Novelties and Tasks in Indian Banking Investment Options

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Abstract

Banking investment plays a significant role in economic improvement of any country. It is the objective of every investment to get some positive return on expectation of investors. Although there are various banking investment options but people still invest in traditional investment avenues. The paper mainly focuses on Novelties and Tasks in Indian Banking Investment options. The study consist sample size of 100 respondents and convenient sampling technique was used. From the above findings it can be concluded that out of eight innovative features only two has an impact based upon gender category through correlation analysis and through the most challenging features it is further tested into regression analysis test by two critical features extracted from the correlation acceptance value, since the expected value are higher than significance value the null hypotheses is accepted, so further the research has to conducted to find out the satisfied result and identify the current scenario in banking investment platform new Novelties and Tasks associated with risk and return aspects.

Keywords: Banking Investment options, New Novelties, Current investment tasks, Investors efficiency.

1. Introduction: Investment banking is the division of a bank or financial institution. Investment banks act as intermediaries between investors and corporations. The banking sector pays dividends, which demonstrates a great history and provide investors with share in profits as well as a wide array of capital raising strategies. The tasks for the investment banking industry revolves around higher capital charges, market electrification and digitalisation, stuck cost base, inflexible and layered technology with increased complexity of regulation and reporting. In today's era of information and technology an economy cannot achieve the target of sustainable development by following traditional banking method.so it has become mandatory for developing country like India to increase automation in banking industry. Therefore, Indian banks are in desperate need to do innovation and provide Indian consumers a world class internet banking capability.

Innovations that deliver the Digital Banking of the Future: A forward-thinking bank should stay at the epicentre, embracing technologies that satisfies customer needs for financial health, wealth, trust and security with new level of online, mobile and Omni-channel services. The future of each bank depends on how well it can leverage the latest innovations to focus customer needs, wants, and behaviour's. Innovations that deliver the Digital Banking of the Future Are Advanced self- service capabilities, Application programming interfaces, Instant payments, Cloud computing, Biometric Technology, Chat bots, Process automation through Artificial Intelligence, Machine learning etc.., Micro services, Enhanced cyber security and Cost Savings

2. Review of Literature: According to **Piyush Tanawade, Priyanka Naik, Angad Dagronkar (2021)** people prefer to invest in schemes which will give them risk free returns. Old age people want secured investment and for youngsters they need higher interest investments. People deposited major chunk in the banks to at least fulfil the basic needs for short to medium term with major easing of the economy. According to **Yash Poojari and Neha Singh (2020) -** It is evident that most of the women are aware of various investment avenues. Married women are more dependent on their husband while making the financial investment decision. The women prefer to invest their money in bank deposit and gold rather than other investment alternatives. According to **Dr SakshiGoyal and Miss Chanchal Mourya (2019)** - Investment Banks has a big scope for Investment banking in India. It is one of the most demanded sectors these days. Investment banking is truly a great career option that is becoming more popular due to increase in rate of FDI in India. Banking gives you a pathway to bigger career like entrepreneurship wealth management and venture capital. According to **Dr. Nalla Bala Kalyan, Toopalli Sirisha, Y.P. Sai lakshmi (2019**) the investors who takes less risk with minimum returns they can go Invest in Yes Bank, Axis Bank, SBI Bank, HDFC Bank, Kotak Mahindra Bank. The Changes in the market can keep an investor or Decision makers to choose the particular Bank foe investment. Continuous evaluation of stock is necessary and the portfolio has to be updated periodically to overcome the changes.

 3. **Statement of the Problem:** The study is signified with Novelties and Tasks in Indian Banking Investment options. The factors incline to make banking investment decision are Convenient account opening, Account to Account payments, Intuitive loan application, Scheduled payments, Trustworthy securities, Timely notification, Personal finance management and Value Loyalty Benefits. This factors are considered as main aspects in making investment decisions by the investors. These eight factors are correlated with gender

category and further extracted the two critical challenges associated with gender and regression analysis have been undertaken to identify whether there is any association based upon age and these two critical challenges. There is a research gap in the study towards Investors decision making are mostly based on the traditional approach and they are unaware about the current Banking technological advancements and various beneficial Banking investment options and opportunities.

4. Objectives of the study

1. To study the current financial novelties in Banking Investment in India and its impact based upon gender category
2. To study the various tasks in Banking Investment sector and identify the most crucial factor in the current digital banking investment platform

Hypotheses for the study

H_{01} -There is no significant relationship between Gender and Convenient account opening

H_{02} -There is no significant relationship between Gender and Account to account payments

H_{03} -There is no significant relationship between Gender and Intuitive loan application

H_{04} -There is no significant relationship between Gender and Scheduled payments

H_{05} -There is no significant relationship between Gender and Trustworthy securities

H_{06} -There is no significant relationship between Gender and Timely notification

H_{07} -There is no significant relationship between Gender and Personal finance management

H_{08} -There is no significant relationship between Gender and Value loyalty benefits

5. Research Methodology Table

Table 1 Research Methodology	
Research framework	Descriptive, qualitative, investigative and expressive research design
Sampling type	Convenience Sampling
Study unit	Banking Investment Novelties, Current Tasks, Investors efficiency
Samples	100
Study mode	Digitally framed questionnaire with score value using a five-point Likert sale
Collected data	Primary Data-Electronic approach to through E-letter and relative form of communication, Secondary Data-Journals
Analytical study	Exploratory analysis
Source: Authors compiled data	

Interpretation: Table 1 consists about research methodology framework, type of sampling used for research, specific unit of study, sample size taken for Research analysis, mode of study to collect information and the analysis tools and techniques used for the Research purpose.

Data analysis and Interpretation

Table 2 Demographic profile				
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	35	35.0	35.0	35.0
Female	65	65.0	65.0	100.0
Total	**100**	**100.0**	**100.0**	
Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	55	55.0	55.0	55.0
26-35	13	13.0	13.0	68.0
36-45	14	14.0	14.0	82.0
46-55	14	14.0	14.0	96.0
56 above	4	4.0	4.0	100.0
Total	**100**	**100.0**	**100.0**	
Qualification	Frequency	Percent	Valid Percent	Cumulative Percent

Below Graduation	16	16.0	16.0	16.0
Graduation	38	38.0	38.0	54.0
Post-Graduation	45	45.0	45.0	99.0
Other qualification	1	1.0	1.0	100.0
Total	**100**	**100.0**	**100.0**	

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Rs 10000-Rs20000	33	33.0	33.0	33.0
Rs21000- Rs30000	19	19.0	19.0	52.0
Rs31000-Rs40000	12	12.0	12.0	64.0
Rs41000-Rs 50000	13	13.0	13.0	77.0
Rs 51000 above	23	23.0	23.0	100.0
Total	**100**	**100.0**	**100.0**	

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Private sector	35	35.0	35.0	35.0
Public Sector	2	2.0	2.0	37.0
Self Employed	3	3.0	3.0	40.0
Home Maker	5	5.0	5.0	45.0
Student	52	52.0	52.0	97.0
Other occupation	3	3.0	3.0	100.0
Total	**100**	**100.0**	**100.0**	

Source: Primary Data Analysis

Interpretation for Demographic profile: The population profile that out of total 100 respondents in which 55% falls the age group of 18-25 years where as 13% fall under the age group of 26-35 years, there are 14% respondents from the age group of 36-45 years and also 46-55 years and 4% respondents from the age group above 55 years. There are 35% male respondents and 65% female respondents. Out of 100 respondents the monthly income earned between Rs 10000 to Rs 20000 is 33%, Rs 21000 to Rs 30000 is 19%, Rs 31000 to RS 40000 is 12%, Rs 41000 to Rs 50000 is 13% and Above Rs 51000 is earned by 23% of respondents. Out of 100 respondents 16% respondents are below graduates, 38% respondents have bachelor qualification, 45% respondents have master's qualification and 1% respondents have some other educational qualification. The occupational level of collected sample size are 35% respondents works in private sector, 2% respondents works in public sector ,3% respondents are self-employed, 5% are home makers, 52% respondents belongs to student category and rest 3% respondents belong to some other occupational category.

Correlation Analysis Table 3

		Gender	Convenient account opening	Account to Account payments	Intuitive loan application	Scheduled payments	Trustworthy securities	Timely Notifications	Personal Finance Management	Value Loyalty Benefits
Gender	**Pearson Correlation**	1	-.032	-.061	-.085	-.088	-.251*	-.180	-.079	-.196
	Sig. (2-tailed)		.751	.547	.398	.385	.012	.074	.437	.050
	N	100	100	100	100	100	100	100	100	100
Convenient account opening in minutes	**Pearson Correlation**	-.032	1	.226*	.199*	-.045	-.084	-.033	.076	.205*
	Sig. (2-tailed)	.751		.024	.047	.655	.404	.746	.449	.040
	N	100	100	100	100	100	100	100	100	100
Account to Account payments	**Pearson Correlation**	-.061	.226*	1	.238*	.313**	.054	.276**	.235*	.202*
	Sig. (2-tailed)	.547	.024		.017	.002	.596	.005	.018	.044
	N	100	100	100	100	100	100	100	100	100
Intuitive loan application	**Pearson Correlation**	-.085	.199*	.238*	1	.363**	.403**	.283**	.295**	.548**
	Sig. (2-tailed)	.398	.047	.017		.000	.000	.004	.003	.000
	N	100	100	100	100	100	100	100	100	100

Scheduled payments	Pearson Correlation	-.088	-.045	.313**	.363**	1	.344**	.360**	.508**	.280**
	Sig. (2-tailed)	.385	.655	.002	.000		.000	.000	.000	.005
	N	100	100	100	100	100	100	100	100	100
Trustworthy securities	Pearson Correlation	-.251*	-.084	.054	.403**	.344**	1	.416**	.504**	.399**
	Sig. (2-tailed)	.012	.404	.596	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Timely notifications	Pearson Correlation	-.180	-.033	.276**	.283**	.360**	.416**	1	.468**	.462**
	Sig. (2-tailed)	.074	.746	.005	.004	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Personal Finance Management	Pearson Correlation	-.079	.076	.235*	.295**	.508**	.504**	.468**	1	.368**
	Sig. (2-tailed)	.437	.449	.018	.003	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Value Loyalty Benefits	Pearson Correlation	-.196	.205*	.202*	.548**	.280**	.399**	.462**	.368**	1
	Sig. (2-tailed)	.050	.040	.044	.000	.005	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

Source: Primary Data Analysis

H_{01} -There is no significant relationship between Gender and Convenient account opening: The correlation table reveals that the Pearson's coefficient value for the relationship between gender and convenient account opening is -0.032 which shows a negative correlation. The significant value for technical issues is 0.751 which is more than 0.05 and shows that there is no significant relationship between gender and convenient account opening. Thus the H_{01} is accepted.

H_{02} -There is no significant relationship between Gender and Account to account payments: The correlation table reveals that the Pearson's coefficient value for the relationship between gender and account to account payments is -0.61which shows a moderate negative correlation. The significant value for technical issues is 0.547 which is more than 0.05 and shows that there is no significant relationship between gender and account to account payments. Thus the H_{02} is accepted.

H_{03} -There is no significant relationship between Gender and Intuitive loan application: The correlation table reveals that the Pearson's coefficient value for the relationship between Gender and Intuitive loan application is -0.085 which shows a negative correlation. The significant value for technical issues is 0.398 which is more than 0.05 and shows that there is no significant relationship between Gender and Intuitive loan application. Thus the H_{03} is accepted.

H_{04} -There is no significant relationship between Gender and Scheduled payments: The correlation table reveals that the Pearson's coefficient value for the relationship between Gender and Scheduled payments is- 0.088 which shows a moderate negative correlation. The significant value for technical issues is 0.385 which is more than 0.05 and shows that there is no significant relationship between Gender and Scheduled payments. Thus the H_{01} is accepted.

H_{05} -There is no significant relationship between Gender and Trustworthy securities: The correlation table reveals that the Pearson's coefficient value for the relationship between Gender and Trustworthy securities is -0.251 which shows a negative correlation. The significant value for technical issues is 0.012 which is less than 0.05 and shows that there is significant relationship between Gender and Trustworthy securities. Thus the H_{05} is rejected.

H_{06} -There is no significant relationship between Gender and Timely notification: The correlation table reveals that the Pearson's coefficient value for the relationship between Gender and Timely notification is -0.180 which shows a negative correlation. The significant value for technical issues is 0.074 which is more than 0.05 and shows that there is no significant relationship between Gender and Timely notification. Thus the H_{06} is accepted.

H_{07} -There is no significant relationship between Gender and Personal finance management: The correlation table reveals that the Pearson's coefficient value for the relationship between Gender and Personal finance management is -0.079 which shows a negative correlation. The significant value for technical issues is 0.437 which is more than 0.05 and shows that there is no significant relationship between Gender and Personal finance management. Thus the H_{07} is accepted.

H_{08} -There is no significant relationship between Gender and Value loyalty benefits: The correlation table reveals that the Pearson's coefficient value for the relationship between Gender and Value loyalty benefits is -0.196 which shows a negative correlation. The significant value for technical issues is 0.050 which is less than 0.05 and shows that there is significant relationship between Gender and value loyalty benefits. Thus the H_{08} is rejected.

Regression Analysis Table 4- Regression for trustworthy securities

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.157ª	.025	.015	.940	.025	2.491	1	98	.118	2.233
2	.026ª	.001	-.010	.858	.001	.068	1	98	.795	2.285

a. Predictors: (Constant), Age

b. Dependent Variable: Trustworthy securities Value Loyalty Benefits

Source: Primary Data Analysis

Interpretation: The above shows the regression analysis of the Dependent variable: Trustworthy securities and value loyalty benefits. Independent variable: Age. The R square change value for model 1 is 0.025, which shows that only 2.5% of the variation in the benefits towards the Innovations and Challenges in Banking Investment options which is significant at 0.05 levels. The R square change value for model 2 is 0.001, which shows that 1 % of the variation in the benefits towards the   Innovations and Challenges in digital platform which is significant at 0.05 levels. The Durbin- Watson 2.233 which is more than one and not greater than three also supports this regression model. Stepwise multiple regressions were performed taking Age independent variables and Trustworthy Securities Value Loyalty Benefits as dependent variable. The two dimensions of benefits towards the digital technology in banking Investment options such as Trustworthy Securities Value Loyalty Benefits emerged as the significant predictors of banking investment option. For model 1 multiple determination factor R square (Goodness of fit) value is 0.025, F-value of the regression is 2.491 (p = 0.118) and Factor R of multiple cross-correlation 0.157 percent shows high cross correlation which is more than the acceptance level of 0.01. For model 2 multiple determination factor R square (Goodness of fit) value is 0.001, F-value of the regression is 0.068 (p = 0.795) and Factor R of multiple cross-correlation 0.026 percent shows high cross correlation which is less than the acceptance level of 0.05.

ANOVA Analysis Table 5

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.200	1	2.200	2.491	.118[b]
	Residual	86.560	98	.883		
	Total	88.760	99			
2	Regression	.050	1	.050	0.68	.795[b]
	Residual	72.060	98	.735		
	Total	72.110	99			
a. Dependent Variable: Trustworthy securities Value Loyalty Benefits						
b. Predictors: (Constant), Age						

Source: Primary Data Analysis

Interpretation: The hypotheses are further tested by ANOVA. In model 1, the F value and significance value, p indicates that there is no significant relationship between age and Trustworthy securities since the value is higher than 0.05 the null Hypotheses is accepted. In model 2, the F value and significance value, p indicates that there is no significant relationship between age and value loyalty benefits since the value is higher than 0.05 the null Hypotheses is accepted.

Coefficients Model Table 6

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.795	.160		23.793	.000
	Age	.018	.068	.026	.260	.795
2	(Constant)	3.587	.175		20.521	.000
	Age	.117	.074	.157	1.578	.118

a. Dependent Variable: Trustworthy securities, Value loyalty benefits
Source –Primary data analysis

Interpretation:

Two Regression equations were derived from the Analysis.

Table-6 Regression Equations
Model 1 (Trustworthy securities) Y=3.795+0.160x
Model 2 (Value loyalty benefits) Y=3.587+0.117x

Findings from the Study

Demographic profile: Majority of the respondents were from the age group of 18-25 years who are female respondents studied Post Graduation and are having their monthly earning as 10000-20000. **Correlation Analysis:** The eight factors are extracted from the study and further tested by using correlation analysis with the Gender. There is significant relationship between gender and Trustworthy securities and Value Loyalty Benefits, there is no significant

relationship between Gender and Convenient account opening, Account to Account payments, Intuitive loan application, Scheduled payments, Timely Notifications and Personal Finance Management. **Regression Analysis:** The regression analysis has revealed the no significance difference exit between Age and the trustworthy securities and value loyalty benefits in Banking Investment features. The trustworthy securities significant value is .118 and value loyalty benefits significant value is .795 since the value is greater than 0.05 the null hypotheses is accepted.

6. Conclusion and Suggestions- From the above findings it can be concluded that out of eight novelty features only two has an impact based upon gender category through correlation analysis and through the most tasks features it is further tested into regression analysis test by two critical features extracted from the correlation acceptance value. The expected value is higher than significance value so further the research is conducted to find out the satisfied result and identify the current scenario in banking investment platform's new novelties and tasks associated with risk and return aspects.

Scope for Future Research

The study has limited to Banking Investment novelties factors and tasks which can be extended to various other factors and dimensions. The study can also concentrate on various other banking investment options and technological improvements which makes the Investors to gain more benefits and develop banking operations.

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