

A STUDY ON THE POPULARITY AND UASGE OF MOBILE BANKING SERVICES AMONG PEOPLE IN BANGALORE

Dr. Puja Archana Sahu
Professor
Dept. of MBA,
IA School of Management Studies
Bengaluru, India

Abstract:

Introduction of new technologies allowed banking institutions to offer new channels of service outlets like ATM facility, Internet Banking, Telephone Banking, SMS banking and Mobile Banking. Banks race against each other in bringing the latest technology for the benefits of their customers and themselves. Mobile banking has gained more importance in digital India schemes. The paper has made an attempt to study the individual perception about the usefulness, ease of use and attitude towards the use of Mobile banking among banking customers.

Key words: Banking and Mobile Services, Customer, Issues, Mobile Banking,

Introduction:

Mobile banking is very convenient in today's digital age with many banks offering impressive apps. The ability to deposit a check, to pay for merchandise, to transfer money to a friend or to find an ATM instantly are reasons why people choose to use mobile banking. Conventional banking might not be cost-effective for low-ticket-size transactions, hence financial inclusion, which is on the "Digital India" agenda of the Government of India (GoI), might not be feasible. India is gearing towards digitalization of services and mobile banking is a step in right direction in achieving that goal. The focus of this research project is particularly to provide an insight on the public perception and the factors that affect the adoption of Mobile banking in India.

Review of Literature:

Indrani Medhi, Aishwarya Ratan & Kentaro Toyama(2009) examined the challenges faced in adoption and usage of existing m-banking services by low-literate, low-income individuals in different countries . Jonanthan Donner& Camillo Andres Tellez (2008) discusses the impact of technology on m-banking /m- banking

payments systems. V V Ravi Kumar, Anurag Lal& Tanmay Mane(2017) have used Technology Adoption Model(TAM) to find that the perceived usefulness and perceived ease of use, social influence and trust propensity are the underlying factors in respect of the behavioral intention to use mobile banking services. Madhurima Deb &Aarti Agarwal(2017) tried to understand the brand India's potential for financial inclusion in the future. They identified subjective norm, output quality and personal innovativeness have impacts on the perceived usefulness of, and attitudes toward, the ultimate adoption of m-banking.

Objectives of the study:

1. To deduce the demographics of the Customers using Mobile banking.
2. To determine the usage of Mobile banking by the Customers.
3. To detect the reasons for using Mobile banking of the Customers

Research Methodology

The research design used in this study is descriptive research design. The present study is based on primary as well as secondary data. In order to receive the responses of 110 people, questionnaire method and personal contact method is adopted. The secondary data is collected from journals, text books and through internet. Convenience sampling method is adopted used to select the consumers for collecting data. The data has been collected and analyzed using simple percentage method.

Results and Discussion:

- 62.70% respondents are male and 37.30% are female.
- 87.30% aged 18-25, 10% are between 26-35 years and 1.80% are between 36-45 years and 0.90% are aged 45 above.
- 5.50% are students, 5.50% are graduate, 73.60% are Post Graduate, 3.60% are Professional and 11.80% have other qualification.
- 81.80% earns a monthly income of below 20000, 15.50% earn around 20000-40000, 0.90% earns a monthly income of 40000-60000 and 1.80% earns above 60000.
- 80% are students, 9.10% are Employees, 1.80% are Professionals, 7.30% are doing Business and 1.80% are engaged in other occupation.

- 100% are using mobile phone.
- 100% are using bank account.
- 100% are aware of mobile banking.
- 100% are using mobile banking.
- 97.30% are using saving account, 0.90% are using current account and 1.80% are using both of them.
- 60% are using daily once, 23.60% are using daily several times, 4.50% are using weekly once, 3.60% are using weekly several times, 3.60% are using monthly once, 4.55% are using monthly several times.
- 85.50% are using m-banking to transfer money, 1.80% are using to check account balance, 8.20% are using to pay bills, 2.70% are using to mobile recharge and 1.80% are using to others.
- 100% are known about mobile banking.
- 78.20% know through internet, 9.10% know through friend, 12.70% know through bank itself.
- 30% strongly agree, 68.18% agree, 0.91% are Neutral, 0.91% disagree and 0% strongly disagree with the statement of m-banking saves time.
- 25.45% strongly agree, 71.82% agree, 1.82% are Neutral, 0.91% disagree and 0% strongly disagree with the statement that banking operations can be easily done using mobile banking.
- 30% strongly agree, 65.45% agree, 2.73% are Neutral, 1.82% disagree and 0% strongly disagree with the statement that I am happy with the user interface of mobile banking.
- 15.45% strongly agree, 78.18% agree, 5.45% are Neutral, 0.91% disagree and 0% strongly disagree with the statement that I trust the network connectivity while doing a transaction using mobile banking.
- 15.45% strongly agree, 81.82% agree, 1.82% are Neutral, 0.91% disagree and 0% strongly disagree with the statement that I find mobile banking cost effective as compare to visiting banks.
- 34.55% strongly agree, 61.82% agree, 1.82% are Neutral, 1.82% disagree and 0% strongly disagree with the statement of m-banking saves time. ☐
36.36% strongly agree, 60% agree, 2.73% are Neutral, 0.91% disagree and 0% strongly disagree with the statement that banking operations can be easily done using mobile banking.

- 36.36% strongly agree, 57.27% agree, 6.36% are Neutral, 0% disagree and 0% strongly disagree with the statement that I am happy with the user interface of mobile banking.
- 18.18% strongly agree, 76.36% agree, 4.55% are Neutral, 0.91% disagree and 0% strongly disagree with the statement that I trust the network connectivity while doing a transaction using mobile banking.
- 15.45% strongly agree, 81.82% agree, 1.82% are Neutral, 0.91% disagree and 0% strongly disagree with the statement that I find mobile banking cost effective as compare to visiting banks.

Suggestions:

Banks' expectations for the utilization of M-banking delivery channels have yet to be met. This necessitates raising customer awareness of the benefits of these services. Customers should be well informed about how to use these services. In order for mobile banking to be widely adopted, banks that provide the service must inform customers about its availability and explain how it benefits their banking needs. Using Mobile banking carries a higher risk for both users and nonusers. Bank executives should provide clients with greater information about the various security and privacy safeguards that they have implemented. For persons who are illiterate or unfamiliar with technology, mobile banking operations can be difficult. It is vital to educate customers on how to use financial services effectively. While the bank is responsible for this, the RBI and the government can help by launching a well-planned media campaign. Banks must take steps to educate customers about new banking services and products, such as ATMs, online banking, and mobile banking, among other things. The banker may be required to run various programs such as customer day, customer meet, and customer campaign in order to directly interact with their consumers and teach them about their new products/services. Mobile banking technology has been an integral feature of all customer-focused banking initiatives over the last decade. According to research, mobile banking apps not only increase client loyalty and advocacy, but they also help banks cut transaction costs dramatically. Apps are also becoming increasingly important for banks to compete against disruptors such as internet giants and Fin Tech start-ups who are entering the payments and peer-to-peer lending industry.

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