Advanced International Journal for Research (AIJFR)
E-ISSN: 3048-7641 ● Website: www.aijfr.com ● Email: editor@aijfr.com

An Empirical Study on an Analysis of Consumer Buying Behaviour towards Digital Banking Services in Private Sector Banks

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Abstract:

This study examines consumer buying behaviour towards digital banking services in private sector banks, focusing on factors that influence adoption and satisfaction. The research identifies key determinants such as digital awareness, perceived security, trust, service quality, and promotional offers. Data collected from 100 respondents in Bagalkot District was analysed using SPSS and Excel. Findings reveal that digital awareness, trust, and service quality have a significant positive impact on customer satisfaction and adoption. The study concludes that enhancing security, user experience, and promotional strategies can improve customer loyalty and the overall effectiveness of digital banking services.

1. Introduction

This study focuses on consumer buying behaviour towards digital banking services in private sector banks. It examines how customers choose and use services like mobile banking, internet banking, UPI, and digital wallets. With the rapid growth of technology, smartphones, and internet access, digital banking has become an essential part of modern financial services. Private banks such as HDFC, ICICI, Axis, and Kotak Mahindra are leading this digital transformation by offering secure, convenient, and user-friendly services.

Consumer behaviour in digital banking is influenced by factors like ease of use, security, trust, digital awareness, and service quality. Understanding these factors helps banks improve their digital strategies, enhance customer satisfaction, and build loyalty in an increasingly competitive market.

Literature Review

1. **Sneh Saxena, Abhay Joshi, and Jignesh Vidani** studied the digitization of the Indian banking sector. They found that digital banking reduces operational costs, increases profitability, and promotes financial inclusion by reaching rural customers.
2. **Dr. S. Kalaiselvi (2021)** analysed the impact of e-banking in Digital India. The study highlighted that technology improves business strategies, customer service, and helps India move towards a cashless economy despite some security and adoption challenges.

3. **Sarit Biswas and Mousumi Bhattacharya (2020)** evaluated the financial performance of ten private banks using the CAMEL model. They found that Bandhan Bank performed best, followed by HDFC Bank, showing differences in efficiency and stability among private banks.
4. **Tanmay Pant and Rajeev Srivastava (2021)** compared distribution strategies of HDFC Life and ICICI Prudential. They concluded that banks follow different strategies to achieve competitive advantage in the insurance sector.
5. **Tanmay Pant and Rajeev Srivastava** also compared SBI Life and HDFC Life's distribution models. The study provided insights for better decision-making and strategy development in India's life insurance market.

Research Gap:

Despite growing adoption of digital banking, consumer behavior varies due to factors like trust, security, ease of use, digital literacy, and customer service, with some embracing it for convenience, while others remain hesitant due to perceived risks and complexities. Understanding these factors is crucial for private banks to develop strategies that boost customer engagement, satisfaction, and loyalty. HenceA study on their consumer buying some behaviour in relation to digital banking services offered by private sector banks.

Key words: Consumer buying behaviour, digital banking, private sector banks, digital awareness, perceived security, trust, service quality, ease of use, promotional offers, customer satisfaction, technology adoption, customer loyalty, Bagalkot District

Objectives of the study

1. To examine the factors influencing consumer adoption of digital banking in private banks.
2. To assess the role of demographic factors in consumer preference for digital banking.
3. To analyze the impact of digital banking services on customer satisfaction & loyalty.

Research Methodology

1**. Type of research:** Descriptive research.

2**. Sources of data:**

- Primary Data: Data will be collected with structured questionnaires by surveying private bank employees at Bagalkot district.
- Secondary Data: Research articles

3. **Sample plan:**

- Sample frame: Bagalkot District
- Sample size: 100
- Sample Unit: Private Bank employees at Bagalkot District

- Sampling Technique: Random Sampling Technique

Scope of the Study

This study focuses on understanding consumer behavior towards digital-banking services offered by private sector banks. It specifically targets users who actively-engage with digital platforms such as mobile banking and internet banking. The research is geographically limited to specific region, such as city or state, allowing for a more concentrated analysis of user experiences and preferences. Key services examined in this context include fund-transfers, bill payments, account management, & other commonly used digital banking features. The findings and insights are based on data collected within a defined time period, ensuring the relevance and accuracy of the behavioral patterns observed during study.

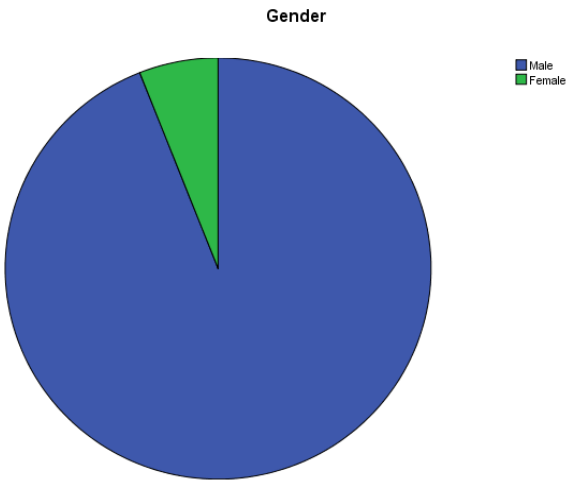
Limitations of the study

- Limited to private sector banks; excludes public and cooperative banks.
- Geographical scope may not reflect national trends.
- Relies on self-reported data, which may involve bias.
- Interpretation and Analysis

Demographics

1. **Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	94	94.0	94.0	94.0
	Female	6	6.0	6.0	100.0
	Total	100	100.0	100.0	



Analysis

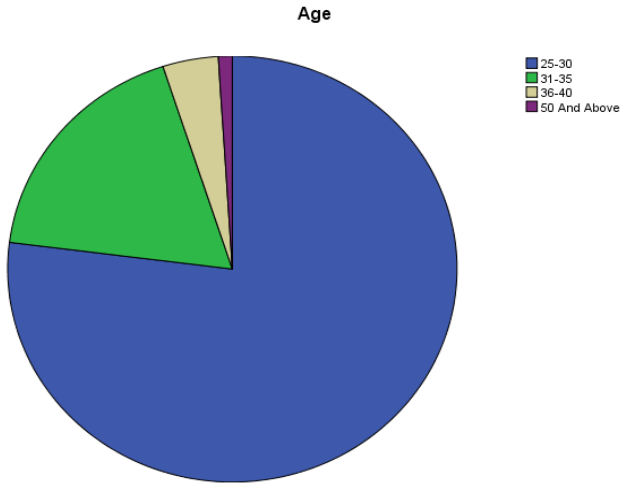
Gender representation of respondents depicts that, 94% are male with 6% being female. The male population constitutes a major part of 100 subjects.

Interpretation

The statistics they indicates there is an high gender disparity with 94 percent respondents being males and only 6 percent females. This implies that majority of participants are males, and this could also influence the extent to which findings can be generalized because of low representation of females.

2. Age

		Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	25-30	77	77.0	77.0	77.0
	31-35	18	18.0	18.0	95.0
	36-40	4	4.0	4.0	99.0
	50 And Above	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



Analysis

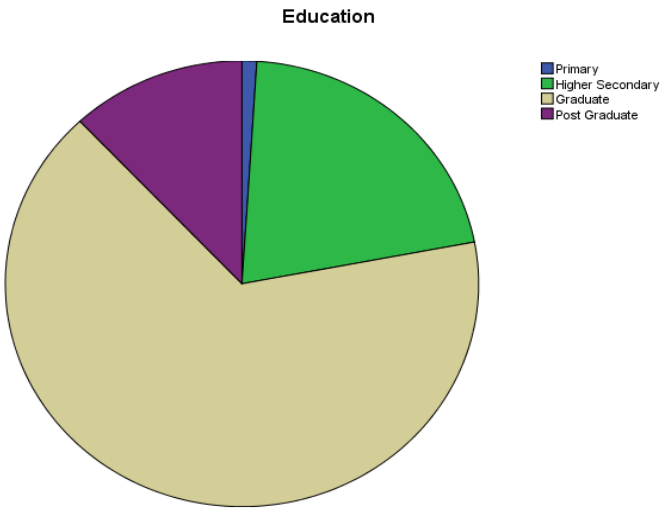
The age distribution data-reveals majority of respondents, 77% are in the 25-30 age group. 18% are in the 31-35 age group, 4% fall into the 36-40 age range. The smallest group, 1% is aged 50 and above, totalling 100 respondents.

Interpretation

The majority of respondents 77% are aged 25–30, indicating a young participant base. 18% fall within the 31–35 range, while 4% are aged 36–40. Only 1% of participants are aged 50 and above, showing very limited representation from older age groups.

3. Education

		Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Primary	1	1.0	1.0	1.0
	Higher Secondary	21	21.0	21.0	22.0
	Graduate	66	66.0	66.0	88.0
	Post Graduate	12	12.0	12.0	100.0
	Total	100	100.0	100.0	



Analysis

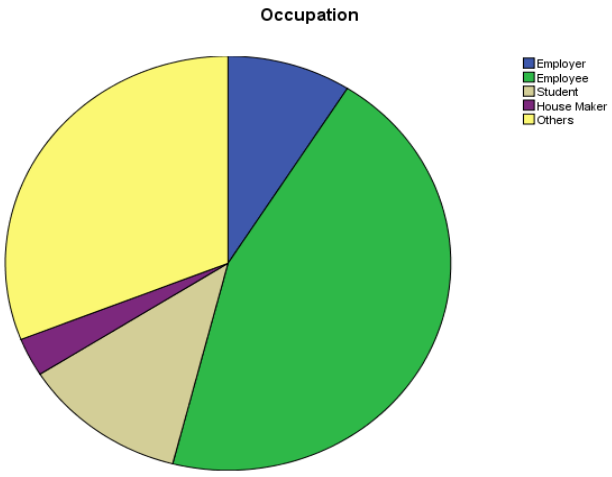
Out of 100 respondents, the majority 66% are graduates. 21% have completed higher-secondary education, and 12% possess postgraduate qualifications. Only 1% of participants reported having primary level education. The pie chart visually reinforces this trend, showing a large portion of respondents clustered at the graduate level.

Interpretation

The data indicates a well-educated respondent base, with nearly 8 out of 10 individuals holding at least a graduate degree. The minimal presence of participants with only primary-education 1% suggests the study largely attracted individuals with higher academic backgrounds. This could positively influence the quality of responses but may also limit the diversity of perspectives from less-educated groups.

4. Occupation

		Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Employer	9	9.0	9.0	9.0
	Employee	45	45.0	45.0	54.0
	Student	12	12.0	12.0	66.0
	House Maker	3	3.0	3.0	69.0
	Others	31	31.0	31.0	100.0
	Total	100	100.0	100.0	



Analysis

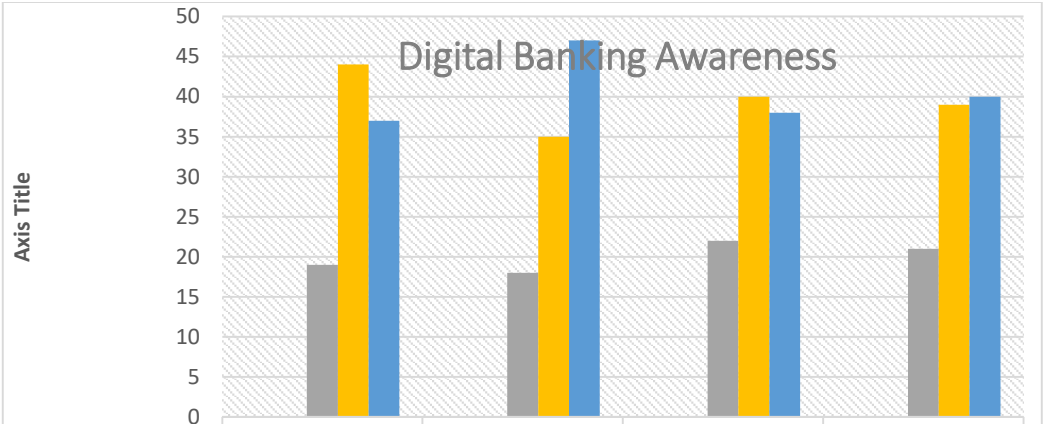
Out of 100 respondents, the largest group consists of employees 45%, followed by others 31%, which may include freelancers, self-employed individuals, or unspecified roles. Students make up 12%, while employers account for 9%. House makers form the smallest group at 3%.

Interpretation

The occupation data indicates a workforce-dominant respondent base, with a majority either employed 45% or involved in various unspecified occupations 31%. This suggests a significant working population

participated in the survey. Students and employers form smaller portions, while homemakers are minimally represented.

I. Digital Banking Awareness



	I am aware of the digital banking services offered by my bank.	I frequently receive information about new digital banking features.	I understand how to use the digital banking applications	My bank provides clear guidance on using digital banking services.
Strongly Disagree				
Disagree				
Neutral	19	18	22	21
Agree	44	35	40	39
Strongly Agree	37	47	38	40

5. Awareness of Banking Services

Analysis: Out of 100 respondents, 44% agreed and 37% strongly agreed that they know about the banking services offered by their bank, while 19% were neutral.

Interpretation: Most respondents (81%) are aware of their bank's services, and only 19% are neutral.

6. Information on New Digital Banking Features

Analysis: Among 100 respondents, 47% strongly agreed and 35% agreed that they frequently receive updates on new digital banking features, while 18% were neutral.

Interpretation: A total of 82% of respondents often receive information about new digital banking services.

7. Understanding of Digital Banking Applications

Analysis: Out of 100 respondents, 40% agreed and 38% strongly agreed that they understand how to use digital banking apps, while 21% were neutral.

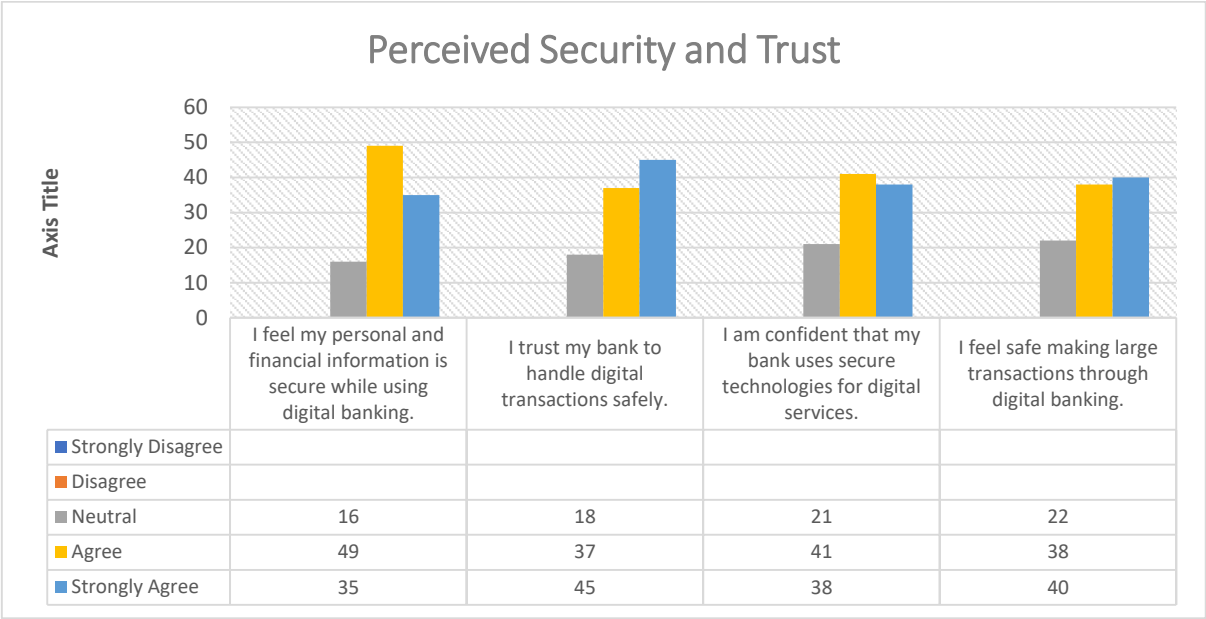
Interpretation: 78% of respondents clearly understand how to use digital banking apps.

8. Guidance from Bank on Using Digital Banking

Analysis: Among 100 respondents, 40% strongly agreed and 39% agreed that their bank provides clear guidance on digital banking, while 21% were neutral.

Interpretation: 79% of respondents feel their bank gives proper guidance on using digital banking services.

II. Perceived security and Trust



9. Security of Personal and Financial Information

- **Analysis:** Out of 100 respondents, 49% agreed and 35% strongly agreed that their personal and financial data is safe while using digital banking. 16% remained neutral.
- **Interpretation:** Most users (84%) feel their data is secure when using digital banking, while a small group (16%) are unsure.

10. Trust in Banks for Safe Digital Transactions

- **Analysis:** 45% agreed, 37% strongly agreed, and 18% were neutral about trusting their bank to handle digital transactions safely.
- **Interpretation:** Majority (82%) trust their banks to manage digital transactions securely.

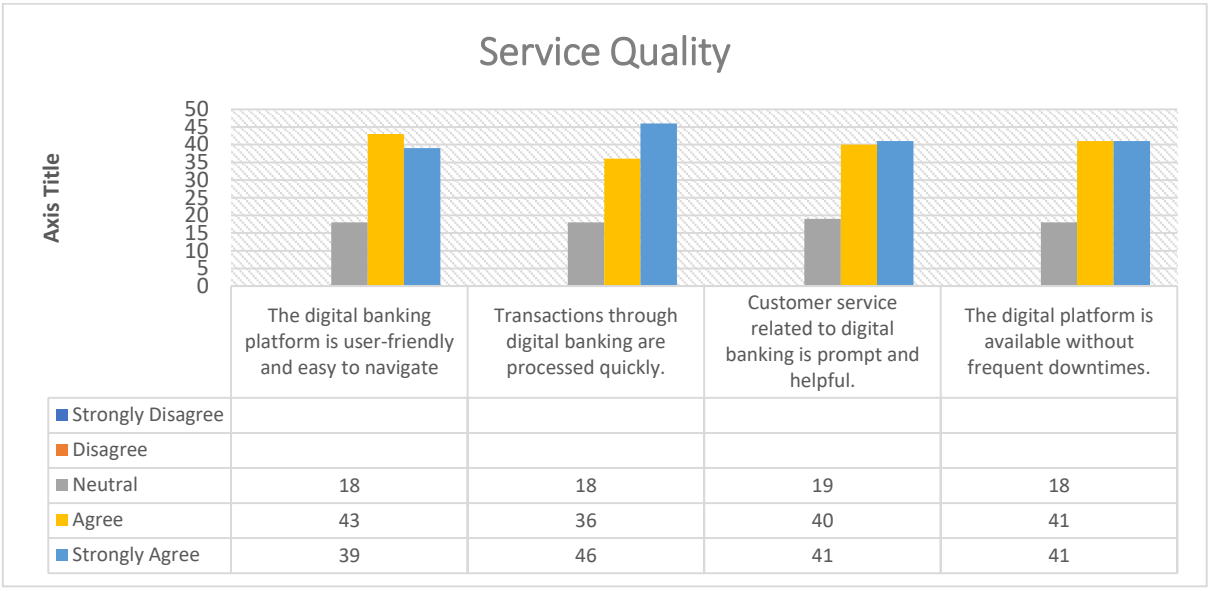
11. Use of Secure Technologies by Banks

- **Analysis:** 41% agreed, 38% strongly agreed, and 21% were neutral that banks use secure technologies.
- **Interpretation:** Around 79% believe banks use reliable security systems for digital services.

12. Safety in Large Digital Transactions

- **Analysis:** 40% strongly agreed, 38% agreed, and 22% were neutral about feeling safe during large digital transactions.
- **Interpretation:** Most users (78%) feel confident making large digital transactions, showing strong trust in digital banking security.

III. Service Quality



	The digital banking platform is user-friendly and easy to navigate	Transactions through digital banking are processed quickly.	Customer service related to digital banking is prompt and helpful.	The digital platform is available without frequent downtimes.
Strongly Disagree				
Disagree				
Neutral	18	18	19	18
Agree	43	36	40	41
Strongly Agree	39	46	41	41

13. User friendly Platform

Analysis: 43% agree and 39% strongly agree that digital banking is user-friendly; 18% are neutral. **Interpretation:** 82% of users find the platform easy to use, while 18% remain neutral.

14. Quick Transactions

Analysis: 46% strongly agree, 36% agree, and 18% are neutral that digital transactions are fast. **Interpretation:** Most users feel transactions are processed quickly, with few neutral opinions.

15. Prompt Customer Service

Analysis: 41% strongly agree, 40% agree, and 19% are neutral that customer service is

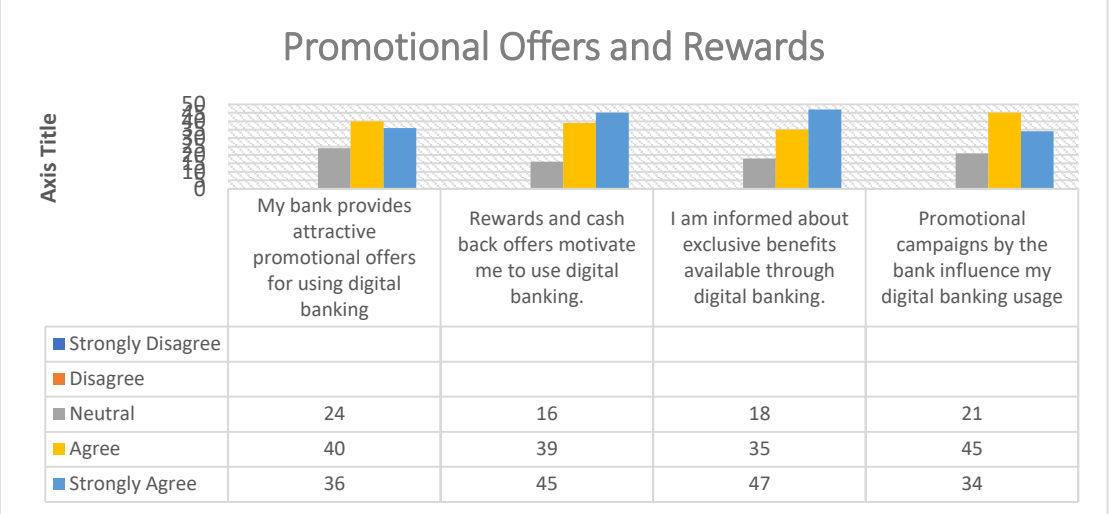
prompt and helpful.

Interpretation: 81% of users are satisfied with quick and helpful customer support; 19% are neutral.

16. Platform Availability

Analysis: 41% strongly agree, 41% agree, and 18% are neutral that there are no frequent downtimes. **Interpretation:** 82% of users find the digital banking platform reliable and available most of the time.

IV. Promotional Offers and Rewards



	My bank provides attractive promotional offers for using digital banking	Rewards and cash back offers motivate me to use digital banking.	I am informed about exclusive benefits available through digital banking.	Promotional campaigns by the bank influence my digital banking usage
Strongly Disagree				
Disagree				
Neutral	24	16	18	21
Agree	40	39	35	45
Strongly Agree	36	45	47	34

17. Promotional Offers

Analysis: Out of 100 respondents, 40% agree and 36% strongly agree that their bank provides attractive offers for using digital banking, while 24% are neutral.

Interpretation: 76% of respondents believe banks give appealing promotional offers for digital banking, while 24% remain neutral.

18. Rewards and Cashback

Analysis: Among 100 respondents, 34% strongly agree and 45% agree that rewards and cashback offers motivate them to use digital banking, with 21% neutral.

Interpretation: 79% of respondents are encouraged by rewards and cashback to use digital banking, while 21% are neutral.

19. Awareness of Benefits

Analysis: Out of 100 respondents, 47% agree and 35% strongly agree that they know about exclusive digital banking benefits, and 18% are neutral.

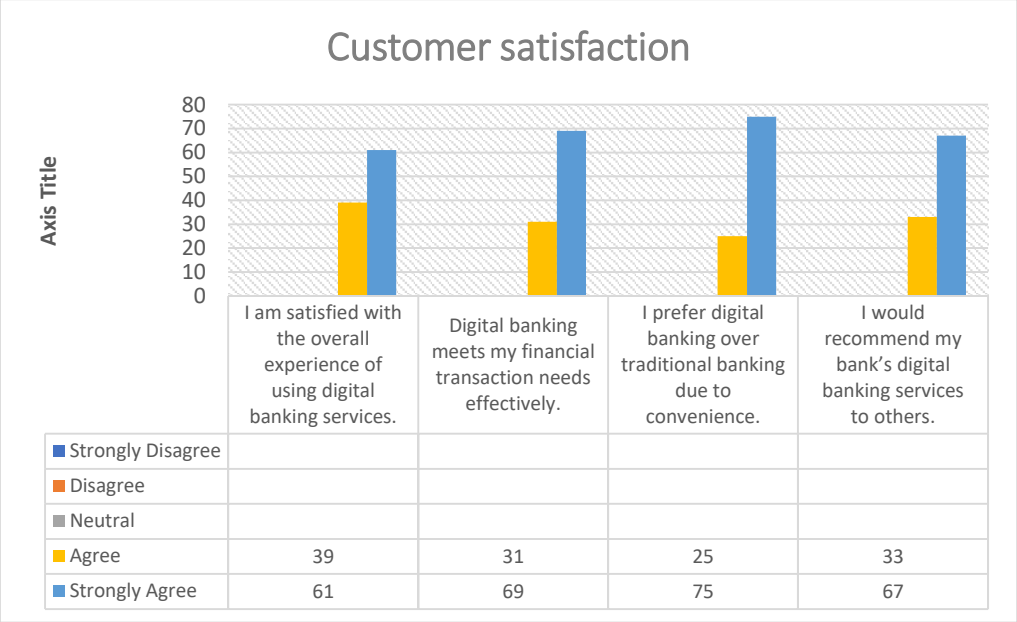
Interpretation: 82% of respondents are aware of exclusive benefits of digital banking, while 18% are neutral.

20. Promotional Campaigns

Analysis: Among 100 respondents, 34% strongly agree and 45% agree that bank campaigns influence their use of digital banking, with 21% neutral.

Interpretation: 79% of respondents are influenced by promotional campaigns to use digital banking, while 21% are neutral

V. Customer Satisfaction



	I am satisfied with the overall experience of using digital banking services.	Digital banking meets my financial transaction needs effectively.	I prefer digital banking over traditional banking due to convenience.	I would recommend my bank's digital banking services to others.
Strongly Disagree				
Disagree				
Neutral				
Agree	39	31	25	33
Strongly Agree	61	69	75	67

21. Overall Satisfaction

Analysis: Out of 100 respondents, 61% strongly agree and 39% agree that they are satisfied with their overall digital banking experience.

Interpretation: All respondents are satisfied with digital banking services, showing a very high satisfaction level.

22. Meeting Financial Needs

Analysis: Among 100 respondents, 69% strongly agree and 31% agree that digital banking meets their financial transaction needs effectively.

Interpretation: All respondents feel digital banking effectively fulfills their financial transaction requirements.

23. Preference for Digital Banking

Analysis: Out of 100 respondents, 75% strongly agree and 25% agree that they prefer digital banking over traditional banking because it is more convenient.

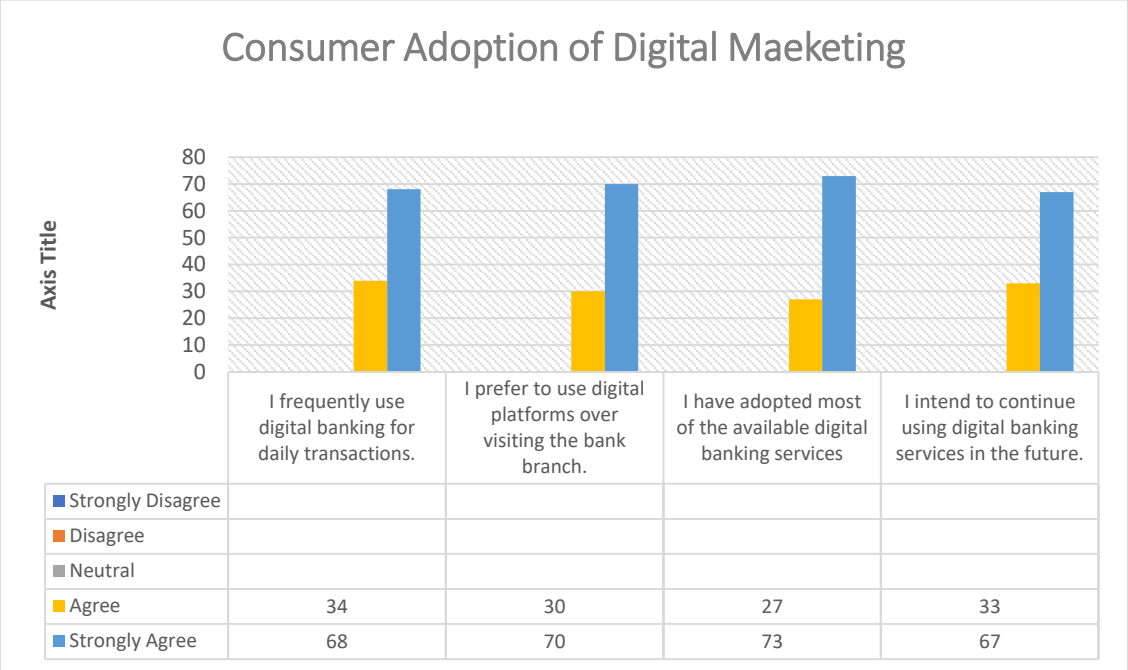
Interpretation: All respondents prefer digital banking due to its convenience compared to traditional banking.

24. Recommendation to Others

Analysis: Among 100 respondents, 67% strongly agree and 33% agree that they would recommend their bank's digital banking services to others.

Interpretation: All respondents are willing to recommend their bank's digital banking services, showing strong trust and satisfaction.

VI. Consumer Adoption of Digital Banking



25. Frequency of Use

Analysis: Out of 100 respondents, 68% strongly agree and 32% agree that they use digital banking for daily transactions.

Interpretation: Most respondents are active daily users of digital banking services.

26. Preference for Digital Platforms

Analysis: Among 100 respondents, 70% strongly agree and 30% agree that they prefer using digital platforms instead of visiting a bank branch.

Interpretation: Most respondents prefer digital platforms over in-person banking due to convenience.

27. Adoption of Digital Services

Analysis: Out of 100 respondents, 73% strongly agree and 27% agree that they have adopted most digital banking services offered by their banks.

Interpretation: The majority of respondents have fully embraced digital banking services.

28. Future Usage Intention

Analysis: Among 100 respondents, 67% strongly agree and 33% agree that they plan to continue using digital banking in the future.

Interpretation: Nearly all respondents intend to keep using digital banking services going forward.

Independent sample T test

Gender

H0: Gender does-not significantly influence consumer preferences for digital banking

H5: Gender significantly influences consumer-preferences for digital banking

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
CustomerSatisfaction	Male	94	3.7473	.58830	.06068
	Female	6	3.5000	.74162	.30277

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CustomerSatisfaction	Equal variances assumed	.095	.758	.984	98	.328	.24734	.25141	-.25158	.74626
	Equal variances not assumed			.801	5.409	.457	.24734	.30879	-.52869	1.02337

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
ConsumerAdoptionof DigitalBanking	Male	94	3.7154	.58498	.06034
	Female	6	3.0417	.64064	.26154

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ConsumerAdoptionof DigitalBanking	Equal variances assumed	.485	.488	2.721	98	.008	.67376	.24757	.18246	1.16506
	Equal variances not assumed			2.510	5.546	.049	.67376	.26841	.00372	1.34380

Analysis: Survey comprises of men and women (other specifications in case).

Interpretation: This will enable us to learnt the opinions or behaviours in the genders. In case women prevail over the man of species, the results might be more influenced by them.

One Way ANOVA

Age

H0: Age does-not significantly influence consumer adaptation of digital banking

H5: Age significantly influences consumer adaptation of digital banking

ANOVA

CustomerSatisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.672	3	.557	1.592	.196
Within Groups	33.610	96	.350		
Total	35.282	99			

ANOVA

ConsumerAdoptionofDigitalBanking

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.887	3	.629	1.748	.162
Within Groups	34.550	96	.360		
Total	36.438	99			

Analysis: Respondents divided into different age groups.

Interpretation: This shows participation from a mix of age groups, helping identify trends related to age-specific preferences or behaviours.

Education

H0: Education does not-significantly influence consumer adaptation of digital banking

H5: Education significantly influences consumer adaptation of digital banking.

ANOVA

CustomerSatisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.388	3	.129	.356	.785
Within Groups	34.893	96	.363		
Total	35.282	99			

ANOVA

ConsumerAdoptionofDigitalBanking

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.887	3	.629	1.748	.162
Within Groups	34.550	96	.360		
Total	36.438	99			

Analysis: The levels of education are between the school education and the high education (in the form of degrees or post graduates).

Interpretation: The responses capture both less educated and highly educated perspectives, which have the potential to influence their awareness, options and attitudes on the subject.

Occupation

H0: There is no notable change in occupancy that influences the introduction of digital banking to the consumers.

H5: Occupation is an important factor on consumers adaption to digital banking**.**

ANOVA

CustomerSatisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.464	4	.866	2.586	.042
Within Groups	31.817	95	.335		
Total	35.282	99			

ANOVA

ConsumerAdoptionofDigitalBanking

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.282	3	.094	.249	.862
Within Groups	36.156	96	.377		
Total	36.438	99			

Analysis: The respondents comprise diverse occupations like students, professionals, homemakers, self-employed, grove, and so on.

Interpretation: The variety will give some perspective on how the employment status or working type affect the attitudes and decisions on the subject of the survey.

Linear Regression

I. Customer Satisfaction

1. Digital banking awareness

H0: There is a significant-relationship between digital banking awareness and consumer adoption of digital-banking services.

H1: There is no significant-relationship between digital banking awareness and consumer adoption of digital-banking services**.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.330[a]	.109	.099	.56650
a **Predictors:** Constant term and Digital Banking variable				

ANOVA[b]						
Model		Sum of Squares	D f	Mean Square	F	Sig.
1	Regression	3.831	1	3.831	11.939	.001[a]
	Residual	31.450	98	.321		
	Total	35.282	99			
a. Predictors: (Constant), Digital banking						
b. Dependent Variable: Customer Satisfaction						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.573	.340		7.562	.000
	Digital banking	.320	.093	.330	3.455	.001
a. Dependent Variable: Customer Satisfaction						

Analysis:

It can be seen that the correlation between the Digital Banking and Customer Satisfaction is moderate and positive, with an R value of 0.330. The value of R 2 of 0.109 indicates that the awareness of digital banking is approximately contributing to 10.9 percent to the variance of customer satisfaction.

This is confirmed by the p-value of 0.001 that is below 0.05 to indicate that the correlation between digital banking awareness and customer satisfaction is statistically significant.

Standards of alpha coefficient are not established, the value of unstandardized alpha coefficient is 0.320, and the meaning of the unstandardized alpha coefficient is that customer satisfaction is likely to increase by 0.320 units with every 1-unit rise in digital banking awareness.

Interpretation:

Customer satisfaction and digital banking awareness are associated with each other moderately and statistically significantly. The result is reliable as indicated by a low p-value of 0.001. Thus, the conclusion is that the level of customer-satisfaction is significantly affected by the knowledge of digital banking and Hypothesis 1 is accepted.

2. Perceived security and trust

H0: Perceived security and trust significantly influence customer-satisfaction with digital banking.
H1: Perceived security and trust do not significantly influence customer-satisfaction with digital banking.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368[a]	.135	.126	.55797

a. Predictors: (Constant), Perceived security and trust

ANOVA[b]

Model		Sum of Squares	df	Mean-Square	F	Sig.
1	Regression	4.771	1	4.771	15.326	.000[a]
	Residual	30.510	98	.311		
	Total	35.282	99			

a. Predictors: (Constant), Perceived security and trust

b. Dependent-Variable: Customer Satisfaction

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.570	.302		8.509	.000
	Perceived security and trust	.320	.082	.368	3.915	.000
a. Dependent-Variable: Customer Satisfaction						

Analysis:

The result demonstrates that the perceived security and trust are moderately positively-correlated with customer satisfaction, & the value of R is 0.368. The value of R 2 is 0.135 meaning that the perceived security and trust explain an approximation of 13.5 percent variation in customer satisfaction.

In the ANOVA results, p-value is 0.000 indicating that it is less than 0.05 implying that it is statistically significant.

Beta coefficient is not standardized and is 0.320, implying that a one unit change in perceived security and trust will result in a customer satisfaction increment by 0.320 units.

Interpretation:

The perceived security and trust have a moderate, statistically significant, positive-relation with customer satisfaction in digital banking. The p-value of 0.000 is very compelling to confirm this association. We can therefore conclude that the levels of customer satisfaction in digital banking are higher with increased perceived security and trust.

Security and trust related hypotheses are accepted.

3. Service Quality

H0: Higher service-quality leads to increased customer-loyalty in digital banking.
H1: Higher service quality does-not lead to increased customer loyalty in digital banking

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423[a]	.179	.171	.54362
a. Predictors: (Constant), Service-Quality				

ANOVA[b]						
Model		Sum of Squares	df	Mean-Square	F	Sig.
1	Regression	6.321	1	6.321	21.388	.000[a]
	Residual	28.961	98	.296		
	Total	35.282	99			
a. Predictors: (Constant), Service-Quality						

b. Dependent-Variable: Customer Satisfaction

Coefficients[a]						
Model		Unstandardized-Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.337	.307		7.618	.000
	Service Quality	.385	.083	.423	4.625	.000
a. Dependent Variable: Customer-Satisfaction						

Analysis:

The ratio of 0.423 showing the correlation between the quality of services & customer-satisfaction in digital banking is a moderate positive correlation. The value of R 2 stands at 0.179 indicating that 17.9 percent of variation in customer-satisfaction can be attributed to quality of service.

The result of the analysis is a p-value of 0.000 that falls below 0.05 indicating that digital banking service quality-customer satisfaction has a statistically significant relationship.

The unstandardized beta coefficient is 0.385, which means that with 1 unit increase in service-quality, there is a 0.385 unit increase in customer satisfaction.

Interpretation:

Here both the independent (Service Quality) and dependent (Customer Satisfaction) variables show a + and statistically significant correlation. The p-value of 0.000 provides strong evidence in support of the relationship. Hence, service-quality has a significant positive-impact on customer satisfaction in digital banking.

Hypothesis H4 accepted.

4. Promotional offers and rewards

H0: Promotional offers and rewards leads to increased customer loyalty in digital banking.

H1: Promotional offers and rewards does not lead to increased customer loyalty in digital banking

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286[a]	.082	.072	.57498
a. Predictors: (Constant), Promotional offers and rewards				

ANOVA[b]						
Model		Sum of Squares	df	Mean-Square	F	Sig.
1	Regression	2.883	1	2.883	8.721	.004[a]
	Residual	32.399	98	.331		
	Total	35.282	99			
a. Predictors: (Constant), Promotional offers and rewards						
b. Dependent-Variable: Customer-Satisfaction						

Coefficients[a]						
Model		Unstandardized-Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.784	.326		8.527	.000
	Promotional offers and rewards	.272	.092	.286	2.953	.004
a. Dependent Variable: Customer-Satisfaction						

Analysis:

The R value is 0.286, which represents the correlation between promotional offers and rewards and customer satisfaction in digital banking. This indicates a weak to moderate positive correlation. The R^2 value is 0.082, showing that 8.2% of the variation in customer-satisfaction is explained by promotional offers and rewards.

The p-value is 0.004, which is lesser than 0.05, indicating a statistically in significant of relationship between the two variables.

The unstandardized beta coefficient is 0.272, meaning that for every 1 unit increase in promotional offers and rewards, customer-satisfaction increases by 0.272 units.

Interpretation:

There is a statistically significant and the positive relationship between promotional offers and rewards and customer-satisfaction in digital banking. The p-value of 0.004 supports strength of this result. Therefore, promotional benefits positively in influence of customer of satisfaction, & the related hypothesis is accepted.

Findings

1) The results of the survey indicate that majority of respondents are male, with 94%, and only 6% are female.
2) It can be observed from the data that the largest group of respondents falls in the 25–30 age range at 77%, followed by 18% in the 31–35 age group, 4% in the 36–40 age group, and only 1% are 50 years or older.
3) From the analysis it indicates that 66% of the respondents are graduates, 21% have completed high secondary education, 12% are postgraduates, and 1% have only primary level education.
4) The largest segment of respondents are employees (45%), followed by 31% falling into "others" (e.g, freelancers or self-employed), 12% are students, 9% are employers, and only 3% are homemakers.
5) The results show that 44% of respondents agreed and 37% strongly agreed they aware of the banking services provided by their bank, while 19% were neutral on this matter.

Suggestions:

1) Banks should create more awareness about digital banking through ads, messages, and social media to reach more customers.
2) Security features must be clearly shown to users to build trust while using digital banking services.
3) Easy-to-use apps and helpful customer support should be maintained to improve the overall user experience.
4) Banks should focus on educating and guiding customers about the benefits and safe usage of digital banking through simple tutorials, in-app guidance, and regular awareness campaigns this will improve both trust and adoption.

Conclusion

The study shows that digital banking is highly preferred by young, educated, and working individuals. Key factors influencing consumer behaviour include digital awareness, trust, service quality, and promotional offers. Most users find digital banking convenient, secure, and time-saving compared to traditional banking. However, private banks should continue improving digital awareness, security, and service convenience to enhance customer satisfaction and increase adoption.

References:

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