A STUDY ON CONSUMER AWARENESS AND USAGE OF E-BANKING TRANSACTIONS THROUGH MOBILE BANKING APPLICATIONS (APPS)

Author: Dr. S. Anbumalar
Head, Commerce Department, Sri Krishna Arts and Science College, Coimbatore.
Co-Authors: J.Juliana Magdalene Veronica, Poornima.S, Kasthuri Vinisha.P, Taniya
M.Com Students, Coimbatore.
ID: julieveronicajmv@gmail.com **Mob:** 8547854221

ABSTRACT

The world is changing at an increasing rate and technology is considered to be the key driver for these changes around. Mobile phone usage has spread in a very broad manner both in developing and developed countries. Mobile banking has great potential for extending the provision of financial services to all the people through a technology that is both familiar and widespread. 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. This will result in retaining of customer and their by lowering the cost of acquiring new customer. They may give special attention to the factors such as security/safety aspects and easy transaction through mobile, which will further enhance the confidence levels of the customer in using this facility and will have a positive impact on the customer.

Keywords: Mobile banking, internet, technology, e-banking.

INTRODUCTION

The wide use of internet and technology advancement is technology-based systems and especially those related to the internet are leading to fundamental changes in how companies interact with customers. There using day to day activities are handled electronically and due to his acceptance of information technology at home as well as at workplace has been increased. Slowly but steadily, the Indian customer is moving towards new banking services like mobile banking and internet banking.

Mobile commerce is defined as the application of wireless communications networks and devices to the execution of transactions with monetary value is either direct or indirect. Mobile banking and internet banking has become the self-service delivery channel that allows bank to provide information and offer services to their customers with more convenience the web services technology and mobile services. Mobile banking or personal digital assistance is enhancing the speed of delivering services to the customers. The rapid growth in the number of mobile phone subscribers in India (about 969.89 million as at the end of March 2015 and growing at about 1 billion numbers should be reached in next 6 months) mobile banking has a lot of potential in future.

Many banks have implemented mobile and internet banking to offer their customers a variety of online services with more convenience for accessing information and making transactions. Customer satisfaction and customer retention are increasingly developing into key success factors in e-banking.

The last time that technology had a major impact in helping banks service their customers was with the introduction of the Internet banking. Internet banking helped give the customer's anytime access to their banks. Customers could check out their account details, get their bank statements, perform transactions like transferring money to other accounts and pay their bills sitting in the comfort of their homes and offices.

However the biggest limitation if Internet banking is the requirement of a PC with an internet connection, not a big obstacle if we look at the US and the European countries, but definitely a big barrier if we consider most of the developing countries of Asia like China and India. Mobile banking addresses this fundamental limitation of Internet banking, as it reduces the customer requirement to just a mobile phone.

E- BANKING

Internet banking or E-banking means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking functions.

In internet banking system the bank has a centralized database that is web-enabled. All the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of service.

AVAILABLE OF THE SERVICES THROUGH E- BANKING

Bill payment service: Their can facilitate payment of electricity and telephone bills, mobile phone, credit card and insurance premium bills as each bank has tie-ups with various utility companies, service providers and insurance companies across the country. To pay your bills, all they need to do is complete a simple one-time registration for each biller. There can also set up standing instructions online to pay their recurring bills, automatically. Generally, the bank does not charge customers for online bill payment.

Fund transfer: They can transfer any amount from one account to another account of the same or any another bank. Customers can send money anywhere in India. Once their login to their account, their need to mention the payee's account number, his bank and the branch. The transfer will take place in a day or so, whereas in a traditional method, it takes about three working days. ICICI Bank says that online bill payment service and fund transfer facility have been their most popular online services.

Credit card customers: With Internet banking, customers can not only pay their credit card bills online but also get a loan on their cards. If there lose they credit card, there can report lost card online.

Railway pass: This is something that would interest all the same Janta. Indian Railways has tied up with ICICI bank and they can now book their railway pass for local trains online. The pass will be delivered to them at their doorstep. But the facility is limited to Mumbai, Thane, Nashik, Surat, and Pune.

Investing through Internet banking: Their can now open an FD online through funds transfer. Now investors with interlinked demat account and bank account can easily trade in the stock market and the amount will be credited in their demat account. Moreover, some banks even give their facility to purchase mutual funds directly from the online banking system. Nowadays, most leading banks offer both online banking and demat account. However if there have your demat account with independent share brokers, then their need to sign a special form, which will link there two accounts.

Recharging your prepaid phone: Now just top-up your prepaid mobile cards by logging in to Internet banking. By just selecting your operator's name, entering their mobile number and the amount for recharge, there phone is again back in action within few minutes.

Shopping: With a range of all kind of products, there can shop online and the payment is also made conveniently through their account. There can also buy railway and air tickets through Internet banking.

MOBILE BANKING

Mobile banking is a service provided by a bank or other financial institution that 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 dependent on the availability of an internet or data connection to the mobile device.

Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises.

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.

Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services either at the point of sale or remotely. Mobile banking uses a Mobile phone to access their bank or credit union account. This can be done either by accessing your bank or credit union's web page through the web browser on your mobile phone, via text messaging or by using an app downloaded to their mobile phone.

OBJECTIVES OF THE STUDY

- ✓ To study the awareness about mobile banking applications services provided by the banks
- ✓ To know whether customers are using Mobile banking.
- ✓ To find the customer satisfaction relating to e-banking through mobile banking applications services.
- ✓ To evaluate the factors influencing E-Banking transaction through mobile banking applications (apps).

STATEMENT OF THE PROBLEMS

It is the most important factor , accessing problem statements such as possibility of error is higher than Internet Banking, using key code list with mobile phone is complicated and Mobile phone is an unpractical device for banking emerges with good positive correlations. They have great influence on the adopters not to have mobile banking services. Dissatisfaction is the second significant factor, which accounts of the variations. The statements data transmission is very slow, Mobile banking services are risky transaction, fraud and not secure, Mobile banking services are not enough versatile and Its use has been a disappointment by others signify that the no adopters gave seen the dissatisfaction among the users of mobile banking services. A customer may have inability to provide knowledge this is another crucial factor, which is reflection of variations. The statements of insufficient guidance is there for using Mobile banking and its use is complicated which reflects that consumer behaviour tends to be based on how a given problem is to be solved. In this research, the non--adopters of mobile banking are afraid of being the usage of new technology due to the complications in the systems and, moreover, no proper guidance is provided to them. Financial institutions present many opportunities for electronic theft, and cyber attackers improved techniques and ever-more-aggressive malware makes them increasingly in the spread of mobile devices increases the complexity of the security problem for banks. The number of connected devices now exceeds the number of people on the planet. There are so many passwords, accounts, channels, and different ways to do mobile banking (ATM, phone, web) that hackers are targeting everyone, everywhere, and by any method possible.

What is the level of awareness about mobile banking applications services provided by the banks?

Whether customers using mobile banking applications services provided by the banks.

What are the factors influencing E-Banking transaction through mobile banking applications?

NEED FOR THE STUDY

E-banking is the very popular terms in this global world. Mobile banking has lot of advantages for both providers and those who avail the services. It has really become multi beneficial. Banks do not require much investment and they do not even have to modify their existing infrastructure. Bank can send the message in fewer efforts to a huge number of people. They need not stand in the queues or face the employees whom do not. Mobile banking is cost-effective for bankers and customers. The information can also be stored automatically in mobile as a proof in the form of SMS as proof, whether sent or received. There is no any geographical limitation for e-banking services but the utility of the e-banking is dependent on the awareness if e-banking services and information about the e-banking services and some people aware about e-banking services and they avoid for using e-banking services. Generally peoples have theoretical knowledge of banking and different services in e-banking, but all peoples no used this knowledge in practical way. So they to find the proper finding that whether people using mobile banking or not this research are necessary. It is research on awareness of e-banking of mobile banking application services in educated or uneducated peoples. Following are the importance of the research study.

SCOPE OF THE STUDY

The potential of mobile banking in India is huge, especially with a large unbanked population. With the increasing mobile Penetration on rural areas, mobile banking is seen as a tool to facilitate financial inclusion of the rural population. In the urban environment, it is seen as a tool for convenience as it facilities faster small-scale transactions. Several leading banks are typing up with telecom operators and handset manufactures to provide this facility in order to enhance customer service and facilitate branchless banking, operators and leading banks are partnering to provide a suite of mobile banking services.

The service is witnessing increased uptake in urban areas with more consumers availing of mobile banking facilities for paying utility bills, accessing bank account information and making ticket payments. In rural areas, this service is poised to take off with operators focusing on the rural sector to provide services tailored for the rural community.

LIMITATIONS OF THE STUDY

- ✓ The study is restricted to Coimbatore city alone. It is not applicable to other areas.
- ✓ The study is limited to 120 respondents only.
- ✓ Time constraint is age major limitation of this study.

REVIEW OF LITERATURE

Singh Shamser (2014) examined the adoption and impact of Mobile banking on customers of different banks located in Delhi. A survey opinion of 200 customers was conducted. Factor Analysis have been used and there were five factors identified; Security/Privacy, Reliability, Efficiency, and Responsiveness on the basis of understanding of customers perception regarding Mobile banking. Results indicate that the demographic factors can have significant impact on the customer perception.

Cudjoe, Anim, and Nyanyofio (2015) in their study examined the determinants of Mobile banking adoption among bank customers in Ghana, with specific emphasis on Access bank. He investigated 150 customers of access bank to find out the determinants of mobile banking adoption in the Ghanaian banking industry. The results indicate that each factor measured had some level of significant effect in consumer intention to adopt and use Mobile banking services provided by Access Bank. Further perceived credibility and perceived financial cost were the major factors that formed that perceived financial cost and perceived credibility have a stronger effect on consumer intention to use and adopt Mobile banking service than perceived ease of use and perceived usefulness.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Table No.1

AGE OF THE RESPONDENTS

Age	Total number of respondents	Percentage
Below - 25	71	59.2%
26 - 45	28	23.3%
Above - 46	21	17.5%
Total	120	100%

Source: Compiled from primary data

From the above table no 1, it is inferred that 59.2% of respondents in the age group of below 25, there are 23.3% of respondents in the age group of 26 - 45 and 17.5% of respondents in the age group of above - 46.

Table No. 2

GENDER OF THE RESPONDENTS

Gender	Total no of respondents	Percentage
Male	45	37.5%
Female	75	62.5%
Total	120	100%

Source: Compiled from primary data

It shows that there are 37.5% of male and 62.5% of female respondents in the study

Table No.3

MARITAL STATUS OF THE RESPONDENTS

Marital Status	Total no of respondents	Percentage
Unmarried	82	68.3%
Married	38	31.7%
Total	120	100%

Source: Compiled from primary data

It shows that there are about 68.3% unmarried respondents and 31.7% married respondents.

Table No.4

EDUCATION OF THE RESPONDENTS

Education	Total no of respondents	Percentage
UG	63	52.5%
PG	28	23.3%
Others	29	24.2%
Total	120	100%

Source: Compiled from primary data

It shows that 52.5% of the respondents in the study are UG, 23.3% of the respondents are PG, 24.2% of the respondents are others, and these are the level of education of the respondents.

Table No. 5

OCCUPATION OF THE RESPONDENTS

Occupation	Total no of respondents	Percentage
Student	65	54.2%
Private employee	32	26.7%
Government employee	04	3.3%
Others	19	15.8%
Total	120	100%

Source: Compiled from primary data

It shows that the above table states that there are about 54.2% of respondents do student as occupation, there are about 26.7% of respondents do private employee as occupation, 3.3% of the respondents are government employee and 15.8% of the respondents are others.

Table No.6

ANNUAL INCOME OF THE RESPONDENTS

Annual income	Total no of respondents	Percentage
Below - Rs 2,00,000	58	48.3%
Rs 2,00,001 - Rs 4,50,000	38	31.7%
Above - Rs 4,50,001	24	20%
Total	120	100%

Source: Compiled from primary data

It shows that the above mentioned table states the annual income of the respondents among which annual income of the respondents Below – RS 2,00,000 is 48.3%, RS 2,00,001 – RS 4,50,000 is 31.7% and that of Above – RS 4,50,001 is 20%.

Table No.7

TYPE OF SMARTPHONE OF THE RESPONDENTS

Type of Smartphone	Total no of respondents	Percentage
Android	90	75%
Blackberry	11	9.3%
iPhone	14	11.7%
Windows mobile	05	4%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that the table states which types of smartphone do you have by the respondents out of android is 75%, blackberry is 9.3%, iPhone is 11.7%, windows mobile is 4%.

Table No.8

AWARENESS ABOUT MOBILE BANKING OF THE RESPONDENTS

Awareness about mobile banking	Total no of respondents	Percentage
Yes	118	98.3%
No	02	1.7%
Total	120	100%

Source: Compiled from primary data

This table explains about respondents of awareness about mobile banking among which say yes is 98.3% and no is 1.7% respondents.

Table No.9

TIMESPAN OF BANK ACCOUNT OF THE RESPONDENTS

Timespan of bank account	Total no of respondents	Percentage
Less than 3 years	33	27.5%
1 - 3 years	39	32.5%
More than 3 years	48	40%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that the table states the time span of bank account of the respondents of Less than 3 years is 27.5%, 1 – 3 years is 32.5% and More than 3 years is 40% respondents.

Table No.10

TYPE OF BANK ACCOUNT DO YOU MAINTAIN OF THE RESPONDENTS

Type of bank account do you maintain	Total no of respon dents	Percentage
Saving Accounts	81	67.5%
Current Accounts	18	15%
Both Accounts	21	17.5%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that the table we can mention the type of bank account do you maintain that type of bank account do you maintain their savings account is 67.5%, current accounts is 15%, Both accounts is 17.5%.

Table No.11

SOURCE OF KNOWLEDGE ABOUT MOBILE BANKING OF THE RESPONDENTS

Source of knowledge about mobile banking	Total no of respondents	Percentage
Through bankers	46	38.3%
Advertise ment	22	18.3%
Friends & Family	46	38.3%
Others	06	5%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that the table states the how do you know about mobile banking of respondents among which through bankers is 38.3%, advertisement is 18.3%, friends & family is 38.3% and others is

Table No.12

USAGE OF MOBILE BANKING IN THE PAST 12 MONTHS OF THE RESPONDENTS

Usage of mobile banking in the past 12 months	Total no of respondents	PERCENTAGE
Yes	78	65%
No	42	35%
Total	120	100%

Source: Compiled from primary data

It shows that the above mentioned table states the have you used mobile banking in the past 12 months of respondent among which yes is 65% and no is 35%.

Table No.13

FUTURE USAGE OF MOBILE BANKING OF THE RESPONDENTS

Future usage of mobile banking	Total no of respondents	Percentage
Definitely will use	71	59.2%
Probably will use	48	40%
Probably will not use	01	0.8%
Definitely will not use	0	0%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that the table states the do you plan to use mobile banking in future of the respondents definitely will use is 59.2%, probably will use is 40%, probably will not use is 0.8%, definitely will not use is 0%.

Table No.14

TIME PERIOD USAGE OF MOBILE BANKING OF THE RESPONDENTS

Time period Usage of mobile banking	Total no of respondents	Percentage
Last 6 months	49	40.8%
6 - 12 months	31	25.8%
1 - 2 years	21	17.5%
More than 2 years	19	15.8%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that the table states that there are respondents with long you are using mobile banking of last 6 months is 40.8%, 6 – 12 months is 25.8%, 1 – 2 years is 17.5%, more than 2 years is 15.8%.

Table No.15

TYPE OF CARD USED FOR MOBILE BANKING OF THE RESPONDENTS

Type of card used for mobile banking	Total no of respondents	Percentage
Debit card	87	72.5%
Credit card	33	27.5%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that 72.5% of the respondents in the card you using for mobile banking are debit card, 27.5% of the respondents are using credit card.

Table No.16

PURPOSE OF USING MOBILE BANKING OF THE RESPONDENTS

Purpose of using mobile banking	Total no of respondents	Percentage
Cash deposit	39	32.5%
Fund transfer	34	28.3%
Recharge	22	18.3%
Tax payments	06	5%
Bills payments	10	8.3%

Others	09	7.5%
Total	**120**	**100%**

Source: Compiled from primary data

It shows that there for what purpose you use mobile banking are about 32.5%cash deposit of respondents, 28.3% fund transfer of respondents, 18.3% recharge of respondents, 5% of tax payments respondents, 8.3% bill payments of respondents and 7.5% others of respondents.

CHI-SQUARE TEST ANALYSIS

NULL HYPOTHESIS (H0): There is no significant relationship between the Age and How long you are using mobile banking

ALTERNATE HYPOTHESIS (H1): There is significant relationship between the Age and How long you are using mobile banking

TABLE NO.17

THE RELATIONSHIP BETWEEN AGE AND HOW LONG YOU ARE USING MOBILE BANKING

AGE	HOW LONG YOU ARE USING MOBILE BANKING				
	LAST 6 MONTHS	**6 – 12 MONTHS**	**1 – 2 YEARS**	**MORE THAN 2 YEARS**	**TOTAL**
Below – 25	35	21	10	5	71
26 – 45	8	5	7	8	28
Above – 46	6	5	4	6	21
Total	49	31	31	19	120

CHI SQUARE VALUE

O	E	O - E	(O – E)²	(O – E)²/E
35	28.99167	6.00833	36.10003	1.245186
21	18.34167	2.65833	7.066718	0.385282
10	12.425	-2.425	5.880625	0.47329
5	11.24167	-6.24167	38.95844	3.465539
8	11.43333	-3.43333	11.78775	1.030999
5	7.233333	-2.23333	4.987776	0.689554
7	4.9	2.1	4.41	0.9
8	4.433	3.567	12.72349	2.870176
6	8.575	-2.575	6.630625	0.773251
5	5.425	-0.425	0.180625	0.033295
4	3.675	0.325	0.105625	0.028741
6	3.325	2.675	7.155625	2.152068
TOTAL				**14.04738**

DEGREE OF FREEDOM = (NO OF ROWS) * (NO OF COLUMN)

= (3 – 1) * (4 – 1)

= 2 * 3 = 6

DEGREE OF FREEDOM	6
LEVEL OF SIGNIFICANCE	5%

CALCULATED VALUE	14.04738
TABLE VALUE	12.592

INTERPRETATION

From the table values with degrees of freedom at 6 and level of significance at 0.05, the table value at 12.592 which is lesser than the calculated value. Hence, null hypothesis is rejected and there is significant relationship between age and how long you are using mobile banking.

NULL HYPOTHESIS (H0): There is no significant relationship between the Education and Have you used mobile banking in the last 12 months.

ALTERNATE HYPOTHESIS (H1): There is significant relationship between the Education and Have you used mobile banking in the last 12 months.

Table No.18

THE RELATIONSHIP BETWEEN EDUCATION AND HAVE YOU USED MOBILE BANKING IN THE LAST 12 MONTHS

EDUCATION	HAVE YOU USED MOBILE BANKING IN THE LAST 12 MONTHS			
		YES	NO	TOTAL
	Under Graduate	50	13	63
	Post Graduate	13	15	28
	Others	15	14	29
	Total	**78**	**42**	**120**

CHI SQUARE VALUE

O	E	O - E	(O – E)²	(O – E)²/E
50	40.95	9.05	81.9025	2.000061
13	22.05	-9.05	81.9025	3.714399
13	18.2	-5.2	27.04	1.485714
15	9.8	5.2	27.04	2.759184
15	18.85	-3.85	14.8225	0.78634
14	10.15	3.85	14.8225	1.460345
				12.20604

DEGREE OF FREEDOM = (NO OF ROWS) * (NO OF COLUMN)

= (3 – 1) * (2 – 1)

= 2 * 1 = 2

DEGREE OF FREEDOM	2
LEVEL OF SIGNIFICANCE	5%
CALCULATED VALUE	12.20604
TABLE VALUE	5.991

INTERPRETATION

From the table values with degrees of freedom at 2 and level of significance at 0.05, the table value at 5.991 which is lesser than the calculated value. Hence, null hypothesis is rejected and there is significant relationship between educations and have you used mobile banking in the last 12 months.

RANKING ANALYSIS

TABLE NO.19

THE MAIN REASON BEHIND SELECTING MOBILE BANKING AND MENTION IN RANKING THAT 1 – 8 ACCORDING TO YOUR PREFERENCE

FACTORS	1	2	3	4	5	6	7	8
I got a Smart phone	51	35	17	2	1	5	4	5
My bank started offering the services	43	40	21	2	2	6	3	3
There is no bank branch or ATM near my home or work	45	25	32	5	4	3	3	3
I became comfortable with the security of mobile banking	31	30	30	10	7	7	3	2
I liked the convenience of mobile banking	30	37	25	14	5	4	3	2
To receive frauds alerts or check my account for fraudulent transactions	26	33	32	9	5	7	3	3
To take advantage of loyalty or rewards points and discounts	32	28	28	14	6	5	4	3
The ability to make mobile payments become available	36	33	25	10	3	5	3	5

FACTORS	1	2	3	4	5	6	7	8	TOTAL	RANK
I got a smartphone	51	70	51	8	5	38	28	40	283	8
My bank started offering the services	43	80	63	8	10	36	21	24	285	7
There is no bank branch or ATM near my home or work	45	50	96	20	20	18	21	24	294	6
I become comfortable with the security of mobile banking	31	60	90	40	35	42	21	16	335	3
I liked the convenience of mobile banking	30	74	75	56	25	24	21	16	321	5
To receive frauds alerts or check my account for fraudulent transactions	26	66	96	36	25	42	21	40	352	1
To take advantage of loyalty or rewards points and discounts	32	56	84	56	30	30	28	24	340	2
The ability to make mobile payments become available	36	66	75	40	15	30	21	40	323	4

INTERPRETATION

The level of preference on the aspects relating to the mobile banking which shows that to receive fraud alert or check my account for fraudulent transactions with 352 and second rank is to take advantage of loyalty or reward points and discounts with an rank of 340 third rank is I become comfortable with the security of mobile banking with an rank of 335 fourth rank is the ability to make mobile payments become available with an rank of 323 fifth rank is I like the convenience of mobile banking with an rank of 321 sixth rank is there is no bank branch or ATM near my home or work with an rank of 294 seventh rank is my bank started offering the services with an rank of 285 and eighth rank is I got a smart phone with a rank of 283.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- ✓ Majority of the respondents belong to the age group of belong 25 years with 59.2%.
- ✓ Majority of the respondents belong to the gender of female with 62.5%.
- ✓ Majority of the respondents are unmarried with 68.3%.
- ✓ Majority of the respondents belong to under UG level of education with 52.5%.
- ✓ Majority of the respondents are student
- ✓ Majority of the respondents belong to the category of annual income with below – 2, 00,000 with 48.3%.
- ✓ Majority of the respondents smart phone having type of Android is 61.7%.
- ✓ Majority of the respondents are awareness is 98.3% of them are aware of mobile banking.
- ✓ Majority of the respondents have your bank account belong to the category of more than 3 years is 40%.
- ✓ Majority of the respondents fit into saving accounts of type of bank account maintain.
- ✓ Most of the respondents do you know about mobile banking belong to the category of friends & family is 38.3%.
- ✓ Most of the respondents belong to the category have you used mobile banking in the past 12 months with yes is 65%.
- ✓ Majority of the respondents definitely will use mobile banking in future is 59.2%.
- ✓ Majority of the respondents belong to the respondents how long you are using mobile banking of last 6 months is 40.8%.
- ✓ Majority of the respondents belong to debit card is 72.5%.
- ✓ Majority of the respondents are cash deposit with 32.5%.

CHI-SQUARE ANALYSIS

- ✓ The selected factors like age and how long you are using mobile banking there is significant relationship between them.
- ✓ The selected factors like education and have you used mobile banking in the last 12 months has significant relationship between them.

RANKING ANALYSIS

The level of preference on the aspects relating to the mobile banking which shows that to receive fraud alert or check my account for fraudulent transactions with 352 and second rank is to take advantage of loyalty or reward points and discounts with an rank of 340 third rank is I become comfortable with the security of mobile banking with an rank of 335 fourth rank is the ability to make mobile payments become available with an rank of 323 fifth rank is I like the convenience of mobile banking with an rank of 321 sixth rank is there is no bank branch or ATM near my home or work with an rank of 294 seventh rank is my bank started offering the services with an rank of 285 and eighth rank is I got a smart phone with an rank of 283.

SUGGESTION

Several actions are necessary to accelerate the financial inclusion through in banking while at the same time ensuring customer protection. Many of these actions fall in the policy and regulatory space.

- ✓ Building customer awareness and informing the public on use of Mobile banking modes is required.
- ✓ Technology used for mobile banking must be secure and should have confidentiality, integrity, authority, and non-reputability.
- ✓ Customer should regularly check transaction history details and statements to make sure that there are no unauthorized transactions. Change password or PIN and avoid using easy-to-guess passwords.
- ✓ Mobile number portability programmed should implement immediately it will be led to use their mobile phone as mobile banking device.
- ✓ Bank should develop mobile banking software in regional language and should use most commonly used phrases, name and shortcuts in the software.
- ✓ Telecommunication department and cellular service providers should extend their network coverage in rural and remote areas to facilitate them communication and mobile banking also. The government should provide conditional financial support to cellular service providers to extend such network in rural areas.
- ✓ Bank should enhance their refund facilities concerns to if wrong transactions made by customers by mistake or if any.
- ✓ Bank can offer EMI or rental based mobile phone handsets to poorer peoples with tie up with mobile handset company. It may give access to them via mobile banking service.

CONCLUSION

The role of technology is increasing day by day. The various sectors of India are growing at much faster rate with the help of technology. Mobile banking is also a big mobile telecommunication platform of new technology, which promotes the banking functions in India. Mobile banking also helps the banks to increase their customers. Today, everyone has a mobile phone in his hands. The number of mobile users in India got second position in the world. The increasing frequency of mobile internet users gives the boost energy to the mobile banking. This study and many other studies have found out of dimensions of mobile banking service. Banking practitioners and managers can use these dimension to measure the effectiveness of service provided by them. The finding can be used to manage organization resources and provide higher quality of services to their customers.

This will result in retaining of customer and their by lowering the cost of acquiring new customer. They may give special attention to the factors such as security/safety aspects and easy transaction through mobile, which will further enhance the confidence levels of the customer in using this facility and will have a positive impact on the customer. Younger age group and those who are in service either in private sector or government sector, constitute the majority of the users of the mobile banking, therefore immediate attention is required from the bank managers and service providers to ensure better service quality to this huge technology savvy customer segment. High education level of this segment provides a huge opportunity for the bankers to convert them from traditional banking to the mobile banking provide that the security of transaction and privacy issues are given top priority so that they can have favorable towards mobile banking. The banks have already taken many steps in this direction and they may continue to enhance their security systems so that frauds and loss of information / money does not take place.

BIBLIOGRAPHY

- ✓ Kuchara Varsha. (2012). A Study on Customers perception towards Internet Banking at Ahmedabad City, Indian journal of Research, Vol.1.Iss 9, pp 83-85.
- ✓ Devadevan, V. (2013). Mobile Banking in India: Issues & Challenges. International Journal of Emerging Technology and Advanced Engineering, Vol. 3, NO.6, pp.516-520.
- ✓ SinghShamser.(2014) Reserve bank of India. Retrieved from RBI Website;http://www.rbi.org.in/Scripts/bs_view content .aspx?Id=1660.
- ✓ Cudjoe, A.G., Anim, P.A. and Nyanyofio, J.G.N.T. (2015). Determinants of Mobile banking Adoption in the Ghanaian Banking Industry: A Case of Access Bank Ghana Limited. Journal of Computer and Communications, 3, 1-19.
- ✓ www.infogile.com/pdf/Mobile-Banking.pdf
- ✓ http://www.ijeeee.org/papers/036-Z0023.pdf
- ✓ http://www.telecomindiaonline .com/telecom-india-daily-telecom-station-mobile-banking-in-india-perception-and-statistics.html
- ✓ http://www.plugged.in/mobile-banking-in-india-market-report-297
- ✓ http://www.businessreviewindia.in/technology/apps/mobile-banking-in-india
- ✓ www.wikipedia.com

QUESTIONNAIRE

Demographic profile

1. Name
2. Age
   a) Below 25 b) 26-45 c) Above 46
3. Gender
   a) Male b) Female
4. Marital status

   a) Unmarried b) Married

5. Educational qualification

a) UG b) PG c) Others

6. Occupation

a) Student b) Private employee c) Government employee d) Others

7. Annual Income

a) Below Rs 200000 b) Rs 200001-Rs 450000 c) Above Rs 450001

8. Which type of Smartphone do you own?
a) Android b) Blackberry c) Iphone d) Windows mobile

9. Are you aware of Mobile Banking?
a) Yes b) No

10. How long have you been using a bank account?
a) Less than 3 years b) 1-3 years c) More than 3 years

11. What type of bank account do you maintain ?
a) Savings account b) Current account c) Both accounts

12. How do you know about mobile banking?
a) Through bankers b) Advertisement c) Friends & Family d) Others

13. Have you been using mobile banking in the past 12 months?
a) Yes b) No

14. Are you going to try and use mobile banking?
a) Definitely will see b) probably will see c) Probably will not use d) Definitely will not use

15. How long have you been using mobile banking?
a) Last 6 months b) 6-12 months c) 1-2 years d) More than 2 years

16. What type of card are you using for banking purpose?
a) Debit card b) Credit card

17. What is the purpose of using mobile banking?
a) Cash deposit b) Fund transfer c) Recharge d) Tax payments e) Bills payment f) Others

Answer the following questions as how and why you started using mobile banking, by clicking the correct option taking 1 as the highest and 8 as the lowest;

Sl. No	FACTORS	1	2	3	4	5	6	7	8
18	I got a Smart phone								
19	My bank started offering the services								
20	There is no bank branch or ATM near my home or work								
21	I became comfortable with the security of mobile banking								
22	I liked the convenience of mobile banking								
23	To receive frauds alerts or check my account for fraudulent transactions								
24	To take advantage of loyalty or rewards points and discounts								
25	The ability to make mobile payments become available								