
**DIGITAL BANKING PRACTICES AND E-WALLETS OF SELECTIVE
BANKS IN INDIA: A COMPARATIVE STUDY**

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ABSTRACT

This study focuses on the growing importance of digital banking practices and e-wallets in today's financial environment. With the rapid advancement of technology, banking services have been transformed from traditional methods to more convenient and user-friendly digital platforms. In this study, an attempt has been made to understand the level of awareness, usage patterns, and satisfaction of customers towards digital banking services and e-wallets.

Primary data has been collected through a structured questionnaire from respondents, and their opinions and experiences have been analysed using simple statistical tools. It has been observed that most users prefer digital banking and e-wallets due to convenience, time-saving, and ease of use. Services such as money transfer, bill payments, and online shopping have been widely adopted by users.

However, certain challenges have also been identified, including security concerns, technical issues, and lack of digital knowledge among some users. Despite these challenges, digital banking and e-wallets are playing a significant role in promoting cashless transactions and improving financial inclusion. Overall, it has been concluded that digital financial services are becoming an essential part of daily life, and continuous improvements are required to enhance user trust and satisfaction.

1. KEYWORDS

- Digital Banking
- E-Wallets

- Online Transactions
- Customer Satisfaction
- Financial Technology (FinTech)

2. INTRODUCTION

In the present digital era, the way financial transactions are carried out has been significantly transformed due to the advancement of technology. Traditional banking methods, which required physical visits to bank branches, are gradually being replaced by digital banking services and e-wallets. Through these digital platforms, banking activities are being performed in a faster, more convenient, and efficient manner. Services such as fund transfers, bill payments, account management, and online purchases are now being completed with just a few clicks on mobile devices or computers. Digital banking services are being offered by various banks to provide customers with easy access to financial services anytime and anywhere. Mobile banking applications and internet banking platforms are being widely used for carrying out day-to-day transactions. At the same time, e-wallets are being increasingly adopted as a simple and quick method of making payments without the need for physical cash. These digital payment systems are being supported by the growing use of smartphones, internet connectivity, and secure payment gateways.

In this study, an attempt has been made to understand how digital banking practices and e-wallets are being used by customers in their daily lives. The level of awareness among users is being examined, along with their frequency of usage and satisfaction levels. It is also being observed that customers prefer digital services mainly due to convenience, time-saving, and ease of access. Many individuals are relying on these platforms for activities such as money transfers, bill payments, mobile recharges, and online shopping. However, along with the benefits, certain challenges are also being faced by users. Issues such as security concerns, fear of online fraud, technical errors, and lack of digital knowledge are being experienced by some users. These challenges may affect the confidence of individuals in using digital financial services. Therefore, it becomes important to study both the positive and negative aspects of digital banking and e-wallets.

Furthermore, this study is being carried out to analyse customer behaviour and identify factors that influence the adoption of digital financial services. Data is being collected directly from respondents to understand their real experiences and opinions. The findings of this study are expected to provide useful insights into how digital banking services and e-

wallets can be improved to meet customer expectations

3. REVIEWS

1. MSK Munira (2025): This study systematically reviews the transformative impact of digital transformation in the banking sector, focusing on trends, technologies, and challenges that shape modern financial institutions. The findings reveal how AI and ML drive predictive analytics, fraud detection, and personalized service delivery while mobile banking and digital wallets revolutionize accessibility and convenience, especially in underserved regions. Blockchain technology emerges as a game-changer, offering secure and transparent financial transactions, reducing costs, and fostering trust. The review also identifies significant challenges, including cybersecurity threats, regulatory compliance, and environmental implications, particularly the energy demands of digital infrastructures.

2. Z Husna, I Saputra, T Chaidir (2025): The rapid advancement of information technology has accelerated the shift from cash-based transactions toward digital payment systems, placing electronic wallets (e-wallets) at the core of contemporary financial ecosystems. This study aims to synthesise existing literature on digital payment systems, with particular attention to e-wallet adoption and its implications for consumer financial behaviour. Using a qualitative literature review approach, this research integrates theoretical perspectives and empirical findings from prior studies in the areas of technology acceptance, digital finance, and consumer behaviour. The review indicates that e-wallet adoption is primarily driven by perceived usefulness, perceived ease of use, and trust-related factors, which are especially salient in financial technology contexts.

3. M Alsharo, Y Alnsour, A Tarhini (2025): Following a thorough literature review, the authors use the unified theory of acceptance and use of technology model and extend it with trust, perceived customer value and awareness of security measures. Data were collected from 183 Jordanian retailer using an online survey, and were analysed using the partial least squares structural equation modelling technique.

4. SCOPE OF THE STUDY

This study focuses on how people use digital banking services and e-wallets in their daily lives. It looks at user awareness, usage patterns, and satisfaction levels. The study also considers the benefits and problems faced while using these services.

5. OBJECTIVES OF THE STUDY

1. To explore the evolution of Digital Banking Services and E wallets in India.
2. To assess the role of government in promoting Digital Banking Services and E wallets.

6. SUGGESTIONS

- Banks should make their mobile apps more user-friendly so that even beginners can use them easily.
- More awareness programs should be conducted to educate people about digital banking and e-wallets.
- Strong security measures should be implemented to reduce the fear of online fraud.
- Banks should provide quick customer support to solve issues like transaction failures.
- Digital services should be made available in regional languages for better understanding.
- Internet connectivity and technical issues should be improved for smooth transactions.
- Banks should regularly update their apps to fix bugs and improve performance.
- Special guidance should be given to elderly people and first-time users.
- Attractive offers and cashback can be provided to encourage more digital payments.
- Continuous feedback from customers should be taken to improve digital banking services.

7. CONCLUSION:

In this comparative study, an attempt has been made to analyse the digital banking practices and e- wallet services offered by ICICI Bank, HDFC Bank, Union Bank of India, and Canara Bank in India. It has been observed that digital banking services are being widely adopted by customers due to their convenience, speed, and accessibility. Services such as mobile banking, UPI payments, and online transactions are being used regularly for day-to-day financial activities. From the study, it has been found that private sector banks are leading in terms of advanced technology, user-friendly applications, and higher customer satisfaction. At the same time, public sector banks are also making significant progress by expanding their

digital infrastructure and focusing on financial inclusion. A steady growth in digital users and transaction volumes has been noticed across all selected banks.

However, certain challenges have also been identified. Issues such as security concerns, transaction failures, and technical difficulties are being experienced by users across all banks. It has also been observed that while younger users are more comfortable with digital platforms, some sections of society still require guidance and support.

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