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Role of Demographic Factors in the usage of Digital Banking Services An Empirical Analysis

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ABSTRACT

Purpose: The study aims to analyse the impact of demographic factors (age, gender, income, education, marital status, domicile, and duration of usage) on the usage of digital banking services. Generally, the demographic data are considered relevant as the organisations plan their business activity according to the perspective of the demographics of the people.

Design/Methodology/Approach: The study is empirical in nature and is based on the analysis of primary data from the respondents of public and private sector banks. A total of 637 responses were selected as a sample comprising respondents from the users of Public (347) and Private (290) sector banks. The data for the study is collected via a questionnaire, which contains questions about demographic factors (age, gender, monthly income, education, marital status, domicile, and work experience). The collected data is presented in the form of figures and tables to provide an enhanced understanding of the results.

Findings: From the analysis it can be concluded that a greater number of male members are using digital banking services in the public sector and more female members are using in the private sector banks. Further, it is also observed that three-fourths of respondents who are making use of digital banking services are less than 50 years of age. It is also observed that the higher the level of education, the higher is the level of usage of e-banking services by the customers of both the public and private sector banks. The maximum number of respondents using digital services in both public and private sector banks are from urban areas and are married.

Originality/Value: The findings of the study will help to understand the customer perceptions towards the digital banking services of commercial banks. The findings of this study will be helpful to the policymakers in the banking sector.

Paper Type: Empirical Research Paper

KEYWORDS: Demographic Factors | E-banking | Consumer Satisfaction | Digital Banking Services

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Introduction

In an era marked by digital transformation, the landscape of financial services has witnessed a paradigm shift, with digital banking emerging as a cornerstone of modern financial interactions. The widespread adoption of digital banking services presents a pivotal junction where socio-economic demographics intertwine with consumer behaviour preferences and satisfaction. Understanding this interplay between demographic factors and the uptake of digital banking services becomes imperative for financial institutions aiming to cater to diverse consumer segments.

This study embarks on a comprehensive exploration to unravel the intricate connections between demographic characteristics and the utilization of digital banking services. By delving into the socio-economic profiles encompassing age, gender, income, education, marital status, domicile, occupation, and work experience, the aim is to dissect the underlying trends that delineate consumer behaviour in the realm of digital banking.

Review of Literature

A range of studies have explored the influence of demographic factors on the usage of digital banking services. Merhi et al., (2021) found that age and gender significantly moderate consumer intentions and use of mobile banking services, with variations between Lebanese and British respondents. Lohana, (2021) identified age, education, occupation, and income as significant factors in the usage of digital payment methods in India, particularly during the post-demonetization period. Chawla, (2017) extended this by including additional moderator variables such as qualification, experience, and marital status, and found that these factors also play a role in mobile banking adoption. Finally, Conrad, (2019) highlighted the impact of socio-economic and demographic factors on the demand for digital access to financial services, particularly in rural areas with an older population and lower education levels. These studies collectively underscore the importance of considering a range of demographic factors in understanding the usage of digital banking services.

Research Gap

The current landscape lacks comprehensive empirical research that rigorously examines the intricate relationship between demographic factors and the adoption of digital banking services within the specific context of the studied area. Existing studies often provide limited insights into isolated demographic dimensions, overlooking the holistic interplay among multiple socio-economic factors influencing e-banking usage patterns. Furthermore, while assumptions exist about the influence of demographics on digital banking, empirical validation or refutation of these assumptions is limited, creating a gap in empirical evidence to guide strategic decisions for banks and financial institutions. Closing this gap through a nuanced analysis of diverse demographic dimensions' impact on e-banking adoption and usage is crucial for informed decision-making and strategic planning aboutthe digital banking sector in the digital financial sector.

Statement of the Problem

The boom in the adoption of digital banking services has transformed the financial landscape. However, understanding the nuanced interplay between demographic factors and e-banking usage remains a crucial challenge for bankinginstitutions. While demographic characteristics such as age, gender, income, education, domicile, occupation, marital status, and work experience are believed to influence consumer behaviour in digitalbanking, thereis a dearth of comprehensive empirical analysis delineating these relationships within the specific study area.

Research Questions

1. How do demographic factors including age, gender, income, education, domicile, occupation, marital status, and work experience, influence the utilization patterns of digital banking services within the sampled population across Public and Private sector banks?
2. What are the distinct preferences and behaviour exhibited by different demographic segments in their adoption and usage of digital banking services?

Research Objectives

1. To investigate the influence of age, gender, income, education, marital status, domicile, and work experience and influence their propensity towards e-banking services.
2. To Understand and quantify the usage patterns of e-banking services among different demographic segments.
3. To examine the disparities in e-banking utilization between public and private sector banks.

Sources of Data

Data is collected from both the primary source and secondary sources.

(a) Primary Data:

Primary data is mainly collected with the help of a questionnaire from respondents who are users of digital services of the banks by circulating a Google form among the population.

(b) Secondary Data:

Based on a review of various studies, the secondary data is collected from published and unpublished records, websites, manuals, booklets, journals, magazines, etc.

Sample:

The convenience sampling method was applied to select the respondents. The questionnaire was first circulated to known people through Google form, and they were requested to further circulate among their friends. After screening the responses a total 637 responses were final selected as samples comprising respondents from the users of Public (347) and Private (290) sector banks. The data for this analysis has been collected through Part A of the questionnaire, which contains questions on demographic factors and usage habits. Therefore, it was decided to use these 637 responses as the sample size of this study, and further analysis was carried out using these responses only.

Analysis of Demographic variables:

This will help the business organizations to identify the nature and behaviour of the people from different dimensions, to plan for effective market planning and product/service design to customize the products and services according to the needs of the demographics. Further, business organizations can plan their future business from the perspective of the demographics of the population. Generally, the demographic data is considered for the said purpose on the following variable, such as:

a) Gender
b) Age range
c) Occupation
d) Monthly Income
e) Educational Qualification
f) Domicile Area
g) Marital Status
h) Experience

Among the eight social and demographic variables, gender explains more variance inthe role attitudes than any other one and conditions the effects on the attitudes of social class, family size, and choice of selection. More specifically the objective of this paperis to understand the role of demographic factors (age, gender, monthly income, education, marital status, domicile, and work experience) in determining usage trends of e-banking services in the selected area of the study. It presents an empirical analysis covering 637 sample respondents from the Public (347) and Private (290) sector banks. The data for this analysis has beencollected through Part A of the questionnaire, which contains questions on demographic factors.

(a) Gender of the Respondents:

Gender disparities in access to economic resources, including credit, land, and economic power-sharing, directly affects women's potential for achieving the kind of economic autonomy they need to provide a better quality of life for themselves and their dependents.

The respondents were classified based on gender into three categories. The respondents were asked to select from 3options (Male, Female, and Transgender). Of the 637 sample respondents, 337 are male, and 300 are female. There are only 2 respondents who belong to the transgender category found in the collected data. Still, they were not using the e-banking services and hence did not get included in the data analysis. Table 1 presents a graphical representation of the sample respondents' gender.

Table 1: Gender Profile of the Respondents

Gender		Type of Bank		
		Public Sector	Private Sector	Total
Male	Count	193	144	337
	% within the Type of banks	55.6	49.7	52.9
Female	Count	154	146	300
	% within the Type of banks	44.4	50.3	47.1
Total	Count	347	290	637
	% within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey.

It can be seen from the data in Table 1 that 52.9 percent of the respondents belong to the male categoryand 47.1 percent belong to the female category. In the public sector banks, 55.6 percent of the respondents are male, and 44.4 percent are female. In the private sector banks, 49.7 percent of the respondents are male, and 50.3 percent are from the female category. From the foregoing analysis, it can be concluded that a greater number of male members are using the digital banking services in the public sector banks and more female members are using the private sector banks. This trend may be because the private sector banks take more care, and the female account holders are attracted to their services. It can also be viewed in Figure 1.

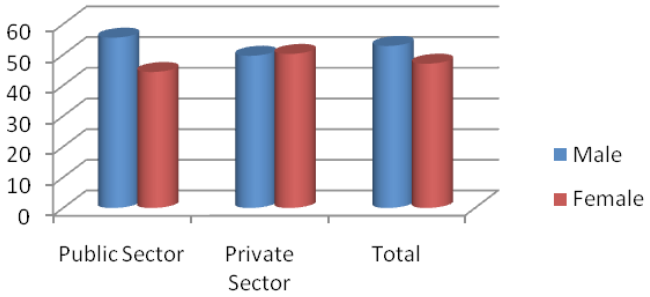

Figure 1: Gender-wise and Sector-wise Respondents

(b) Age of the Respondents:

The distribution of population by age is the most fundamental demographic characteristic of the population as well as demographic statistics. It plays an important role in the development of any society. The economic and cultural life of society critically depends upon the age structure of the population. Thus, age is a more complex characteristic than that of gender.

In the present study, the sample respondents were grouped into four categories depending on their age. The age-wise classifications in years are 21-30, 31-40, 41-50, 51-60, and above 60years of age. Table 2 presents the age-wise profile of the sample respondents of the study.

Table 2: Age-wise Classification of the Sample Respondents

Age Range		Type of Bank		Total
		Public Sector	Private Sector	
21-30 years	Count	71	100	171
	% within the Type of banks	20.5	34.5	26.8
31-40 years	Count	99	90	189
	% within the Type of banks	28.5	31.0	29.7
41-50 years	Count	80	62	142
	% within the Type of banks	23.1	21.4	22.3
51-60 years	Count	62	26	88
	% within the Type of banks	17.9	9.0	13.8
>60 years	Count	35	12	47
	% within the Type of banks	10.0	4.1	7.4
Total	Count	347	290	637
	% within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey

It can be observed from Table 2 that a large number of the total respondents (29.7%) is from the age group of 31-40 years, followed by 26.8 percent in the age group of 21-30 years and 22.3% in the age group of41-50 years. In the case of PSU Banks, the highest number of respondents are from the age group of 31-40(28.5%) followed by 23.1 percent in the age group of 41-50 years. In the case of Private Banks, 34.5 percent of the respondents are from the age group of 21-30 followed closely by 31 percent of the respondents in the group of 31-40 years.

On observation of the data, it may be concluded that the majority of respondents (78.8%) are below the age of 50 years and are making use of digital banking services. Further, the sector-wise classification of the data shows that the proportion of respondents who are below 50 years of age in PSU banks is 72.1 percent in private sector banks, it is 86.9 percent. This indicates that relatively younger people are using the digitalbanking services offered bythe banks,particularly the private sector banks due to their more attention towards customer care.Figure2 Shows the Age-wise Classification of the Sample Respondents.

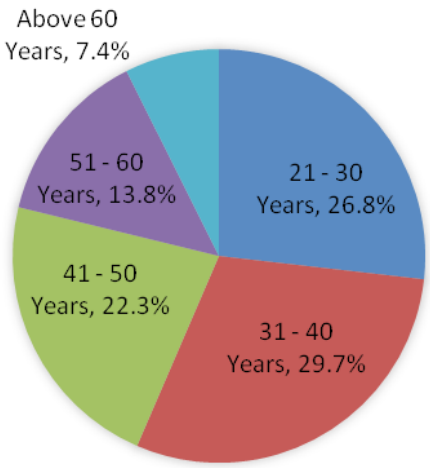

Figure 2: Age band-wise classification of the Sample Respondents.

Figure 2 shows the age groups-wise responses by highlighting with different colors.

(c) Occupation of the Respondents:

Occupation of the respondents is an important variable to explain the amount of participation in an activity. In the present survey, it was included as one of the items in the questionnaire. As the occupation has direct relevance to banking habits, the responses to this item are very important. The sample respondents were classified into seven categories,viz Government Employees,Private Employees, Professionals, Businessmen, Housewives, Students, and Others. Table 3 presents the distribution of data concerning the occupation of the sample respondents.

Table 3: Occupation of the Sample Respondents

		Type of Bank		
		Public Sector	Private Sector	Total
Govt. Employee	Count	111	26	137
	% within the Type of banks	32.0	9.0	21.5
Private Employee	Count	97	178	275
	% within the Type of banks	28.0	61.4	43.2
Professional	Count	31	22	53
	% within the Type of banks	8.9	7.6	8.3
Business	Count	04	16	20
	% within the Type of banks	1.2	5.5	3.1
Housewife	Count	04	18	22
	% within the Type of banks	1.2	6.1	3.5
Student	Count	58	24	82
	% within the Type of banks	16.7	8.3	12.9
Others	Count	42	06	48
	%within the Type of banks	12.1	2.1	7.5
Total	Count	347	290	637
	% within the Type of banks	100.0	100.0	100.0

Source: Compiled from the collected data through Survey.

It can be seen from Table 3 that 43.2 percent of the respondents are from the category of private employees, followed by 21.5 percent who are government employees and 12.9 percent from thestudents' category. It is also observed from the data in Table 3.3 that the largest group of respondents (32%) followed closely by government employees with 28%. The total number of respondents from both the government employees and the private employees' categories put together in the Public Sector banks is 60%. The highest percentage (61.4%) of respondents belonging to the private sector banks are from the category of private employees. Therefore, it can be inferred that the private sector employees prefer the private sector banks more than the govt. employees prefer public sector banks. From the foregoing inference, it can be said that because of the personalized services provided by the private banks, many people might have opted for them. On the other hand, the reason for more government accounts is mostly kept with the PSU banks.Figure 3 presents occupation-wisesample respondents of the study.

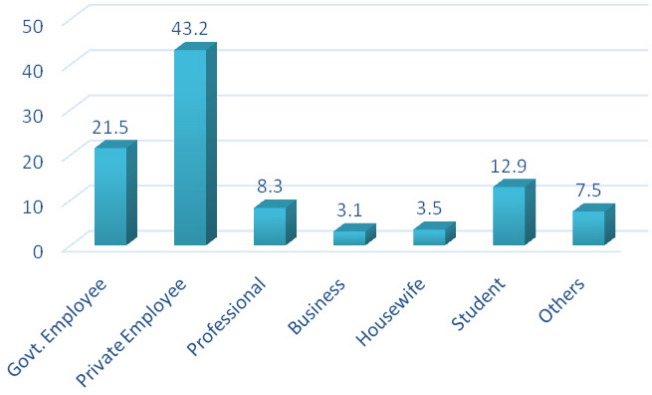

Figure-3: Occupation Profile of the Respondents

The data in the figure 3 shows the occupation-wise profile of the sample respondents of the study.

(d) Monthly Income:

Dickson, (2000) in his study suggests that income and education levels are especially relevant in explaining the use of e-banking services and other technological devices. The adoption of home Internet services involves several costs, both in terms of the financial resources and skills needed for the use of new technologies. Further, a study by Trocchia and Janda, (2000) revealed that income and education tend to be positively related to innovation approval. The people between 26 and 45 years of age are more in number in categories of higher income, higher occupational positions, and higher educational qualifications (Morris &Venkatesh, 2000).

Another study by Rogers, (2003) showed that demographic attributes play an important role in predicting adoption and that economic status (income) is highly correlated to initial adoption. Choudrie and Dwivedi, (2005) confirmed that the economic status of individuals influences their ability to own and then use a technology. Therefore, it can be said that there is a relationship between income and the adoption of e-banking.

In the present analysis, income.The data was arranged into the following categories, i.e., up to Rs. 25,000, Rs. 25,001 - Rs. 50,000, Rs. 50,001 - Rs. 1,00,000, Rs. 1,00,001 - Rs. 5,00,000 and above Rs. 5 lakhs. The income category of the respondents is shown in Table 4.

Table 4: Monthly Income of the Respondents

Monthly Income Slab		Type of Bank		Total
		Public Sector	Private Sector	
Upto Rs. 25000	Count	109	98	207
	% within the Type of banks	31.4	33.8	32.5
Rs. 25001 - Rs. 50000	Count	58	58	116
	% within the Type of banks	16.7	20.1	18.2
Rs. 50001 - Rs. 100000	Count	70	50	120
	% within the Type of banks	20.2	17.2	18.8
Rs. 100001 - Rs. 500000	Count	73	70	143
	% within the Type of banks	21.0	24.1	22.5
Above Rs. 5 Lakhs	Count	37	14	51
	% within the Type of banks	10.7	4.8	8.0
Total	Count	347	290	637
	% within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey

Table 4 shows the data on the income-wise distribution of the sample respondents of the study. It can be seen from the data that the highest number of respondents (32.5%) is in the income slab of Rs. 25,000 or less.This is followed by 22.5% of respondents who are in the income slab of Rs. 1,00,001– Rs. 5,00,000. Further, the respondents in the income slab of Rs. 50,001 - Rs. 1,00,000 and the respondents from the income slab of Rs. 25,001 - 50,000 are 18.8 and 18.2 percent respectively. In the public sector banks, the highest percentage of respondents (31.4%) are in the income slab of up to Rs. 25,000. Similarly, in the private sector, the highest number of respondents stood at 33.8 percent, who are in the slab of up to 25,000, which is followed by 24.1 percent in the income slab of Rs. 1,00,001 – Rs. 5,00,000.

It is evident from the data in Table 4 that income slabs up to Rs. 25,000, and the slab of Rs. 1,00,001 to Rs. 5,00,000 have a larger number of respondents in both public and private sector banks. The data also prove that 68.3 percent of the respondents from PSU banks, and 71.2 percent from private sector banks have an incomeofless than Rs. 1,00,000. Figure 4 shows the income profile of the respondents in the following diagram.

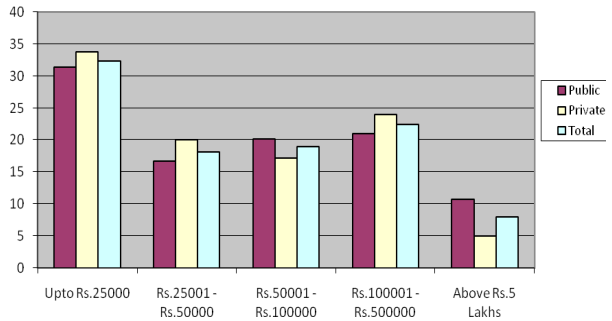

Figure 4: Monthly Income of the Respondents

From Figure 4, it can be observed that the monthly income was divided into five different categories as per the income level. Thehighestnumberofrespondents was from the income category of upto Rs. 25,000.

(e) Qualification of the Respondents:

More often than not there are clear differences in opinion between respondents with a different educational level. Moreover, educational level generally asked as 'the highest level of education completed' is quite often used as a proxy for income. Among the various demographic factors, the most attention is the education of the respondents, which is an important factor in studying the e-banking habits of the respondents. It is believed that e-banking services are used more by educated people.

During the survey, the respondents were given six options to indicate their educational background. The given options in the survey are (i) No formal education, (ii) 10th Standard, (iii) 12th Standard, (iv) Graduate, (vi) Postgraduate & above, and Others. Table 5 depicts the responses based on their educational qualifications. It can be mentioned that out of 637 respondents, no one was from either formal qualification or the 10th Standard category, and hence, they were not listed.

Table 5: Qualification Profile of the Respondents

Qualification of the Respondents		Type of Bank		Total
		Public Sector	Private Sector	
12th Standard	Count	03	08	11
	% within the Type of banks	0.9	2.8	1.7
Graduate	Count	46	76	122
	% within the Type of banks	13.3	26.2	19.2
Postgraduate and above	Count	284	202	486
	% within the Type of banks	81.8	69.6	76.3
Others	Count	14	04	18
	% within the Type of banks	4.0	1.4	2.8
Total	Count	347	290	637
	% within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey.

Table 5, depicts that out of the total number of respondents, the highest percentage (76.3%) of the respondents are from the category of post-graduation and above qualification, followed by 19.2 percent from the Graduates category. Respondents from the post-graduation and above category are the highest in number in both the public sector banks

(81.8%), and in private sector banks (69.6%). Further, it can also be seen from the data that respondents from both the Graduate and the Post-Graduate and above categories put together are 95 percent in public sector banks,whereas in private sector banks, it is 96 percent. Figure 5 presents the qualification profile of the respondents in a diagram.

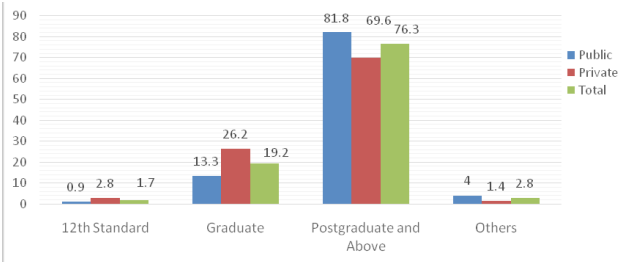

Figure-5: Qualification Profile of the Respondents

It is found from the foregoing discussion that the higher the level of education, the higher is the level of usage of e-banking services among customers of both the public and private sector banks. This finding is consistent with the findings by Gerrard et al., (2006).

(f) Domicile Area:

Geography also affects the choice of selection of goods/ services and the buying preferences and behavior behaviors of customers. Business organizations that want to grow sales and profits need to understand how geographic regions impact consumer preference. For example, a downhill ski and snowboard retailer should place store locations near mountains and hills and in colder climates to meet the needs of local customers. If the retailer establishes business outlets in hot locations, the products will generate fewer or no sales.

In the present study, the domicile area of the respondents also has a significant effect on the use of e-banking services, as it is believed that people in urban and semi-urban are more proneto using technology with electronic gadgets. The responses to this item are broadly classified into three categories, i.e., urban, semi-urban, and rural based on their domicile area. Table 6 gives the distribution of the respondents on area-wise.

Table 6: Domicile Area of the Respondents

Area of Domicile		Type of Bank		Total
		Public Sector	Private Sector	
Urban	Count	275	250	525
	% within the Type of banks	79.3	86.2	82.4
Semi-Urban	Count	29	08	37
	% within the Type of banks	8.4	2.8	5.8
Rural	Count	43	32	75
	% within the Type of banks	12.4	11.0	11.8
Total	Count	347	290	637
	% within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey.

Table 6 presents the data on the area-wise distribution of the respondents of the study. It is observed from the data that the highest number of respondents belong to urban areas (82.4%), followed by 11.8 percent of respondents from rural areas, and the remaining 5.8 percent of the respondents from semi-urban areas. This trend can also be seen with urban respondents of public sector banks at 79.3 percent, and the respondents belonging tour ban areas in private banks at 86.2 percent. Hence, it can be concluded that maximum number of respondents from urban areas are using digital services in both public and private sector banks, which is in tune with popular belief. Figure 6 shows the trends of the domicile area of the respondents.

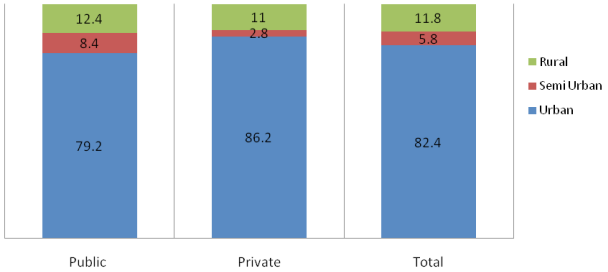

Figure-6: Domicile Area Profile of the Respondents

Figure 6 presents the data from Table 6 in a bar graph. On the X-axis the data is presented, and the Y-axis shows the percentages of responses as given by the respondents.

(g) Marital Status:

Marital status is a critical demographic variable that exerts a significant impact on a business strategy. Companies need to understand the overall status of the population in a specific area to determine if their products or services will appeal to them. The relevance of the marital status of the respondents in examining the service quality of the banking institutions, the respondents are classified into four categories. They are married, unmarried, widowed, and divorced. Table 7 presents the profile of respondents based on their marital status.

Table 7: Marital Status of the Respondents

Marital Status		Type of Bank		Total
		Public Sector	Private Sector	
Married	Count	264	194	458
	% within the Type of banks	76.0	66.9	71.8
Unmarried	Count	77	94	171
	% within the Type of banks	22.2	32.4	26.8
Widowed	Count	3	0	03
	% within the Type of banks	0.9	0.0	0.6
Divorced	Count	03	02	05
	% within the Type of banks	0.9	0.7	0.8
Total	Count	347	290	637
	% within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey.

As per the data in Table 7, one can easily understand that the highest number of total respondents (71.8%) belonged to the married category, followed by 26.8 percent of respondents in the unmarried group. From sector-wise analysis, it is observed that in the case of public sector banks, the highest number of respondents relate to the married category (76.0%), and in the private sector banks it is 66.9 percent. It can be concluded from the foregoing discussion that the maximum number of respondents belongs to the married category in both public and private sector banks. Figure 7 is a pictorial presentation of the above data.

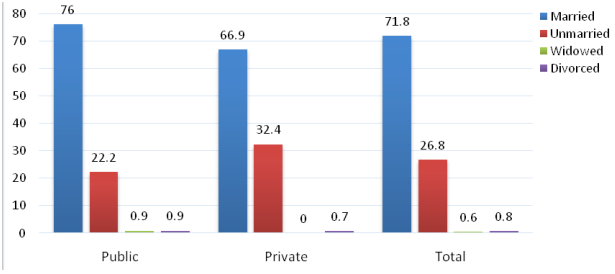

Figure 7: Marital Status of the Sample Respondents

(h) Duration of Association:

While knowing the satisfaction level of the customers with any organizational service, the duration of the association with that organization is an important parameter. Here, to examine the said variable, the respondents are asked to indicate the duration of their association with their bank. This is important because the more their association with the bank the more their loyalty, trust, and confidence in that bank. When confidence is greater people tend to use more services from the same bank. The respondents are grouped into six groups, i.e., less than one year, 1-5 years, 5-10 years, 10-20 years, 20-30 years, and more than 30 years. The distribution for the given data with the duration of usage of banking services is tabulated in Table 8.

Table 8: Duration of Usage of Bank Services by Bank

Usage Duration		Type of Bank		Total
		Public Sector	Private Sector	
Up to 1 Year	Count	18	38	56
	% within the Type of banks	5.2	13.1	8.8
1-5 Years	Count	38	48	86
	% within the Type of banks	11.0	16.6	13.5
5-10 Years	Count	63	68	131
	% within the Type of banks	18.2	23.4	20.6
10-20 Years	Count	106	98	204
	% within the Type of banks	30.5	33.8	32.0
20-30 Years	Count	58	16	74
	% within the Type of banks	16.7	5.5	11.6
Above 30 Years	Count	64	22	86
	% within the Type of banks	18.4	7.6	13.5
Total	Count	347	290	637
	%within the Type of banks	100	100	100

Source: Compiled from the collected data through Survey.

It can be observed from Table 8 that the highest percentage of respondents, 32.0% belong to the 10-20 Years category, followed by 20.6% of respondents who belong to the 5-10 Years category. In Public Sector Bank, the highest number of respondents with 30.5% belongs to the 10-20 Years category. This is followed by 18.4% and 18.2 % of respondents belonging to the category of Above 30 Years, and 5-10 years categories respectively. Similarly, in Private Banks, the highest number of respondents,33.8% belonged to the 10-20 Years category, followed by 23.4% of respondents who belonged to the 5- 10 years category.

It can also be seen that the highest percentage of the respondents in both the Public and Private sectors belong to the 10-20 Years category. Further, 65% of public sector bank respondents, 87% of private sector bank respondents, and 75% of total people have been using banking services. Therefore, it can be concluded that more and more people have started using banking services during the last 2 decades compared to previous decades. This may be because of the efforts of the government towards financial inclusion. Figure 8 presents the trends in the duration for which the respondents are using the services.

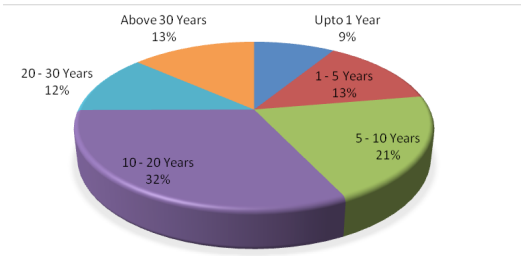

Figure 8: Duration of Usage of the Respondents

Figure 8 presents the trends in the duration for which the respondents are using the services in apie chart. Different ranges of the duration of their association with the bank along with their respective percentages are shown in different colours.

Findings

The main objective of this paper is to analyse the impact of demographic factors on the usage of e-banking services. Generally, the demographic data are considered relevant as the organisations plan their business activity according to the perspective of the demographics of the people. In this study, some variables, such as; Gender, Age range, Occupation, Monthly Income, Educational Qualification, Domicile Area, Marital Status, and Duration of Association with the bank, are selected to know their influence onthe use of digital banking services. From the analysis of the study, the following are the findings:

(i) It can be concluded from the analysis that a greater number of male members are using digital banking services in the public sector and more female members are using in the private sector banks. This trend may be because the private sector banks pay more attention and care to customers and promote their products more aggressively, and therefore they may be attracted to their services.

Develop educational campaigns that promote the benefits and ease of digital banking services among the less educated and illiterate people. For semi-urban and rural areas, specifically, the banks should focus on targeted outreach programs to maximize the technology adoption rates. Additionally, acknowledge the trend among married individuals by offering specialized services that cater to their lifestyle needs, such as joint accounts or family-centric financial planning tools at affordable costs.On the whole, banks must adopt a holistic approach involving service enhancement, targeted outreach, and educational campaigns to bridge demographic gaps and enhance the adoption of digital banking services across different segments of the population.

Conclusion

The study reveals that customers' perceptions and satisfaction with e-banking are largely influenced by age, income, education, and occupation, rather than gender or location. Users below the age of 50 years find e-banking easier, while educational qualifications impact usage, with semi-literate and educated individuals are facing challenges. However, despite demographic differences, age, income, education, and occupation show no significant impact on e-banking behaviour. Males use e-banking more than females, and those aged 21-40 are frequent users. The findings stress the need to encourage e-banking among females and farmers in semi-urban and rural areas, emphasizing tailored services for various demographic groups like age, education, profession, and income levels. Service design should consider the needs and difficulties faced by uneducated individuals in using e-banking effectively.

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Annexure 15.4.3

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47	uir.unisa.ac.za	<1	Internet Data

Reviewers Memorandum

Reviewer's Comment 1: The paper is based on a quite interesting theme. It explores the intricate relationship between demographic factors and the use of e-banking services in the context of public and private sector banks.

Reviewer's Comment 2: The paper's structure is flawless, and the sample size is sufficiently large (637) to apply the appropriate statistical methods for this type of research. Also, it provides noticeable findings that will be helpful to the policymakers in the banking sector.

Reviewer's Comment 3: The study provides wonderful future avenues for the researchers. Future studies can conduct interviews for in-depth analysis. Recent literature can further be added to strengthen the findings of the study.

Citation

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Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Editorial Excerpt

The article has 09% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Kotaru Sai & Krishna), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Role of Demographic Factors in the Usage of Digital Banking Services**" both subject-wise and research-wise. It aims to explore the intricate relationship between demographic factors and the use of e-banking services in the context of customer satisfaction and product/service quality. It analyzes various socio-economic dimensions like; age, gender, income, education, marital status, domicile, and to duration of usage. This study also explores the impact of these demographic factors on the service quality of the e-banking services offered by both the public and private banks. Overall, the paper promises to provide a strong base for the further studies in the area. After comprehensive reviews and editorial board's remarks the manuscript has been categorized and decided to publish under "**Empirical Research Paper**" category.

Acknowledgement

The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analysed in this paper by authors (Kotaru & Krishna) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement are provided. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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