occupational groups.

## 10. Implications of the Study

The implications of these findings are significant for banks, financial institutions, and policymakers. Recognizing the impact of demographic factors on digital banking adoption, they can develop targeted marketing strategies to appeal to specific demographic segments. This may involve tailoring digital banking services to meet the unique requirements of different age groups, addressing specific concerns of different genders, and providing personalized experiences based on income levels and educational backgrounds. Furthermore,

enhancing digital literacy and promoting financial education among customers can contribute to increased adoption rates across different demographic segments. By addressing barriers to adoption and improving accessibility, banks can create an environment conducive to the widespread acceptance of digital banking services. The advent of digital banking has increased the accessibility, convenience, and adaptability of banking services. The risk of cybercrime, however, has increased. A small number of banking and financial applications provide the meat and potatoes of cybercrime. Some hackers use novel methods to steal money, either in a large lump sum or as small amounts from thousands of accounts repeatedly over time. Furthermore, sensitive information is constantly at risk. To protect themselves against cybercriminals, banks must maintain and improve their security systems.

Despite having the most bank branches per capita, residents in rural India still have to travel long distances to access the financial system. The banking industry has developed digital platforms to accommodate the increasing number of young customers. Insight into the current state of modern banking can be gained through the aforementioned digital banking routes. Nowadays, most people are used to banking online. New customer service expectations and technological advancements have once again reshaped the financial services sector. Today's adaptable individual is on the lookout for ways to manage their cash and do business without physically visiting a bank. There are several reasons why the banking industry's future looks bright, including a favorable regulatory framework, solid economic fundamentals, and transformation technologies that are more accessible, dominating, and cost-effective than ever before.

## 11. Conclusion

In conclusion, the study "The Impact of Demographic Factors on the Adoption of Digital Banking Services by Customers" provides valuable insights into the relationship between demographic factors and the adoption of digital banking services. By examining the influence of various demographic variables, such as age, gender, income, education level, and occupation, on the extent of digital banking adoption, the study sheds light on important factors that drive customer behavior in the digital banking landscape. It is important to note that this study has certain limitations. The research was conducted within a specific geographical area and focused on a selected sample of customers. Therefore, the generalizability of the findings to a broader population may be limited. Future research could explore additional demographic factors, such as marital status, cultural background, and geographic location, to gain a more comprehensive understanding of their impact on digital banking adoption. Soon, internet banking possibilities will completely replace the standard banking system. In the future, the study can be done on various other factors which affect Banking services and customer satisfaction.

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