



Financial stability through digital finance and mobile banking: An Analysis

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Abstract:

Poverty alleviation and robust economic growth have been the twin objectives of any nation. Many academicians and policy makers have started looking at financial inclusion as a panacea to achieve the above said twin objectives. A large segment of India's population are left out of the ambit of banking services due to plethora of issues which exists in the conventional banking system. It is ironical to state that more than one third of the total population in underdeveloped countries are still excluded from the ambit of banking services. Many research studies conducted in this direction infer that, bringing those financially excluded population, under the banking ambit, results in not only individual welfare and results in social welfare too. From past almost one decade, the G-20 countries and the World Bank have led the initiative for increased financial inclusion in developing countries to help reduce poverty levels in developing and emerging economies. Digital finance can help in reducing time, increasing the transaction's accuracy and make faster transactions. Today, Digital finance and financial inclusion bring multi faceted benefits to financial service users, digital finance providers, governments and the economy such as increasing access to finance among poor individuals, reducing the cost of financial intermediation for banks. One area where the disparity is quite pervasive and is receiving increased attention is digital financial inclusion, financial data inclusion and digital finance. Therefore, this study examines the impact of digital finance and analyses its relevance in bringing out financial stability. This research article provides a detailed discussion on digital finance and explores the impact of digital finance for financial inclusion and financial system stability - an issue which has not been addressed in the earlier studies.

Key words: Financial literacy, Digital Finance, Stability, Performance.

Introduction:

Digital finance aims at reaching the financially excluded and underserved populations with a range of formal financial services suited to their needs, which are delivered in a cost effective manner to customers and at the same time, sustainable for the service providers. The CGAP (Consultative Group to Assist the Poor) defines digital financial inclusion as “digital access to, and the use of, formal financial services by the excluded and underserved population” (CGAP, 2015). It encourages the users to avoid cash based transactions.

During 2015, when ICICI bank adopted Akodara village in Gujarat state, the village was known to be India’s first digital cashless village where most of the people use digital method to make payments between rupees 10 to 5000. This event turned the attention of everyone towards digital finance and mobile banking, which allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Mobile banking is dependent on the availability of an internet or data connection to the mobile device. The process of digital financial inclusion begins with the assumption that the excluded and/or underserved population has some sort of formal bank accounts and need digital access to enable them to carry out basic financial transactions remotely. From the bank’s point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. Many apps now have a remote deposit option; using the device's camera to digitally transmit cheques to their financial institution.

As per the Global Findex Database report published in 2017, globally around 1.7 billion adults remain unbanked i.e. without an account of any financial institution and banks or through any mobile banking and mobile money provider. The same report states that, China (223 million) has the world’s largest unbanked population, followed by India (190 million), Pakistan (100 million) and Indonesia (95 million). Apart, these four countries, Nigeria, Mexico, and Bangladesh has also unbanked population but ratio is less as compare to China, India, Pakistan and Indonesia.

Digital Financial Inclusion- Pros’:

Digital financial inclusion has many benefits. Some of them are discussed as follows:

- ❖ Digital finance promises to boost the gross domestic product (GDP) of digitalized economies by providing convenient access to diverse range of financial products and services for individuals as well as for small, medium and large businesses, which can boost aggregate expenditure thereby improving GDP levels. Digital finance can also lead to greater economic stability and increased financial intermediation, both for customers and for the economy.

- ❖ Digital financial inclusion helps in lowering banking transaction costs by reducing queuing lines in banking halls, reduce manual paperwork and documentation and to maintain fewer bank branches.
- ❖ For financial and monetary system regulators, digital financial inclusion also helps to reduce the amount of physical cash in circulation and is instrumental in reducing high inflation levels in developing and poor countries.
- ❖ Digital financial inclusion can improve the welfare of individuals and businesses, who have a reliable digital platform, with which, they can carry out financial transaction and access funds directly from their bank accounts.
- ❖ With digital financial inclusion, large number of depositors can easily switch banks within minutes; forcing banks to provide quality services or risk losing depositors to rival banks.
- ❖ Digital finance has the potential to provide affordable, convenient and secure banking service to poor individuals in developing countries. Recent improvement in the accessibility and affordability of digital financial services around the world can help millions of poor customers to move from cash-based transactions to digital financial transactions on secured digital platforms.
- ❖ Digital finance can lead to greater financial inclusion, expansion of financial services to non-financial sectors and the expansion of basic services to individuals since mobile phone penetration rate is very high in developing and in underdeveloped countries.
- ❖ The expected benefits of digital financial inclusion can be fully realized if the cost of obtaining a digital transactional platform by poor individuals is negligible or low, where a digital transactional platform refers to mobile phones, personal computers and related devices.
- ❖ Digital finance benefits governments by providing a platform to facilitate increase in aggregate expenditure, which subsequently generates higher tax revenue arising from increase in the volume of financial transactions. It considerably reduces the circulation of fake currencies, which is a great boon to any countries economy.

A large amount of the excluded population owns a mobile phone and that the provision of financial services via mobile phones and related devices can improve access to finance for the excluded population. Provided that the excluded population have a mobile phone and affordable internet connectivity, greater supply of digital finance is often predicted to have positive effects for financial inclusion. Greater digital finance when applied to the lives of low-income and poor people can improve their access to basic services, thereby leading to greater financial inclusion in rural areas. Greater digital financial services channeled to rural and poor communities can improve access to finance for bank customers in rural and poor communities who cannot conveniently access banks located in the formal sector due to poor transportation networks and long waiting hours in banks. Easy-to-use digital finance can provide a more convenient platform for individuals to carry out basic financial transactions including payments for electricity, water supply, money transfer to family and friends etc.

Digital Financial Inclusion – cons’:

Though digital financial inclusion appears to be rosy, it has thrones, which causes the source of worry. Some of them are:

- ❖ There are few ‘Agent-related risks’ since, the service providers offering services are not subject to the consumer protection provisions that apply to banks and other traditional financial institutions
- ❖ The system relies excessively on internet connectivity, which excludes individuals who do not have internet connectivity.
- ❖ Fee-based digital finance platforms will benefit high- and medium-income individuals at the expense of poor and low-income individuals who cannot afford the associated transaction costs.
- ❖ Many policy and regulatory environments are not enabling full-scale digital finance transactions.
- ❖ Customer faces, what is termed as ‘Novelty risks’ which arises due to their lack of familiarity with the products, services, and providers and their resulting vulnerability to exploitation and abuse.
- ❖ Technology related risks, inherent in the system, which might result in disrupted service and loss of data, including payment instructions, as well as the risk of a privacy or security breach resulting from digital transmittal and storage of data.
- ❖ Digital finance does not serve those individuals who do not have mobile phone or digital devices.
- ❖ The way digital finance is introduced in countries can lead to voluntary financial exclusion if the population is not ready for it.

Review of literature:

Prasad et. al. (2017) contributes towards literacy and usage contributes towards inclusion and has been proven. A structured questionnaire was framed by compiling questionnaires in the same area by introducing digital concepts. The model framed by the researcher has been proven to be true i.e. Digital Financial Literacy has an impact on Digital Financial Inclusion. A sample of 200 respondents was drawn and Smart PLS Version 3 was used to analyse the data. The results show that the hypothesis framed by the researcher is statistically significant. Also, the percentage of digital financial literacy stands at 76.42% and that of digital financial inclusion stands at 62.2 % which suggests that digital financial literacy contributes towards the increase in the inclusion rate which can be said as awareness facilitates usage level.

Banerjee et. al. (2018) suggests that awareness can facilitate financial inclusion by increasing the usage level of all financial products and services. The underlining theory used by the researcher is the Theory of Cognitive Dissonance by Leon Festinger (1957) which suggests that there is an inconsistency between action and belief and that causes dissonance and can help in a change in behaviour action and attitude. The Theory of Cognitive Dissonance, when applied in the case of Digital Financial Literacy and Digital Financial Inclusion, suggests that there is an inconsistency between awareness and usage level of digital products and services which creates a dissonance. If the dissonance is addressed in the right manner change can be seen in both awareness and usage. Therefore this theory mainly contributes towards the basis of the problem addressed. Most researches contributed to the impact of financial literacy on financial inclusion.

Banerjee et. al. (2019) the main findings of those researches suggests that financial literacy and financial inclusion has a mediating variable of awareness.

Objectives of the study:

1. To understand the concept of Digital Finance and Financial Inclusion.
2. To explore the advantages of Digital Financial Inclusion
3. To ascertain the disadvantages associated with digital finance.

Research Methodology: The current study is descriptive in nature. Only secondary data has been used to collect the information. Hence it is a desk report.

Findings:

- Digital financial inclusion involves utilizing the cost-saving digital means to reach currently financially excluded and underserved populations with a range of formal financial services suited to their needs.
- Awareness of all the digital products, services is very important and it increases the usage level which ultimately contributes towards economic growth.
- If people have good knowledge about different products and services available in the market, it contributes towards growth in their own individualistic monetary benefits.
- Bringing financially excluded population, under the banking ambit, results in not only individual welfare and results in social welfare too.
- Since 2010, the G-20 countries and the World Bank have led the initiative for increased financial inclusion in developing countries to help reduce poverty levels in developing and emerging economies.
- Digital currency and mobile technology can cater the needs of small transaction at affordable cost. It can also help in reducing time, more accurately and make faster transactions in bulk.
- Digital finance and financial inclusion bring multi faceted benefits to financial services users, digital finance providers, governments and the economy such as increasing access to finance among poor individuals, reducing the cost of financial intermediation for banks and Fintech providers.
- Fintech providers can promote economic growth during good economic times by increasing the volume of financial transactions in the financial system, although, it is still unknown, whether Fintech providers and their activities can exacerbate economic crises during bad economic times.

Conclusion:

A large amount of the excluded population owns a mobile phone and that the provision of financial services via mobile phones and related devices can improve access to finance for the excluded population. Provided that the excluded population have a mobile phone and affordable internet connectivity, greater supply of digital finance is often predicted to have positive effects for financial inclusion. Greater digital finance when applied to the lives of

low-income and poor people can improve their access to basic services, thereby leading to greater financial inclusion in rural areas. Hence, in a country like India, where, a major chunk of population are still unbanked, provision of digital financial inclusion and banking services has huge scope.

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