"How The User Experience of Digital Banking Platforms Affects Customer Trust in Investment Services"

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Abstract

This article explores the critical relationship between the user experience (UX) of digital banking platforms and customer trust in investment services. In an increasingly digital financial ecosystem, banks and investment firms must ensure that their platforms provide seamless, intuitive, and secure experiences to retain and attract customers. The study examines how factors such as customer support, personalization, interface, usability,security and performance measures customer perceptions of trust, particularly in the context of investing.

The main objectives of the study was to examine the role of user experience in shaping customer trust in digital banking platform and to provide recommendations for improving user experience in digital banking platform. The data was collected through questionnaire from two branches of Kottayam district.The banks selected were HDFC and SBI.The tools used for analysis was Correlation and One-way ANOVA. The study shows that when customer support, user interface, personalized experience, performance, security features, usability increases, trust towards digital banking platform also increases. The study also proves that when compared to basic and enhanced features, when the features are advanced, trust towards digital banking platform increases.

1) Introduction:

The user experience **[2,8,10]** of digital banking platforms plays a critical role in shaping customer trust **[3,4,6]**, especially in relation to investment services. In today's digital age, where financial transactions and investment decisions are increasingly made online, customers expect a seamless, secure, and intuitive experience from their banking platforms. When it comes to investment services, trust becomes even more paramount as customers are entrusting their money and financial future to these platforms.

A well-designed, easy-to-navigate digital banking platform can enhance user satisfaction **[1,5,10]** and build confidence in the services offered. On the other hand, a complicated, confusing, or insecure interface may raise doubts about the reliability of the platform, potentially leading to a lack of trust in the investment services it provides. Factors such as customer support, personalization, interface, usability, security and performance directly influence how customers perceive and interact with these platforms.

As digital banking becomes the norm, understanding how user experience **[2,8,10]** affects trust is essential for banks and financial institutions looking to retain and attract customers. This intersection of technology, design, and psychology underlines the need for financial institutions to prioritize customer-centric user experience to maintain and grow customer loyalty **[4,9]** in an increasingly competitive and digital-first financial landscape.

STATE BANK OF INDIA [12]

State Bank of India (SBI) a Fortune 500 company, is an Indian Multinational, Public Sector Banking and Financial services statutory body headquartered in Mumbai.The rich heritage and legacy of over 200 years, accredits SBI as the most trusted Bank by Indians through generations. SBI, the largest Indian Bank with 1/4th market share, serves over 48 crore customers through its vast network of over 22,405 branches, 65,627 ATMs/ADWMs, 76,089 BC outlets, with an undeterred focus on innovation, and customer centricity, which stems from the core values of the Bank - Service, Transparency, Ethics, Politeness and Sustainability. In Kerala, the bank has over 1500 branches, 1800ATMs.The Bank has successfully diversified businesses through its various subsidiaries i.e SBI General Insurance, SBI Life Insurance, SBI Mutual Fund, SBI Card, etc. It has spread its presence globally and operates across time zones through 235 offices in 29 foreign countries.Growing with times, SBI continues to redefine banking in India, as it aims to offer responsible and sustainable Banking solutions.

Some of the applications/netbanking used by SBI :

1. OnlineSBI: OnlineSBI is the internet banking portal for State Bank of India (SBI) that allows customers to access their accounts online. It provides a variety of banking services, including:

 Financial services: It includes Fund transfers, bill payments, third-party payments, opening bank accounts, loan account closures, and more.

 Non-financial services: Viewing account information, requesting a cheque book, and creating standing instructions

2. SBI YONO: YONO stands for "You Only Need One". The app allows users to integrate all their products and services from SBI, including SBI Bank account, SBI Card, SBI Mutual Fund, SBI Life Insurance, SBI General Insurance, and SBI Securities. The YONO SBI app is a digital banking platform from State Bank of India (SBI) that offers a variety of financial services. The app is available for Android and iOS. Here are some features of the YONO SBI app:

 Payments

 YONO Cash

 Bookings

 Online shopping

 Medical bill payments

 Reset password

3. Investap: Investap is an investment platform offered by the State Bank of India (SBI). It primarily focuses on helping users manage their investments in mutual funds and other financial products. The platform aims to provide an easy-to-use interface for both new and experienced investors, offering features like:

- Investment Tracking
- Research and Insights
- Mutual Fund Investments
- Goal-Based Planning
- User-Friendly Interface

4. SBI securities: The SBI Securities application is a free application for Android and Apple devices that allows users to invest and trade in a variety of products. The application is designed for traders of all levels, including beginners and professionals.

5. BHIM SBI PAY: BHIM SBI Pay is a Unified Payments Interface (UPI) app from the State Bank of India (SBI) that allows users to send and receive money, pay bills, and more. It sends and receive money, pay bills, recharges, food orders, and local deals.

6. State Bank Anywhere Personal: State Bank Anywhere Personal is a mobile banking app from the State Bank of India (SBI) that allows users to access their accounts and perform a variety of banking transactions. Users can check their balance, get a mini statement, transfer funds, recharge their mobile, and pay bills. They can also use the app to open fixed and recurring deposits, manage their cards, and make online ticket bookings. The app includes a voice assist feature that allows users to perform transactions by giving voice commands.

HDFC bank:[13]

The Housing Development Finance Corporation Limited or HDFC Ltd was among the first financial institutions in India to receive an "in principle" approval from the Reserve Bank of India (RBI) to set up a bank in the private sector. This was done as part of RBI's policy for liberalisation of the Indian banking industry in 1994.

HDFC Bank is headquartered in Mumbai. As of December 31, 2024, the Bank's distribution network was at 9,143 branches and 21,049 ATMs across 4,101 cities / towns as against 8,091 branches and 20,688 ATMs across 3,872 cities / towns as of December 31, 2023. 51% of our branches are in semiurban and rural areas. HDFC Ltd.'s Customers across India are serviced through multiple delivery channels such as Phone Banking, Net Banking, Mobile Banking, and SMS based banking. The Bank's expansion plans take into account the need to have a presence in all major industrial and commercial centres, where its corporate customers are located, as well as the need to build a strong retail customer base for both deposits and loan products. Being a clearing / settlement bank to various leading stock exchanges, the Bank has branches in centres where the NSE / BSE have a strong and active member base. The Bank also has a network of 21,049 ATMs across India. [14] HDFC Bank's ATM network can be accessed by all domestic and international Visa / MasterCard, Visa Electron / Maestro, Plus / Cirrus and American Express Credit / Charge cardholders. Some of the applications/netbanking used:

1. HDFC bank netbanking:HDFC Bank's Net Banking service is an online platform that allows customers to access and manage their accounts and perform various banking operations securely from anywhere with an internet connection. It's a convenient and fast way to handle financial transactions without needing to visit a bank branch.

Key Features of HDFC Bank Net Banking:

- Account Management
- Fund Transfers
- Bill Payments
- Loans and Investments
- Personalized Services
- Security

2. HDFC bank mobile banking:

HDFC Bank Mobile Banking is a secure and convenient way for customers to access and manage their banking services through their smartphones or tablets. It is available through the HDFC Bank Mobile Banking app, which can be downloaded on both Android and iOS devices. With this app, customers can perform various banking transactions anytime, anywhere.

Key Features of HDFC Bank Mobile Banking:

- Account Management
- Fund Transfers
- Bill Payments
- Investments
- Loans and EMI Management
- Security
- Card Management
- ATM Locator
- Personalized Alerts
- Customer Support

A. Objectives:

1. To examine the role of user experience in shaping customer trust in digital banking platform used for investment.
2. To provide recommendations for improving user experience in digital banking platforms for investment.
3. To evaluate whether there is a significant difference in customer trust levels among different groups of security features.

B. Hypothesis:

1. Customer support:

H0: The quality of customer support on a digital banking platform negatively influences customer trust in its investment services.

H1:The quality of customer support on a digital banking platform positively influences customer trust in its investment services.

2. Personalization:

H0: The personalization of the user experience negatively impacts customer trust in digital banking investment services

H1: The personalization of the user experience positively impacts customer trust in digital banking investment services.

3. Interface:

H0: A user-friendly interface on a digital banking platform is negatively correlated with increased customer trust in investment services.

H1: A user-friendly interface on a digital banking platform is positively correlated with increased customer trust in investment services.

4. **Usability:**

H0: The high usability of a digital banking platform is negatively correlated with customer trust in investment services.

H1: .The high usability of a digital banking platform is positively correlated with customer trust in investment services

5. Security:

H0: The perceived security of a digital banking platform are negatively correlated with customer trust in investment services.

H1:The perceived security of a digital banking platform are positively correlated with customer trust in investment services

H0: There is no significant difference in customer trust between the different security feature groups.

H1: There is significant difference in customer trust between the different security feature groups

6. Performance:

H0: The high performance of a digital banking platform negatively affects customer trust in its investment services.

H1: The high performance of a digital banking platform positively affects customer trust in its investment services.

2**) Need for the study:**

As digital banking platforms continue to grow in popularity, their role in providing investment services is becoming increasingly significant. However, customer trust

[3,4,6]remains a key factor that influences the adoption and success of these platforms, particularly when it comes to investment services. Despite the widespread use of digital banking, there is limited research into how the user experience (UX) of these platforms directly impacts customer trust in the investment services offered.

This research aims to explore how various elements of the digital banking platform's user experience—such as customer support, personalization, interface, usability, security and performance—affect customer trust specifically in investment services and also to emphasize how security features directly influence customer trust in digital banking platforms used for investment.

Understanding these relationships can help digital banks enhance their offerings, improve customer satisfaction, **[1,5,10]** and foster long-term trust in their investment solutions.

3) Literature Review:

1. Shilpa Chauhan & etal(2022) explained in the article " Customer experience in digital banking:a review and future research directions".This study aims to demonstrate digital banking's influence on customers evaluation of service experience and develop a framework identifying the most significant variable of digital banking that influence the financial performance of banks. This article uses 88 articles for analysis examining distinct aspects of digital banking and their impact on financial performance. The study concluded that the customers experience is determined by functional clues,mechanic clues. This study also fills the gap to understand the use of "gamification" in technology driven banking services to enhance customer experience.Finally an integrative framework is proposed to link technology related factors, customer related factors and performance related factors.

2. Tasheema Hewaarathna & etal(2023) analyzed in the article" A review on impact of online banking on customer satisfaction:A comparative analysis of user experience and service quality factors in online banking". The main objective was to examine the at the user experience and service quality aspects of online banking in the public and private sectors in the context of Sri Lanka's contemporary banking system. The customers of SriLankan banks in the public and private sectors was the sample of this study.PLS-SEM was used to assess the data.The results indicate that customer satisfaction with internet banking is significantly influenced by efficiency,system availability, fulfillment,connectivity,responsiveness and website design.

3. Puneett Bhatnagr & etal(2024) studied in the article "Online customer experience in Indian digital banks impacting continuous intention usage:Generation Y and Z perspective". The study aims to conceptualize a customer-centric model based on an online customer experience construct, mediated by e-loyalty and e-trust, to improve the continuous usage intention of Indian digital banks from generation Y & Z perspective. This study used an online survey method to gather data from a sample of 466 digital banking users. The obtained data were subjected to thorough analysis using PLS-SEM. The main factors that determine digital banks online customer experience are perceived enjoyment, e-service quality, information quality and e-convenience.

4. Dr Sunita Srivastava & etal(2024) explained in the article "Customer trust and data privacy in digital banking services-A study in context of artificial intelligence." This study explores the relationship between customer trust, data privacy and artificial intelligence in digital banking services. The data was collected from 206 respondents, analyzed using Spearman's rank correlation. The results shows that customers who perceive stronger security measures and higher quality artificial intelligence are more likely to trust digital banking platforms.

5. Dr Sajjan Choudhuri & etal(2024) explained in the article " An analysis of factors influencing consumer trust in online banking security measures". The focus of the study is to identify and analyse factors that influence consumer trust in online banking security measures. The study used both primary and secondary data. The data was collected from 120 respondents. The data was analysed using exploratory factor analysis. The study concluded that an effortless and intuitive online banking experience can enhance consumer confidence. Customers are more inclined to trust the online banking system if they find it user-friendly and comprehend the implemented security measures.

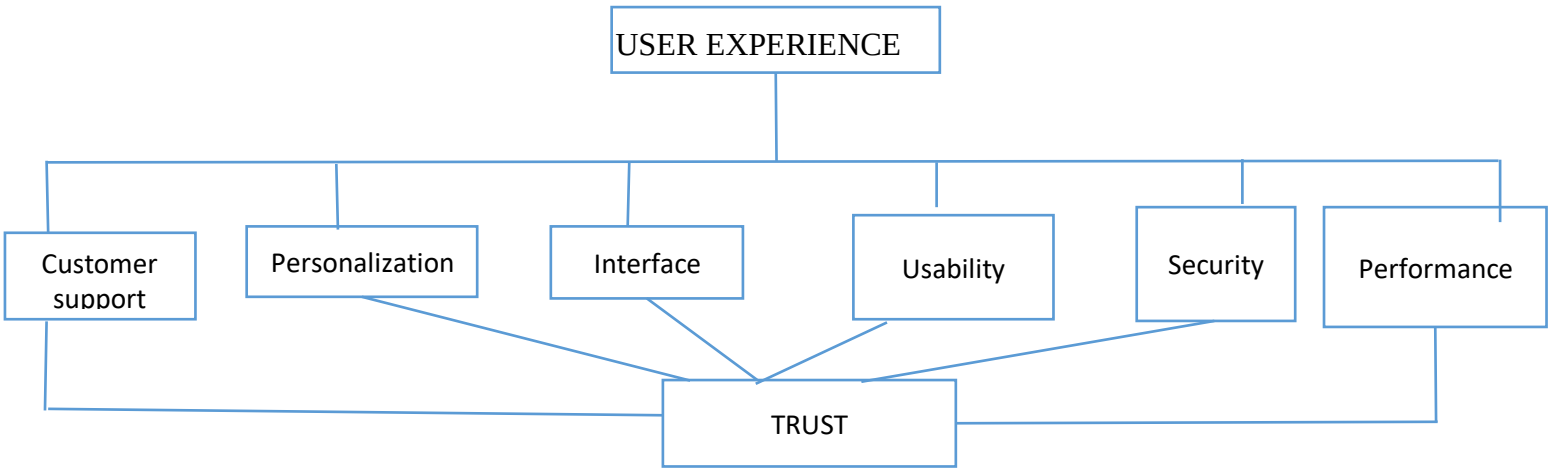
6. Rosdiana Sijabat(2024) explained in the article "Mobile banking adoption: The role of performance and trust". This study examines the impact of performance and trust on the acceptance of mobile banking services in Indonesia. The data was collected from 183 individuals in Indonesia who have adopted mobile banking services. The data was analysed using PLS-SEM. The research findings indicate that performance has a notable and beneficial influence on trust.

7. Vijaya Kanaparthi (2024) explained in the article "AI based personalization and trust in digital finance". The present study has analyzed 16 research papers using the

PRISMA model to perform a systematic literature review. It has identified five research gaps and one of the gap is credit risk detection for improved personalization and trust. Finally an AI based credit risk detection model has been built

8. Hartomy Akbar Basory & etal(2023) explained in the article "The Influence of trust, technology understanding and interconnected network on the digital banking services usage in Pujiharjo village, Tirtoyudo subdistrict" The aim of this study is to find out how confidence, technology understanding and interconnected networking influence the use of digital banking services. The data was collected from 81 respondents. The data was analyzed using normality, homocadasthesity, non-multicollinearity and linearity. The study concluded that the trust variables, the technology understanding and the interconnected network have a positive impact on the use of digital banking.

4) Conceptual Framework



1. User experience:

User experience **[2,8,10]** in the context of digital products in banks, such as mobile banking apps, online banking platforms etc is crucial in ensuring that customers can easily and securely access their financial services. The key goal of UX design in the banking industry is to make these digital products as intuitive, efficient, and user-friendly as possible, while also ensuring robust security and trust.

A. Customer support: Customer support plays a pivotal role in the user experience when it comes to digital products, especially in the context of banking apps, online banking, and other financial services. Good customer support can enhance the overall experience, while poor support can create frustration and lead to user disengagement.

B. Personalization: Personalization **[15]** in the context of user experience of digital technologies refers to tailoring digital experiences, interfaces, and content to

individual users' preferences, behaviors, and needs. This approach enhances user engagement and satisfaction by making digital interactions more relevant and intuitive. It involves utilizing data, algorithms, and user feedback to create a customized experience.

C. Interface: The interface **[16]** is a critical aspect of user experience in digital technologies. It serves as the point of interaction between the user and the system, which includes both hardware (physical) and software (digital) interfaces. The design, functionality, and responsiveness of an interface directly impact the overall user experience.

D. Usability: Usability is a core component of user experience in digital technologies, focusing on how easy and efficient it is for users to interact with a system or application. A usable product ensures that users can achieve their goals effectively, with minimal effort, confusion, or frustration. In the context of digital technologies, usability is closely tied to how intuitively and smoothly a user can navigate an interface, complete tasks, and access features.

E. Security: Security **[7]** is a vital aspect of the user experience of digital technologies, as users increasingly expect their personal information and activities to be safe while interacting with apps, websites, and other digital systems. When users trust that a digital platform is secure, they are more likely to engage with it, share sensitive information, and return for future interactions. On the other hand, poor security can lead to user frustration, loss of trust, and abandonment of services.

F. Performance: Performance **[14]** is a crucial factor in shaping the user experience of digital technologies. It refers to how well a system operates in terms of speed, responsiveness, stability, and efficiency. Users typically expect digital systems (websites, apps, and other digital interfaces) to load quickly, respond to inputs without noticeable delay, and work consistently. Poor performance can lead to frustration, abandonment, and decreased user satisfaction, while high performance can enhance engagement and drive positive interactions.

2. Trust: Customer trust**[3,4,6]** is a foundational element in the success of digital technologies. Trust in digital platforms can significantly influence user engagement, retention, and conversion rates. In a world where customers increasingly interact with digital services for shopping, banking, healthcare, entertainment, and communication, trust is the bedrock of building long-lasting relationships and fostering loyalty. A lack

of trust, on the other hand, can lead to abandoned carts, churn, and reputational damage.

5) Research Methodology:

5.1 Research Design and Approach:

The present research design adopted in the study was analytical nature. The study is based on both primary and secondary data. The data has been collected from customers through the structured questionnaire and interview. Data was collected from HDFC and SBI branch.

5.2 Population, Sampling and Respondents:

Data was collected as shown below:

Bank	Branch	No.of customers(Approx)	Sample size(5% of no.of customers)
HDFC	Kottayam	3000	150
SBI	Kottayam	5000	250
TOTAL			400

SBI is the best public sector bank and HDFC is widely considered the leading private sector bank. Here in both the banks, one branch where more digital services used for investment is being selected.

As per Yamane, the formula for known population to collect the samples is

Yamane's formula: n = N/(1+N(e)2.

8000/(1+8000)*.0025 = 381

So, as per this formula there should be minimum samples of 381, here in this research the data has been collected from 400 respondents.

5.3 Analytical Techniques

Techniques used here are Correlation and One way ANOVA

6) Results:

1) Correlation:

A) HDFC-Kottayam

- Customer support and Trust:

H0: The quality of customer support on a digital banking platform negatively influences customer trust in its investment services.

H1:The quality of customer support on a digital banking platform positively influences customer trust in its investment services.

Correlations

		Customer Support	Trust
Customer Support	Pearson Correlation	1	.782**
	Sig. (1-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.782**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation:The above data indicates a fairly strong positive relationship. This means that as customer support increases, the level of trust in digital technologies used within the municipality also tends to increase. Here null hypothesis is rejected and alternate is accepted.

- Interface and trust:

H0: A user-friendly interface on a digital banking platform is negatively correlated with increased customer trust in investment services.
H1: A user-friendly interface on a digital banking platform is positively correlated with increased customer trust in investment services.

Correlations

		Interface	Trust
Interface	Pearson Correlation	1	.720**
	Sig. (1-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.720**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation:There is a strong positive correlation between the two variables. This suggests a fairly significant relationship between interface(such as usability, design, accessibility etc) and trust. It implies that people are likely to trust the digital technologies more if they have a good user interface experience.Here null hypothesis is rejected and alternate is accepted.

- Personalization and trust:

H0: The personalization of the user experience negatively impacts customer trust in digital banking investment services
H1: The personalization of the user experience positively impacts customer trust in digital banking investment services

Correlations

		Personalization	Trust
Personalization	Pearson Correlation	1	.725**
	Sig. (1-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.725**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation:This data shows that there is a strong positive relationship between the two variables. This could refer to how digital technologies are tailored for individual users within the muncipality. Here null hypothesis is rejected and alternate is accepted.

- Performance and trust

H0: The high performance of a digital banking platform negatively affects customer trust in its investment services.
H1: The high performance of a digital banking platform positively affects customer trust in its investment services

Correlations

		Performance	Trust
Performance	Pearson Correlation	1	.672**
	Sig. (1-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.672**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation:The correlation suggests a moderate relationship between the variables. As the performance of digital technologies improves, the trust users place in those technologies also tends to increase.Here null hypothesis is rejected and alternate is accepted.

- Security and trust

H0: The perceived security of a digital banking platform are negatively correlated with customer trust in investment services.
H1:The perceived security of a digital banking platform are positively correlated with customer trust in investment services

Correlations

		Security	Trust
Security	Pearson Correlation	1	.749**
	Sig. (1-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.749**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation: This indicates a strong positive relationship between two variables.

This means that as the security of the digital technologies improves, trust in those systems also increases.Here null hypothesis is rejected and alternate is accepted.

- Usability and trust

H0: The high usability of a digital banking platform is negatively correlated with customer trust in investment services.

H1: .The high usability of a digital banking platform is positively correlated with customer trust in investment services

Correlations

		Usability	Trust
Usability	Pearson Correlation	1	.834**
	Sig. (1-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.834**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation: This suggests a strong positive relationship between two variables.

This means as usability increases, trust in the system also tends to increase.Here null hypothesis is rejected and alternate is accepted.

B) SBI-Kottayam

- Customer support and trust

H0: The quality of customer support on a digital banking platform negatively influences customer trust in its investment services.

H1:The quality of customer support on a digital banking platform positively influences customer trust in its investment services.

Correlations

		Customer Support	Trust
Customer Support	Pearson Correlation	1	.707**
	Sig. (1-tailed)		.000
	N	150	150
Trust	Pearson Correlation	.707**	1
	Sig. (1-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation: The above data indicates a fairly strong positive relationship. This means that as customer support increases, the level of trust in digital technologies used within the municipality also tends to increase.Here null hypothesis is rejected and alternate is accepted.

- Interface and trust

H0: A user-friendly interface on a digital banking platform is negatively correlated with increased customer trust in investment services.
H1: A user-friendly interface on a digital banking platform is positively correlated with increased customer trust in investment services.

Correlations

		Interface	Trust
Interface	Pearson Correlation	1	.911**
	Sig. (1-tailed)		.000
	N	150	150
Trust	Pearson Correlation	.911**	1
	Sig. (1-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation:There is a strong positive correlation between the two variables. This suggests a fairly significant relationship between interface(such as usability, design, accessibility etc) and trust. It implies that people are likely to trust the digital technologies more if they have a good user interface experience.Here null hypothesis is rejected and alternate is accepted.

- Personalization and trust

H0: The personalization of the user experience negatively impacts customer trust in digital banking investment services
H1: The personalization of the user experience positively impacts customer trust in digital banking investment services

Correlations

		Personalization	Trust
Personalization	Pearson Correlation	1	.787**
	Sig. (1-tailed)		.000
	N	150	150
Trust	Pearson Correlation	.787**	1
	Sig. (1-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation:This data shows that there is a strong positive relationship between the two variables. This could refer to how digital technologies are tailored for individual users within the muncipality.Here null hypothesis is rejected and alternate is accepted.

- Performance and trust

H0: The high performance of a digital banking platform negatively affects customer trust in its investment services.
H1: The high performance of a digital banking platform positively affects customer trust in its investment services

Correlations

		Performance	Trust
Performance	Pearson Correlation	1	.876**
	Sig. (1-tailed)		.000
	N	150	150
Trust	Pearson Correlation	.876**	1
	Sig. (1-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation: The correlation suggests a strong relationship between the variables. As the performance of digital technologies improves, the trust users place in those technologies also tends to increase.Here null hypothesis is rejected and alternate is accepted.

- Security and trust

H0: The perceived security of a digital banking platform are negatively correlated with customer trust in investment services.
H1:The perceived security of a digital banking platform are positively correlated with customer trust in investment services

Correlations

		Security	Trust
Security	Pearson Correlation	1	.794**
	Sig. (1-tailed)		.000
	N	150	150
Trust	Pearson Correlation	.794**	1
	Sig. (1-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation: This indicates a strong positive relationship between two variables. This means that as the security of the digital technologies improves, trust in those systems also increases.Here null hypothesis is rejected and alternate is accepted.

- Usability and trust

H0: The high usability of a digital banking platform is negatively correlated with customer trust in investment services.

H1: .The high usability of a digital banking platform is positively correlated with customer trust in investment services

Correlations

		Usability	Trust
Usability	Pearson Correlation	1	.865**
	Sig. (1-tailed)		.000
	N	150	150
Trust	Pearson Correlation	.865**	1
	Sig. (1-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (1-tailed).

Interpretation: This suggests a strong positive relationship between two variables. This means as usability increases, trust in the system also tends to increase. Here null hypothesis is rejected and alternate is accepted.

2) ANOVA:

A)HDFC-Kottayam

H0: There is no significant difference in customer trust between the different security feature groups.

H1: There is significant difference in customer trust between the different security feature groups

Descriptives

Trust

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Basic	28	2.89	1.031	.195	2.49	3.29	1	4
Enhanced	41	3.68	.907	.142	3.40	3.97	2	5
Advanced	31	4.42	.502	.090	4.24	4.60	4	5
Total	100	3.69	1.022	.102	3.49	3.89	1	5

ANOVA

Trust

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	34.285	2	17.142	24.062	.000
Within Groups	69.105	97	.712		
Total	103.390	99			

Interpretation: The above data shows that the significance level is .000 which is less than .05 which means that the null hypothesis is rejected. The descriptive table also shows that there is a significant difference among the means of the security features. The mean of the advanced security feature is more when compared to basic and enhanced features which means that trust is more when the features of digital banking platform is advanced.

B) SBI-Kottayam

H0: There is no significant difference in customer trust between the different security feature groups.

H1: There is significant difference in customer trust between the different security feature groups

Descriptives

Trust

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	39	2.18	.721	.115	1.95	2.41	1	4
2	59	2.98	1.091	.142	2.70	3.27	2	5
3	52	4.40	.495	.069	4.27	4.54	4	5
Total	150	3.27	1.213	.099	3.07	3.46	1	5

ANOVA

Trust

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	118.087	2	59.044	85.726	.000
Within Groups	101.246	147	.689		
Total	219.333	149			

Interpretation: The above data shows that the significance level is .000 which is less than .05 which means that the null hypothesis is rejected. The descriptive table also shows that there is a significant difference among the means of the security features. The mean of the advanced security feature is more when compared to basic and enhanced features which means that trust is more when the features of digital banking platform is advanced.

7) Findings:

- The data collected shows that most of the customers are using online digital banking platform for investment.
- Majority of the customers says that the digital banking platform provides quick response to the inquiries regarding investment services provided by SBI & HDFC bank.
- Most of the customers opine that the platform offers consistent performance in its investment tools which increases the trust of customers.
- The study shows that when the customer support increases, trust towards the usage of digital banking platform used in banks also increases.
- The study shows that better the user interface of digital banking technologies, the more likely customers are to trust the bank.
- The study shows that personalised experiences where services, communication and interactions are tailored to an individual's needs and preferences can significantly boost customers trust in a bank's digital services.
- The study shows that when the performance of digital banking technology improves, trust in the bank's digital services tends to increase.
- The study shows that when the security features and protocols in the digital banking technology improves, trust in the bank's digital services also tends to increase.
- The study shows that as usability of digital baking platform improves, trust in those platforms tends to increase.

- The ANOVA calculation shows that there is a significant difference among the means of the security features. The mean of the advanced security feature is more when compared to basic and enhanced features which means that trust is more when the features of digital banking platform is advanced.

8) Suggestions:

- Some of the customers opine that there are only basic security features in the applications used. The bank should invest more in the security protocols and should provide clear information about how users data is being protected.
- Eventhough majority of the customers says that there is good customer support from the banking officials, a small portion of customers says that sometimes there is a lack of timely support. The bank should focus on that portion and offers 24/7 customer support through multiple channels(live chat,email,phone) to all the customers.
- The bank should regularly monitor and update platform performance to ensure minimum down time.
- The bank should focus on the customers who are still not using the digital applications and should convert those non-users to users.
- The bank should provide detailed educational materials and investment guides within the application to empower users with financial knowledge.

9) Conclusion:

This article explored the critical relationship between the user experience i.e customer support, personalization, interface, usability, security, performance and customer trust in investment services. The aim of the study was to examine the role of user experience in shaping customer trust in digital banking platform used for investment and to evaluate whether there is a statistically significant difference in customer trust levels among different groups of security features and to provide recommendation for improving user experience.

The data shows that most of the customers are using online digital banking platform for investment.

As mentioned by Dr Sunita Srivastava, Dr Sajjan choudhuri, Rosdiana, Vijaya kanaparthi, Hartomy etc the variables such as customer support, personalization, interface, usability, security and performance shows a positive impact on customer trust.

The data shows that when the security features are advanced, trust is more for the digital banking platform used for investment.

Eventhough majority of the customers says that there is good customer support from the banking officials, a small portion of customers says that sometimes there is a lack of timely support. The bank should focus on that portion and offers 24/7 customer support through multiple channels(live chat,email,phone) to all the customers.The bank should regularly monitor and update platform performance to ensure minimum down time.The bank should focus on the customers who are still not using the digital applications and should convert those non-users to users.

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