

# **TRANSFORMATION OF PEOPLE TO DIGITAL BANKING AFTER COVID'19 - WITH SPECIAL REFERENCE TO POLLACHI TALUK**

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## **ABSTRACT**

Covid'19 has made a lot of changes in the world during 2020 and 2021. The major changes being, the way of living of people, industrial sector and banking sector. Most of the industries started to sell their products in online. Public also spent most of their leisure time in online. Similarly regarding banking sector, many of the customers started using online banking for the first time during covid. This study is to analyse the transformation level and the purpose of transformation from ancient banking to digitalized banking.

**Keywords:** Digitalization, online banking, GPay, Paytm, Whatsapp payment

## **INTRODUCTION**

Digitalization is developing day by day all over the world. In simple words it can be said that the world is digitalised. All the sectors have now tremendously changed to digital form. Digitalisation in India was little bit slower before pandemic. Covid '19 has changed the mindsets of many Indians in case of monetary dealings. Pandemic situation which where in all over the world, made many of the bank users to go for online mode. Many Indians used (or) tried online mode of banking for the first time during covid '19. Most of the payment methods were through Gpay, Paytm, Whatsapp payment, etc., This paper is an attempt made to find out the transformation of people to digital banking among the people living in Pollachi Taluk.

## **REVIEW OF LITERATURE**

SeenaMary Mathew, etal., in their article , “ A study on the impact of covid ‘ 19 pandemic in the Adoption of driven Banking in India”, aimed to find out the emergence of technologically improved banking products during covid '19 pandemic period in terms of volume. They also aimed to analyse the present over all development of online banking in India by comparing pre and post covid ‘ 19.

Narinder Kumar Bhasin , Etal., in their article ,”Impact of covid ’19 lockdown on digital banking - E collaboration between banks and Fin Tech in the Indian economy”, examined the way the digital banking has collaboration between banks and fin tech can resolve the problem provided by the covid ’19 pandemic.

Cyrill Kiefer in his article, “ Digitalisation of banking : will the move to online banking continue after the covid’19 pandemic?” , has found that in Switzerland many of the people used Digital banking for the first time during the pandemic and that most found them satisfactory.

### **STATEMENT OF THE PROBLEM**

Though pandemic situation has made certain changes in many lives, the basic and foremost changes stands for monetary issues. Based on the literature reviewed, there arises few questions such as: How many of them have changed from ancient banking to digital banking? For what purpose they are using digital banking? Answers to these questions are discussed in this article.

### **OBJECTIVES**

Based on the above statement of the problem, the following objectives are framed:

- (a) To analyse the transformation level of people to digital banking.
- (b) To find out the purpose of transformation to digital banking.

### **RESEARCH METHODOLOGY**

Primary data was used to collect the data. Secondary data was collected from online websites. Primary data was collected by issuing a structured questionnaire. Questions pertaining to the above objective was included and the data was collected from the 180 respondents in and around Pollachi Taluk. Random sampling method was used to select the respondents. Simple percentage analysis and Fried man ranking was used to analyse the data.

### **ANALYSIS AND INTERPRETATION**

The collected data has been grouped under various headings and their percentaile score has been obtained and it is represented below:

**Table No.: 1**

<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
<b>Age</b>		
Below 20 years	30	16.6
21 – 30 years	140	77.8

Above 30 years	10	5.6
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Educational Qualification</b>		
Primary	45	25.0
Secondary	87	48.33
Diploma	4	2.23
Graduate	34	18.87
Post Graduate	4	2.23
Others	6	3.34
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Gender</b>		
Male	100	55.6
Female	80	44.4
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Marital Status</b>		
Married	160	88.9
Unmarried	20	11.1
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Area of Residence</b>		
Semi – Urban	20	11.1
Urban	20	11.1
Rural	140	77.8
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Occupation</b>		
Self employed	62	34.45
Private employee	50	27.77
Government employee	8	4.45
Professional	4	2.23
Agriculturist	52	28.87
Student	4	2.23
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Monthly Income (Self)</b>		
Below Rs.25,000	90	56.3
Rs. 25,001 – Rs. 50,000	50	31.3
Above Rs.50,000	20	12.4
<b>Total</b>	<b>180</b>	<b>100</b>
<b>No. Of Bank Accounts</b>		
One	90	50.0
Two	30	16.7
Above Two	60	33.3
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Banking mode before Covid</b>		
Online	48	26.67
Offline	132	73.33
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Banking mode after Covid</b>		

Digital banking	161	89.44
Offline	19	10.56
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Mode of Payment</b>		
Gpay	121	67.23
Paytm	42	23.34
Whatsapp	17	9.43
<b>Total</b>	<b>180</b>	<b>100</b>
<b>Level of Satisfaction towards digital banking</b>		
Highly satisfied	144	80.0
Satisfied	36	20.0
Dissatisfied	0	
<b>Total</b>	<b>180</b>	<b>100</b>

It is revealed from the above table that many of the respondents are in the age group of 21-30 years, majority of the respondents are residing in rural area, majority of the respondents have only one bank account and majority of the respondent's mode of banking before covid'19 was offline banking. But during covid and after covid, many of the respondents have preferred digital banking for many reasons. The majority of the respondent's mode of payment was through Gpay and most of them are highly satisfied towards the payment methods.

Table No.: 2

<b>Purpose of using Digital banking after Covid 19</b>	<b>Rank</b>	<b>No. Of Respondents</b>
Purchase of groceries/vegetables	1	142
EB bill payment	5	161
Insurance payment	6	149
Fund Transfer	4	60
Purchase of eatables	2	134
Online purchase/sales	8	140
Recharges	3	172
Payment of Loan	9	80
Payment of Deposit	10	62
Purchase of Medicines	7	89

**Table No.2 reveals the ranking given by the respondents of Pollachi Taluk.**

Highest rank was given by the respondents for utilizing online payment for the purpose of purchasing of groceries or vegetables, followed by payment for purchase of other eatables, recharges, etc.,

## Findings

From the analyzed data it could be found that most of the respondents have transformed their banking process from ancient banking to digital banking because of the pandemic. Respondents have made digital payments for the first time for their day to day purchase of groceries, vegetables, etc.,

## Suggestions

Before Covid 19, the ancient way of banking usage was high among the respondents. But there was a tremendous change in 2020 -2021. Majority of the respondents are highly satisfied towards the digital banking, but they have mentioned that there are occasions where payment has been made wrong and it was difficult to get back the amount. So the respondents should be given awareness about the handling of transactions.

## Conclusion

Covid '19 has made a change in both the lives and economic condition of the world. The pandemic situation that prevailed all over the world, has brought a lot of transformation among the people specifically transformation in their life style, food habits and in monetary dealings. Many of the people had opted for digital banking, that is, the transformation towards the digitalization or the Digital Era.

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