

A STUDY ON IMPACT OF NEW TECHNOLOGY ON COMMERCIAL BANKING CUSTOMERS WITH SPECIAL REFERENCE TO TUMKUR CITY

Prathap B. N¹, Shwetha R²

¹Assistant Professor, Department Of MBA, Shridevi Institute of Engineering and Technology, Tumakuru, Karnataka, India.

²MBA Student, Department Of MBA, Shridevi Institute of Engineering and Technology, Tumakuru, Karnataka, India.

ABSTRACT

Customers of Commercial Banking in Tumkur City have felt a substantial impact from New Technology in recent years. The main conclusions of a study that examined the adoption of new financial technologies and their effects on consumer behavior in Tumkur City are summarized in this abstract. Customers from several commercial banks in Tumkur City were surveyed quantitatively and qualitatively as part of the study's mixed methods methodology.

Customers in Tumkur City have been observed to be progressively embracing new banking technologies, like as mobile banking apps and internet banking platforms, due to these services' usability and convenience. Younger customers are more likely than older customers to employ new technology, however the adoption rate varies among age groups.

Key words: e-commerce, technology, internet

1. INTRODUCTION

The existing framework of business banking is a late start. Through bank is regarded as an ancient foundation very similar to money. The elements of the cash bank, the goldsmiths, and the dealers are where its development may be observed. A bank has frequently been portrayed as a foundation that participates in accepting payments and extending loans. It can also be described as a foundation that acquires inactive assets and makes reserves available. It does not only refer to a position of managing and saving money; it also expresses concern for the client's financial situation.

With the shifting nature of the global economy and the expansion of banking skills, this era is one of specialization. From one country to the next, monetary systems that are shaped by the general financial structure of the nation in question differ. As a result, it is sure to be illogical to characterize banks in an inflexible manner.

2. LITERATURE REVIEW

C Naga Deepa: Electronic banking represents the future wave, offering immense advantages to consumers in terms of transactional convenience and reduced costs. Internet banking is revolutionizing the banking sector, causing significant impacts on banking establishments. E-banking is a broad phrase for providing banking products and services through electronic means, like the telephone, the web, the mobile phone, and so forth. More recently, it has been revolutionized by the Internet, a novel channel for delivering banking services that profits both clients and financial institutions. Accessibility is rapid, user-friendly, and accessible 24/7, regardless of the client's whereabouts, while banks can render services more effectively and with notably decreased expenses.

Hussan allnaas: The primary objective of this investigation is to pinpoint the key obstacles hindering the uptake of E-Banking within Libyan commercial banks, both public and private. As per the findings, substantial hindrances to E-Banking adoption exist, categorized as (Electronic Obstacles, Regulatory Obstacles, and Cultural Obstacles). Furthermore, the study concluded that disparities in respondents' responses based on Bank Ownership were negligible. Nearly all participants, regardless of whether they belonged to public or private banks, demonstrated consensus regarding the barriers to E-Banking adoption. This study proposes that for the successful implementation of E-Banking in Libyan commercial banks, the subsequent procedure must be undertaken.

Saied khajeh: The unmistakable integration of information technology into every facet of human existence and enterprise has been so evident that further emphasis is unnecessary. Information technology has held immense significance within the realm of the banking system. The intention of this research is to explore the influence of information technology on the banking system of Bank Keshavarzi Iran. The data were collected from both customers and staff members. Subsequently, the data were examined utilizing the precise proportion method and the 5-point Likert scale, with the aim of assessing the ramifications of information technology on banking system operations.

3. OBJECTIVES OF THE STUDY

- ❖ To research how technology is performing in the banking industry.
- ❖ To research and evaluate how banking customers feel about the use of new technology in the industry.
- ❖ To learn how happy clients are with the current state of banking technology.
- ❖ To research the benefits of technology for banking

4. RESEARCH METHODOLOGY

Types of study	Descriptive Research
Source of data collection	
Primary data	.The primary data collected go through questionnaire
Secondary data	The secondary data used for used for my study is collected through .internet, different books and reports
Sample Design	
Sample Unit	Tumkur District
Sample Size	.customers 80
Sampling Procedure	.Convenience Sampling

5. DATA ANALYSIS AND INTERPRETATION

Table No .1: In Which Bank Does The Respondents Having Their Account

Name of Bank	No. of respondent	Percentage
Allahabad Bank	0	0
Punjab National Bank	7	8.75
Axis Bank	9	11.25
Federal Bank	0	0
Other Bank	64	80
Total	80	100

Interpretation: From the above graph it's clearly shows that majority of customer that is 64% of customer open a account in other commercial banks. Only few of them have open a account in bank of Punjab and Axis bank.

Table No.2 Types of account the respondent had

Account type	No. of respondents	percentage
Current account	9	11.25
Demat account	0	0
Savings Account	70	87.5
Credit card	1	1.25
total	80	100

Interpretation: The above chart shows that 87.5% of respondents maintained a savings bank account in their branch only few of them maintained current account.

Table No. 3: Customers aware about new technology in Banking System

Knowledge	No. of respondents	Percentage
Yes	80	100
No	0	0
total	80	100

Interpretation: From the above graph we came to know that maximum number that is 80% of respondents know about the new technology in banking system and where technology is playing a major role in current banking industry.

Table No .4: Source of awareness of banking technology concept

Source	No. of respondents	Percentage
Media	32	40
Through other bank customers	11	13.75
Bank employees	20	25
Other	17	21.25
Total	80	100

Interpretation: From the above graph we came to know that majority of respondents have came to know about new banking technology through media and bank employees who already using the new technology in banking operations employees, it can be conclude that the banking technology is more effected.

6. FINDINGS

1. It is found that 40% of customers came to know about new banking technology by media and only 25% of customer knows through bank employee.
2. It is found that majority of customers maintained savings bank account. Only few of the customers maintained current account.
3. Majority of customers commonly adopted ATM service among the alternatives.
4. It is found that 70% of customers used the new banking technology to save their time like ATM, Mobile banking, online banking, Home banking, Remote banking etc.
5. Maximum number of respondent's satisfied with respect to services offered by new technology in banking technology.

7. SUGGESTION

1. Banking technology activities should be taken as a part of social responsibility because awareness about the banking technologies leads to increase the popularity and productivity of banking sector.
2. The banking technology division has marked good levels, but the knowledge level for common man to use the new technology is inadequate. So there is no need for improving the knowledge regarding modern technology.
3. Frequent advertising and promotion campaigns are required to improve the awareness about technology in the minds of people.
4. The banking sector must provide the basic requirements in order to use those new technologies in remote areas also.
5. Banking sector should maintain good relation with its customers to give new technology updates.

8. CONCLUSION

New technology has significantly impacted the banking industry, especially in the area of customer experience, security and accessibility.

The adoption of new technology has made it easier for customer to access banking service from anywhere and at any time. For instant customer can use mobile banking application to check their account balance, transfer money, pay bills, and even apply for loans. This has increased customer satisfaction and convenience. In Tumkur city the new technology has also improved the security of banking services. Banks are using advanced security measures like biometrics and multi factor authentication to protect customer information and prevent fraud. Customers are more confident in using banking services that have high security standards.

However, the impact of new technology on commercial banking customer in Tumkur city may differ from other cities. Factor like the level of technology adoption in the city the demographics of the customer, and the type of banking services offered by the banks may play a role. From the above study it is very useful for me to learn in depth about impact of new technology on commercial banking customer respect to Tumkur city. From the findings made through the survey it can be clearly known number of customers is satisfied with new technology adoption in commercial bank in Tumkur city.

But also adoption new technology can also pose challenges for customers, particularly those who may not have access to digital devices or reliable internet connections.

9. REFERENCE

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