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Research Article

A STUDY ON THE IMPACT OF DIGITAL BANKING AMONG THE YOUNGSTERS OF CUDDALORE TOWN

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Abstract

Customers can now easily conduct financial transactions through a variety of digital platforms thanks to the quick development of digital technology, which has completely changed the banking industry. Digital banking is now a crucial component of contemporary financial services, especially for younger people who are more likely to embrace new technologies. Young people's banking habits have been greatly impacted by the growing usage of cellphones, internet access, and digital payment apps. The impact of digital banking on young people in Cuddalore Town is investigated in this study, which also looks at the factors that influence the uptake and use of these services. The study aims to comprehend young consumers' awareness, convenience, security views, and general happiness with digital banking practices. Using a structured questionnaire to gather primary data from 100 respondents, the study employs a descriptive research methodology. To examine the gathered data and determine the connection between particular variables and the effects of digital banking, percentage analysis and Pearson correlation analysis were used. According to the respondents' demographic profile, a sizable percentage of young people actively use digital banking. The results show that because of its time-saving characteristics, accessibility, convenience of use, and capacity to enable cashless transactions, digital banking has been widely accepted. The respondents' preferred digital banking service was found to be UPI-based payment solutions. Convenience and the impact of digital banking are significantly positively correlated, according to the statistical research, suggesting that consumers are more inclined to use digital banking services when they believe them to be effective and convenient. The adoption of digital banking is positively correlated with security and privacy perceptions, underscoring the significance of trust in shaping user behaviour. The impact of digital banking was also found to be strongly positively correlated with awareness and usage levels, indicating that younger people are more likely to use digital banking platforms when they are more familiar with them. The study comes to the conclusion that digital banking is essential for improving financial accessibility and transaction efficiency among Cuddalore Town's young. Despite the fact that most respondents have favourable opinions of digital banking, user confidence is nonetheless impacted by worries about cybersecurity, fraud prevention, and privacy protection. In order to improve customer satisfaction and promote wider adoption, the findings highlight the necessity for banks and financial institutions to implement user-friendly digital services, strengthen security measures, and run awareness campaigns. The study adds to the expanding corpus of research on digital banking behaviour and offers insightful information to researchers, banking experts, and legislators who want to encourage young consumers' digital financial inclusion.

Keywords: Digital Banking, Youngsters, UPI Payments, Financial Technology, Banking Convenience, Security and Privacy, Digital Financial Inclusion.

Introduction

Digital banking has become a major breakthrough in the banking industry, changing how consumers receive and access financial services. The development of information and communication technology has made it possible to conduct financial transactions using digital platforms including digital wallets, internet banking, mobile banking, and Unified Payments Interface (UPI). Customers can conveniently make financial transactions at any time and from any location without having to visit a bank branch thanks to these services. As a result, digital banking has grown to be a crucial part of the contemporary financial system and is necessary for encouraging cashless transactions and financial inclusion.

Due to rising internet penetration, smartphone usage, and several government programs encouraging digital payments, India has seen a notable increase in the adoption of digital banking. People have been urged to switch from traditional banking techniques to digital financial services by initiatives like Digital India and the launch of UPI. This shift was expedited by the COVID-19 epidemic, as consumers favoured contactless transactions due to their convenience and safety. As a result, banks and other financial organisations have made significant investments in digital technologies to boost customer satisfaction and service effectiveness.

Review of Literature

In order to investigate the direct and indirect effects of internet banking on students' educational results, Hasan (2025) carried out a study titled Digital Banking and its Impact on Academic Performance of College Students. The

study used a quantitative research approach and used structured questionnaires to gather information from 150 college students. The results showed that students who use digital banking services on a regular basis have better control over their spending, less financial worry, and better planning abilities. The study also showed that students can concentrate more on their studies and tests when they are under less financial stress. The author came to the conclusion that digital banking greatly enhances academic achievement by encouraging

Naveen (2025**)** conducted a study on Digital Banking and its Role in Academic Stress Management among College Students. The study aimed to analyze how online banking influences students' financial anxiety and academic well-being. Using a quantitative research design, data were collected from 150 respondents through structured questionnaires. The findings showed that students who frequently use digital banking experience lower levels of financial stress and better emotional stability. Furthermore, reduced stress helped students improve concentration on studies and academic projects. The study concluded that digital banking supports academic performance by reducing stress and enhancing students' confidence in managing personal finances.

Sanjay and Karthika (2024**)** carried out a study titled Fintech Adoption and its Influence on Academic Performance of College Students. The study employed a survey method among 170 respondents to understand the impact of fintech services on students' financial behavior. The findings revealed that fintech services such as UPI, mobile wallets, and online banking provide greater convenience and reduce dependence on cash transactions. Students reported improved budgeting skills and better utilization of time saved through digital transactions. The authors concluded that fintech adoption indirectly enhances academic performance through effective time management and financial organization.

Arun and Meenakshi (2024) examined the Influence of Online Banking on Time Management and Academic Productivity of Students. The study used a descriptive research design and collected responses from 160 students. The findings indicated that digital banking significantly reduces the time spent on fee payments, bill settlements, and cash withdrawals. Students reported using the saved time for studying, assignment preparation, and academic participation. The authors concluded that online banking plays a crucial role in improving academic productivity by enhancing time management and reducing financial distractions.

Kumar and Devi (2023) conducted a study titled Digital Banking and Student Financial Management with the objective of examining the influence of digital banking on students' financial behavior. The study adopted a survey method and collected data from 180 college students. The findings revealed that digital banking services improved financial management, reduced transaction time, and enhanced convenience. The authors concluded that digital banking positively influences financial discipline and efficient money management among students.

Ramesh and Divya (2023) conducted a study titled Online Banking Usage and Academic Performance among Students with the objective of analyzing the impact of online banking services on students' academic activities. The study employed a descriptive research design and collected data from 150 respondents. The findings indicated that students using digital banking experienced lower financial stress and better time management. The study concluded that digital banking indirectly contributes to improved academic performance.

Priyanka and Suresh (2023) carried out a study titled Impact of Mobile Banking on Youth Financial Behavior with the objective of assessing how mobile banking influences spending and saving habits among youngsters. The study adopted a survey method and collected responses from 170 participants. The findings revealed that mobile banking promotes financial awareness and responsible spending behavior. The authors concluded that mobile banking enhances financial independence among youth.

Priya and Kannan (2022) conducted a study titled Cashless Economy and College Students' Lifestyle with the objective of examining students' preference for digital payment methods and their impact on daily routines. The study adopted a descriptive research design and collected data from 160 students. The findings showed that digital transactions improve convenience, reduce dependency on cash, and enhance financial planning. The study concluded that digital banking positively influences students' financial management and academic focus.

Joseph and Mary (2022) conducted a study titled Impact of Digital Payment Systems on Students' Academic Engagement with the objective of examining how online transactions influence students' learning behavior and academic focus. The study adopted a survey method and collected data from 180 students. The findings revealed that digital payment systems reduce financial anxiety and save time. The authors concluded that digital payments indirectly support better academic performance.

Priya and Raghav (2021) conducted a study titled Mobile Banking Adoption and Student Time Management with the objective of analyzing how mobile banking affects students' efficiency in managing academic and financial tasks. The study employed a survey method and collected data from 150 respondents. The findings revealed that mobile banking saves time and reduces financial stress. The study concluded that mobile banking indirectly enhances academic performance through improved time management.

Divya and Aravind (2021) conducted a study titled Fintech Adoption among College Students and Its Impact on Academic Focus with the objective of analyzing how fintech services affect students' financial behavior and study routines. The study employed a survey method and collected data from 160 respondents. The findings indicated that fintech services improve financial planning and reduce stress. The authors concluded that fintech adoption indirectly enhances academic performance.

Anitha and Mohan (2021) conducted a study titled Role of Digital Wallets in Student Financial Management and Academic Focus with the objective of assessing how digital wallet adoption impacts students' time management and financial behavior. The study employed a survey method and collected data from 160 respondents. The findings revealed that digital wallets reduce reliance on cash and improve transaction efficiency. The authors concluded that

digital wallets indirectly enhance academic performance by promoting financial discipline and better time management.

Shiva and Priya (2021) conducted a study titled Digital Banking and Student Time Optimization with the objective of examining how digital banking helps students manage financial tasks efficiently. The study collected data from 150 respondents. The findings revealed that digital banking saves time and reduces financial stress. The authors concluded that digital banking indirectly enhances academic performance through effective time management.

Ritu and Aravind (2021) conducted a study titled Cashless Payments and Academic Engagement among College Students with the objective of analyzing whether digital banking tools support students' academic focus. The study employed a survey method and collected data from 140 respondents. The findings revealed that students using cashless payments experience reduced financial stress and improved study engagement. The authors concluded that cashless payments indirectly enhance academic performance.

Nalini and Mohan (2021) conducted a study titled Impact of Mobile Banking on Student Financial Independence with the objective of analyzing how digital banking platforms influence students' autonomy in managing finances. The study employed a survey method and collected data from 150 respondents. The findings revealed that students developed better financial control and reduced financial anxiety. The study concluded that mobile banking supports financial independence and academic focus.

Farah and Iqbal (2021) conducted a study titled Effect of Digital Transactions on Students' Academic Motivation with the objective of examining whether cashless payments influence academic engagement. The study employed a survey method and collected data from 140 respondents. The findings revealed that digital transactions reduce financial worries and improve motivation toward studies. The authors concluded that digital banking positively affects academic performance.

Raghav (2021) conducted a study titled Youth Satisfaction toward E-Banking Services with the objective of examining satisfaction levels among young users. The study collected data from 170 respondents. The findings revealed high satisfaction with digital banking services due to convenience and speed. The study concluded that customer satisfaction encourages continuous usage of digital banking services.

Rebecca and John (2021) conducted a study titled Impact of Digital Payments on Students' Academic Lifestyle with the objective of analyzing whether cashless transactions support academic engagement. The study employed a survey method and collected data from 160 respondents. The findings indicated that digital payments save time and improve financial discipline. The authors concluded that digital banking indirectly enhances academic performance.

Sanjay and Priya (2021) conducted a study titled Role of Digital Banking in Improving Convenience among College Students with the objective of analyzing how online banking services influence students' daily financial management. The study collected data from 150 respondents. The findings revealed that digital banking improves convenience and reduces dependency on physical bank visits. The study concluded that digital banking enhances efficiency and academic focus.

Hari and Reena (2022) found that digital banking applications improve financial literacy and promote responsible financial behavior among youngsters. The study concluded that awareness and accessibility are major factors influencing digital banking adoption.

Hasan (2022) reported that online banking services reduce transaction costs and improve financial accessibility. The findings revealed that students perceive digital banking as a convenient and reliable financial tool.

Vignesh and Kavitha (2022) observed that digital banking enhances financial planning and budgeting practices among college students. The authors concluded that digital financial tools encourage responsible spending behavior.

Prakash and Nisha (2022) examined digital payment adoption among youth and found that convenience and ease of use significantly influence customer satisfaction. The study concluded that digital banking contributes to financial inclusion.

Rahul and Sneha (2023) found that digital banking services increase confidence in financial transactions and improve overall customer experience. The authors concluded that technological advancements positively influence adoption.

Karthik and Deepa (2023) analyzed mobile banking usage among college students and reported that digital banking improves transaction speed and efficiency. The findings suggested that mobile banking is becoming an essential financial tool among youth.

Mohanraj and Priya (2023) revealed that UPI-based transactions have significantly transformed payment behavior among youngsters. The study concluded that cashless transactions enhance convenience and financial accessibility.

Anand and Keerthana (2023) found that digital banking improves financial awareness and encourages savings behavior among young consumers. The authors concluded that digital banking supports long-term financial planning.

Ramesh and Lakshmi (2023) reported that security concerns remain one of the major challenges affecting digital banking adoption. The study emphasized the importance of strengthening cybersecurity measures.

Research Gap

The adoption of digital banking, mobile banking, fintech services, digital payment systems, and their impact on consumer satisfaction, financial behaviour, and financial inclusion have all been well studied in the literature. Prior research has mostly concentrated on elements like convenience, usability, security, trust, perceived utility, and technological adoption among college students and general banking clients.

There are still a number of research gaps, though. First, whereas semi-urban and rural areas like Cuddalore have received less attention, the majority of research have

focused on the adoption of digital banking in developed regions and metropolitan areas. Second, a lot of research has focused on specific facets of digital banking, such customer happiness, the adoption of mobile banking, or the use of digital payments, without looking at how these factors collectively affect young people's banking experiences and financial behaviour. Third, despite being one of the most active users of digital banking services and contributing significantly to the digital revolution of financial services, relatively few research have explicitly examined young people.

Additionally, the relationship between ease, security and privacy perception, awareness and usage level, and the overall impact of digital banking among young people has not received much empirical support from prior studies. Understanding how these elements work together to affect young consumers' experiences, attitudes, and usage patterns is crucial as digital banking technology continue to advance quickly.

Objectives of the Study

The study's main goals are:

To investigate how young people are affected by the ease of digital banking.

To examine how young people's perceptions of security and privacy relate to the effects of digital banking.

To evaluate the relationship between awareness & utilisation level and impact of digital banking among youth.

Hypotheses of the Study

H_{01}: There is no significant relationship between convenience of digital banking and its impact among youth.

H_{02}: There is no significant relationship between security & privacy perception and impact of digital banking among youth.

H_{03}: There is no significant relationship between awareness & usage level and impact of digital banking among youth.

Conceptual Framework

The conceptual framework of the study explains the relationship between the independent variables and the dependent variable. The study assumes that youngsters' perception and adoption of digital banking are influenced by factors such as convenience, security and privacy perception, and awareness and usage level. These factors collectively determine the overall impact of digital banking among youngsters.

Independent Variable

- Convenience
- Security and Privacy Perception
- Awareness and Usage Level

Dependent Variable

- Impact of Digital Banking Among Youngsters

The framework proposes that higher levels of convenience, stronger security perception, and greater awareness and usage of digital banking services positively influence the overall impact of digital banking among youngsters.

Research Methodology

In order to investigate the effects of digital banking on young people in Cuddalore District, this study used a descriptive research design. Convenience sampling was used to gather primary data from 100 respondents using a standardised questionnaire. Journals, books, and internet resources were used to collect secondary data. The data was analysed using Pearson Correlation Analysis and Percentage Analysis.

Research Design

The study adopted a **descriptive research design** to examine the impact of digital banking among youngsters in Cuddalore District.

Sources of Data Collection

Both primary and secondary data were used.

Primary Data

Primary data were collected directly from the respondents through a structured questionnaire. The questionnaire was distributed to 100 youngsters in Cuddalore District. The collected responses were used for statistical analysis and interpretation.

Secondary Data

Secondary data were collected from books, research journals, articles, websites, and published reports related to digital banking. These sources provided theoretical support and background information for the study.

Sampling Technique

The study used the **Convenience Sampling Technique** to select the respondents.

Sample Size

The sample size for the study consisted of **100 youngsters** from Cuddalore District.

Period of Study

The study was conducted from January 2026 to March 2026.

Statistical Tools Used

- Percentage Analysis
- Pearson Correlation Analysis

Data Analysis and Interpretation

Demographic Profile of Respondents

Gender Distribution

Out of the total respondents, 60% were male and 40% were female. This indicates that male respondents constituted the majority of the sample. Both genders actively participated in the study on digital banking.

Age Distribution

The age distribution analysis revealed that **45% of the respondents belonged to the 18–21 years age group**, followed by other age categories. This indicates that younger

respondents form the major portion of the sample. The findings suggest a higher adoption of digital banking among youth.

The findings suggest a higher adoption of digital banking among youth.

Course of Study

The course-wise distribution analysis revealed that B.Com students constituted 40% (40 respondents) of the sample, followed by BBA students with 30% (30 respondents), B.Sc students with 20% (20 respondents), and other courses with 10% (10 respondents). This indicates that B.Com students formed the majority of the respondents.

The findings show that students from various academic disciplines actively use digital banking services.

Year of Study

The year-wise distribution analysis revealed that respondents belonged to different years of study. The majority of the respondents were from a particular year, indicating higher participation in the study.

This shows that students across all years actively use digital banking services.

Factors Influencing digital banking among youngster

Awareness and Usage Level Factors

The study revealed that youngsters demonstrated a high level of awareness and usage of digital banking services.

• 42% agreed that they were well aware of various digital banking services.
• 45% agreed that they frequently used mobile banking and UPI applications.
• 38% agreed that they were familiar with the features and benefits of digital banking.
• 40% agreed that digital banking services helped them perform transactions efficiently.
• 43% agreed that regular usage of digital banking improved their financial management practices.

These findings indicate that youngsters possess a considerable level of awareness regarding digital banking services and actively utilize them for financial transactions.

Security and Privacy Perception Factors

The study revealed that youngsters had positive perceptions regarding the security and privacy aspects of digital banking services.

• 41% agreed that digital banking platforms provide secure financial transactions.
• 39% agreed that their personal information is adequately protected while using digital banking services.
• 37% agreed that digital banking applications have effective security features to prevent fraud.
• 40% agreed that they trust digital banking systems for carrying out financial transactions.
• 38% agreed that privacy protection measures increase their confidence in using digital banking services.

These findings indicate that security and privacy perceptions play a crucial role in influencing the adoption and continued usage of digital banking among youngsters.

Impact of Digital Banking Among Youngsters Factors

The study revealed that digital banking has a significant impact on the financial activities and banking experiences of youngsters.

• 44% agreed that digital banking provides greater convenience in conducting financial transactions.
• 42% agreed that digital banking saves time and reduces the need to visit bank branches.
• 40% agreed that digital banking improves financial management and budgeting practices.
• 38% agreed that digital banking enhances accessibility to banking services anytime and anywhere.
• 43% agreed that digital banking increases overall satisfaction with banking services.

These findings indicate that digital banking positively influences the financial behavior of youngsters by improving convenience, accessibility, efficiency, and customer satisfaction.

Convenience of Digital Banking Factors

The study revealed that convenience plays a significant role in influencing youngsters' adoption and usage of digital banking services.

• 42% agreed that digital banking allows them to perform transactions anytime and anywhere.
• 45% agreed that digital banking saves time compared to traditional banking methods.
• 38% agreed that digital banking provides quick and easy access to banking services.
• 40% agreed that digital banking reduces the need to visit bank branches.
• 43% agreed that digital banking offers greater flexibility in managing financial activities.

These findings demonstrate that the convenience of digital banking positively influences its adoption among youngsters by providing accessibility, flexibility, and time-saving benefits.

Correlation Analysis

Correlation analysis was used to examine the relationship between the study variables. Pearson Correlation Analysis helped determine the strength and direction of the relationship between the factors influencing digital banking and its impact among youth.

Relationship Between Convenience of Digital Banking and Its Impact Among Youth

Correlation analysis was used to examine the relationship between the convenience of digital banking and its impact among youth. The correlation coefficient between convenience of digital banking and impact among youth was found to be **r = 0.440** with a **p-value of 0.000**.

Since the p-value is less than 0.01, the null hypothesis was rejected and the alternative hypothesis was accepted.

Table 1

Variable	r value	P value	Result
Convenience of Digital Banking &	0.440	0.000	Significant Positive

Impact of DigitalBanking among Youth			Relationship

SOURCE: Primary Data

INFERENCE

The p-value is **0.000**, which is less than **0.01**. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

INTERPRETATION

The correlation coefficient indicates a **moderate positive relationship** between the convenience of digital banking and its impact among youth. This implies that as the convenience of digital banking increases, its positive impact on youngsters also increases. Since the relationship is positive and statistically significant, the study concludes that convenience is an important factor influencing the impact of digital banking among youth. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected.

Relationship Between Security & Privacy Perception and Impact of Digital Banking Among Youth

Correlation analysis was used to examine the relationship between security and privacy perception and the impact of digital banking among youth. The correlation coefficient between security and privacy perception and impact of digital banking among youth was found to be **r = 0.351** with a **p-value of 0.000**.

Since the p-value is less than 0.01, the null hypothesis was rejected and the alternative hypothesis was accepted.

Table 2

Variable	**r value**	**P value**	**Result**
Security & Privacy Perception & Impact of Digital Banking among Youth	0.351	0.000	Significant Positive Relationship

SOURCE: Primary Data

INFERENCE

The p-value is **0.000**, which is less than **0.01**. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

INTERPRETATION

The correlation coefficient indicates a **moderate positive relationship** between security and privacy perception and the impact of digital banking among youth. This implies that youngsters who perceive digital banking services as secure and trustworthy are more likely to experience a positive impact from using digital banking. Since the relationship is positive and statistically significant, the study concludes that security and privacy perception significantly influence the impact of digital banking among youth. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected.

Relationship Between Awareness & Usage Level and Impact of Digital Banking Among Youth

Correlation analysis was used to examine the relationship between awareness and usage level and the impact of digital banking among youth. The correlation coefficient between awareness and usage level and impact of digital banking among youth was found to be **r = 0.425** with a **p-value of 0.000**.

Since the p-value is less than 0.01, the null hypothesis was rejected and the alternative hypothesis was accepted.

Table 3

Variable	**r value**	**P value**	**Result**
Awareness & Usage Level & Impact of Digital Banking among Youth	0.425	0.000	Significant Positive Relationship

SOURCE: Primary Data

INFERENCE

The p-value is **0.000**, which is less than **0.01**. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

INTERPRETATION

The correlation coefficient indicates a **moderate positive relationship** between awareness and usage level and the impact of digital banking among youth. This implies that youngsters who possess greater awareness and frequently use digital banking services are more likely to experience positive outcomes from digital banking. Since the relationship is positive and statistically significant, the study concludes that awareness and usage level significantly influence the impact of digital banking among youth. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected.

Discussion

The present study identified that digital banking has become an essential part of youngsters' daily financial activities. Most respondents frequently used mobile banking, UPI applications, internet banking, and digital payment platforms for conducting financial transactions. Respondents acknowledged that digital banking provides convenience, saves time, improves financial management, and reduces the need to visit bank branches.

The findings support earlier studies by researchers who concluded that convenience, accessibility, and technological advancement significantly influence digital banking adoption among young consumers. The results also indicate that security and privacy perceptions play an

important role in building trust and encouraging continuous usage of digital banking services.

At the same time, some respondents expressed concerns regarding security risks, technical errors, and network issues while using digital banking platforms. These concerns suggest that banks and financial institutions should strengthen security measures and improve service reliability to enhance user confidence.

The statistical findings of the present study revealed significant positive relationships between convenience, security and privacy perception, awareness and usage level, and the impact of digital banking among youth. Pearson correlation analysis confirmed that all three factors significantly influence the overall impact of digital banking among youngsters.

The study therefore suggests that the successful adoption of digital banking depends on convenience, security, user awareness, and effective utilization of digital financial services. Enhancing these factors can further promote digital banking adoption and improve the overall banking experience among youth.

Major Findings

- Male respondents constituted the majority of the study participants.
- Most respondents belonged to the 21–23 years age category.
- A majority of the respondents were pursuing undergraduate courses.
- Most youngsters demonstrated a high level of awareness regarding digital banking services.
- Mobile banking and UPI applications were the most frequently used digital banking services among respondents.
- Respondents agreed that digital banking provides convenience and saves time in conducting financial transactions.
- Many respondents believed that digital banking helps in tracking expenses, managing budgets, and improving saving habits.
- Security and privacy perceptions were found to influence youngsters' confidence in using digital banking services.
- Some respondents expressed concerns regarding security risks, technical errors, and network-related issues.
- The influence of digital banking on young people and its convenience was found to be significantly positively correlated by Pearson Correlation Analysis.
- A Pearson Correlation Analysis showed a strong positive correlation between young people's perceptions of security and privacy and the effects of digital banking.
- The impact of digital banking among young people was found to be significantly positively correlated with awareness and usage level, according to Pearson Correlation Analysis.

Suggestions

- Banks should conduct awareness programs to educate youngsters about the benefits and safe usage of digital banking services.
- Financial institutions should strengthen security and privacy measures to enhance users' trust and confidence.
- Digital banking applications should be designed with user-friendly features to improve accessibility and convenience.
- Banks should provide regular guidance on fraud prevention and cybersecurity practices.
- Efforts should be made to improve internet connectivity and reduce technical issues affecting digital transactions.
- Educational institutions can promote digital financial literacy among students to encourage responsible usage of digital banking services.

Implications of the Study

Academic Implications

By offering actual data on the factors impacting its uptake and usage, this study adds to the body of knowledge already available on digital banking among youth. Future studies in financial technology and consumer behaviour will benefit from the findings, which also improve our understanding of digital banking activity.

Practical Implications

The study helps banks and financial institutions understand the preferences and expectations of young users. The findings can be used to improve digital banking services, enhance security measures, and develop effective awareness programmes.

Social Implications

The study highlights the importance of digital banking in promoting financial inclusion and a cashless economy among youngsters. It also emphasizes the need for secure and responsible usage of digital financial services to build trust and confidence among users.

Limitations of the Study

- The study's sample size of 100 respondents may not accurately reflect all children.
- The use of convenience sampling may have an impact on how broadly applicable the results are.
- The study was limited to a certain region and concentrated only on a few variables affecting the use of digital banking.
- Self-reported replies, which could be biased, were the basis for the conclusions.
- The research's breadth and depth were constrained by time and budget limitations.

Scope for Future Research

- To increase the findings' generalizability, larger sample sizes could be used in future research.
- Researchers can examine how young people from various geographic areas adopt and use digital banking.
- Future research may look at how new technologies like fintech and artificial intelligence affect the use of digital banking.
- More research can be done on how financial literacy and demographic characteristics influence digital banking activity.
- For more in-depth analysis, sophisticated statistical methods including factor analysis, regression analysis, and structural equation modelling (SEM) may be used.
- To understand variations in the use of digital banking, comparative studies between students, working professionals, and other age groups might be carried out.

Conclusion

Young people now consider digital banking to be a practical and effective financial solution. According to the study, the majority of participants favour digital banking because of its simplicity of use, speed, and accessibility. The results showed that the impact of digital banking is greatly influenced by ease, security and privacy, and awareness. Users' perceptions and acceptance of digital banking services are significantly influenced by these aspects.

Overall, the study finds that young people's banking experiences have been improved by digital banking. Its adoption and efficacy can be further increased by ongoing advancements in security, user awareness, and technological innovation.

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