

Modern Marketing in Digital ERA Consumer Electronics in the Field of Banking and Finance

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Abstract

Digitalization means a paperless transactions and usage of technology in the field of Banking, finance and corporate bodies. Create a easy mode of operations within less time usage and make customer to feel more satisfied.

In this research an analysis about usage of plastic money, Net Banking and Online Transactions its benefits and drawbacks are focused.

Digitalization enables to increase the productivity and gives the strength to any economy to manage with fast growing competitions. Its impact in the field of banking and finance enables the customers to have their transactions within no time and also an easy and direct access to their accounts, it helps in reducing congestion in bank work.

Digitalization – Cash less transactions not only makes easy transactions but also helps in getting authenticated and formal transactions which serve as a documentation. It helps to curb corruption and the flow of black money which results in an increased economic growth. The expenditure incurred in printing and transportation of currency notes is also reduced.

Digitalization is much needed because cost associated with accounting and handling cost is very high. Risk of theft can also be reduced and along with that government need to keep an alert regarding online scam and identify theft incidents. Digitalization also helps in reducing the germs transformation.

Introduction

Digitalization refers to electronic mode of Financial and Banking operations. It is popularly identified as paper less transactions. It is most needed in the field of Banking, Finance, Corporate bodies and Business Entities. This digitalization is most needed so as to meet the international transactions and standards.

The main objective of the analysis is to know how digital era is bringing changes in money flow in the economy and how beneficial towards the economic improvement. Because of digitalization government can get direct financial data which helps in framing better financial plans and policies regarding developmental activities, Improvement and Innovations in the field of energy, management, housing and transportation.

Steps towards Digitalization

India's emerging financial policies like Pradhan – Mantri- Jan- Dhan Yojana shows the qualitative results of digitalization, where in a public can have Direct access to insurance, credit and pension facilities and channelizing of all government benefits directly into the beneficiaries through their bank accounts. In addition the RBI has introduced UPI (Unified Payment Interface) in order to encourage digital money transfers, where in the person with a valid Bank Account can transfer funds and make payments without waiting for crucial bank or credit/debit card information. Financial policy makers are looking at UPI as a critical financial inclusion tool, which can bring greater success for the concept of Digitalization and make cashless transaction as one of the popular model. It has potential to up bring the financial sector to the next level.

With the increase in smart phone users, internet users, the Digital India focuses on payment infrastructure and ease banking transactions. The government has outlined its vision in this regard and highlighted three core areas namely – setting up of proper infrastructure facility to each and every citizens, provision of services on demand and governance and lastly digital empowerment of the citizens. The government has already allocated INR 10000 crores towards the project of Digital India. It also planned to launch a Digi Gaon initiative which will provide tele medicines, education and skills through digital technology, there by full filling all goals of Digital India.

In India we have 47% Unbanked population. Digital platforms are likely to deliver financial services to both the unbanked and under-banked population, especially in rural/ remote regions, at a low cost and subsequently increase digital financial access among the country's population. It could also give banks an opportunity to spread the costs or investments in technology over a much larger base and increase the utilization of existing technology.

Impact of Digitalization in Banking and Finance (SBI)

Digitalization in US resulted in 0.1% increase in GDP (2011-2015) with an amount of US\$296 savings and in Singapore savings up to S\$400 with an increase in GDP up to 0.1%, which inspired the countries like India to introduce Digitalization.

At present one can see the major changes happening in the field of Banking sector through net banking, online payments like Phone pe, google pay, RTGS. NBFT etc. In union Budget Finance Minister Smt. Nirmala Sitaraman announced steps to promote digital transactions.

SBI announced waiver off service charges for RTGS (Real Time Gross Settlement), NEFT (National Electronic Fund Transfers), and YONO (You Only Need One) App from 1st of July 2019. The country's Largest Lender IMPS – Immediate Payment Services waived off charges from August 1st 2019.

Waiving off the aforementioned charges is aimed at giving a boost to the movement of digital funds and attract the customer to the digital transactions.

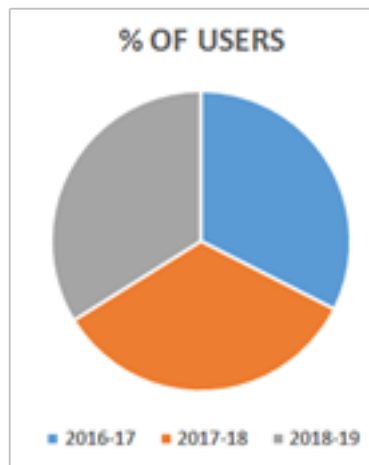
Statistics

State Bank of India has largest network in India with 22010 Branches and an ATM/CDM network of over 58000. In this Bank there are more than 6 crores Net Banking Users and 1.41 crores Mobile Banking Services. By latest Banks have reduced 20% charges for NBFT and RTGS.

There are 25 million users of Google pay in India (every month transactions) and 1.2 million business on platform. 100 million users of phonepe and consistent growth is seen as per recent survey.

251 million users of Electronic Banking Transactions, 1.4 billion credit card users and 3.3 billion users of Debit card users can be noticed. India's digital lending stood at US\$75 billion in Financial Year 18 and is estimated to reach US\$1 trillion by Financial Year 2023 driven by the fivefold increase in digital disbursement.

| Electronic (Digital) Banking Users | | | |
|------------------------------------|---------|---------|---------|
| Year | 2016-17 | 2017-18 | 2018-19 |
| % of Users | 88.9 | 92 | 92.6 |



Digitalization and Economic Growth

The report of central theme of the recent report on Economic outlook for Southeast Asia, China and India' indicates that ICT (information and communication technology) services embodied in manufacturing and services account for a considerable increase in the value of exports from China, India and other Asian nations.

Improved telecom and Internet penetration, availability of skilled manpower for providing IT services, entrepreneurship exhibited in building ICT start-ups, along with government embracing ICT in its operations and services are enabling India to play a significant role in the digital economy.

The digitisation embodied in manufacturing and services improves efficiency, total factor productivity, spill-over effects, transparency and accountability. For example, e-commerce has improved logistics and supply chains; digital payment services have provided flexibility and transparency; digital identification services have enabled de-duplication and prevention of fraud; and digital learning platforms have augmented literacy. Though India pioneered offshore IT services to contribute to exports worth \$150 billion, it is this wave of digitisation that has brought ICT services to the domestic market at large.

Conclusion

Digitalization is much needed for developing countries like India because of increase in working population and growth in earning capacity which is creating Demand for it. Mobile banking, Net Banking and extension services at ATMs are improving operational efficiency. Digitalization in the field of Banking and Finance is creating healthy business fundamentals and development of industries.

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