



AN ANALYSIS OF PERCEPTION OF CUSTOMERS TOWARDS MOBILE BANKING SERVICES

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ABSTRACT

In the present era of technology mobile banking plays an immense role in day to day life of a human being, as now a day's mobile has become an important part of life so everyone is intended to perform all the activities with the help of that mobile device only. In present scenario banking structure is also using the facility of mobile operators and mobile devices to provide banking services to their customers. So it becomes very important to analyse the perception of the customers towards the services provided by banks. In this study attempts have been made to analyse the perception of the customers regarding the facilities provided by the banks, their adoption behavior, and their views about the quality of services regarding mobile banking. This study analyzed the demography of the customers who are using mobile banking services, what is their perception, and how they like the services. In this study secondary data was collected from 217 customers using mobile banking services of many renowned banks of India like State Bank of India, Bank of Baroda, Axis Bank, Canara Bank, HDFC Bank, Central Bank and many more. Many statistical tools like descriptive analysis, percentage analysis and one way Anova method were used to analyse the data the main aim of the study is to find out the attitude and perception of customers towards mobile banking.

Keywords: mobile banking, customer perception, attitude, satisfaction

INTRODUCTION

Banking is a very old concept originated in India in 18th century but the concept of mobile banking has changed the traditional brick and mortar system of banking completely. Now a day's mobile banking provide facility to the customers to use banking services like money deposits, withdrawal of money, transfer of funds and checking the balance of account with the help of mobile devices. This is an anytime and anywhere service provided by the banks to the customers. This is 24 *7 facilities. This facility helps to reduce the time and energy of the customers for doing banking related services, as now there is no need to stand in queue, no need of any computers and laptops with internet connection. One thing that is required is just a mobile device. It is like a 'bank in their pocket'. Mobile banking is not only useful for customers but also for the banks. Mobile banking helped the banks to improve

relationship with the customers and to improve the quality of services to the customers.

Many financial activities can be performed with the help of this mobile banking services like-

- Transfer of funds from one account to another account
- Balance enquiry, statement of account
- To check transaction history
- To pay utility bills
- To provide RTGS and NEFT facilities and many more.

LITERATURE REVIEW

In case of m-banking many studies have been conducted and it was found that demographic characteristics play an important role in adoption of m-banking, these factors are age, occupation, gender, income and education. Many studies found that M-banking adopters are mainly the young generation aging 25-34 (Mattila, 2003), and the adopters mainly belong to white color job and mostly are students. **Fozia, (2013)** in her study explained that demographic structure of the customer plays an important role in the perception of the customers toward mobile banking in India. That study explained the relationship of age and customer perception and relationship of occupation with the perception toward mobile banking. It was found in the study that people of different age group and different occupation carry different kind of perception toward mobile banking; in short all the demographic variables affect the perception of the customers. A study conducted by (Laforet & Li, 2005) in china found that M-banking adopters are mainly young, employed and wealthy, but socioeconomic factors is the only variable but there are many more determinants that affect the adoption behavior of M-banking users. But in a study (Oliveira, Faria, Thomas, & Popovic, 2014) found that demographic factors like age, gender are insignificant to adoption of technology. It was found that adoption of mobile banking mainly depends upon perception toward benefits and social and performance risks (Akturan & Tezcan, 2012). **Khan, Akter, & Akter, (2017)** conducted their study in Bangladesh to find the variables that affect adoption of mobile banking and showed the effect of demographic conditions of the respondents on the adoption behavior. Moreover his study focused on measuring the impact of five factors viz. network availability, security, trustworthiness, complexity and cost and convenience. This study showed that males and young students of the age of 20-24 are more intended to use mobile banking. It was seen in this study that demographic features has no significant impact on adoption and perception toward trustworthiness and network availability has no influence on adoption of mobile banking , where as perception toward security, cost and convenience and complexity have significant influence on adoption of mobile banking behavior.

IMPORTANCE AND NEED OF THE STUDY

There is a drastic change in the traditional way of banking services due to mobile banking. Both customers and the banks are putting loads of efforts to make mobile banking rampant. Banks are spending lots of funds to provide banking services to their customers and each and every customer wants to use mobile banking services provided by the banks, so it becomes necessary to study the functioning of mobile

banking and to analyse the perception of customers towards the services provided by the banks with the help of mobile devices.

OBJECTIVE OF THE STUDY

The study focused on analyzing these various objectives-

- To study the socio economic status of the customers using mobile banking
- To study the demographic features of mobile banking users
- To analyse the perception of customers towards mobile banking services
- To check overall customer satisfaction regarding mobile banking services
- To check effect of education on satisfaction
- To check effect of employment on satisfaction

RESEARCH METHODOLOGY

Research methodology is a science of presenting the research of the study in a systematic way. It consists of Research Design, Data Collection techniques, type of data, sampling method and statistical tools used.

Research Design

This study is mainly descriptive in nature, because this study aimed at analyzing the perception and attitude of the customers towards mobile banking in Ahmedabad district. In this study survey method was used to collect primary data to analyse the perception of the customers. This study is focused on analyzing the present state of mobile banking facility prevalent in India so this study is descriptive research.

Data collection

In the study two types of data was collected-

- Primary data and
- secondary data

Primary data is the data that is collected specifically for the purpose of research from the direct respondents with the help of Survey method. In this study data was collected from the customers to know their viewpoint about mobile banking services.

Secondary data is the data that already exists in the study data regarding mobile banking services was collected from various websites newspapers magazines and from the website of RBI.

Sampling technique

In this study simple random sampling technique was used to collect information from the respondents, who were using mobile banking services in Ahmedabad. In this study convenience sampling method was used to collect information. All the customers who are using mobile banking services were part of the study of this research. The sample size of this study was 217 respondents who are using mobile banking services of any of the renowned Bank established in India.

Statistical Tools

In this study various statistical tools were used to analyse the data these are descriptive analysis, percentage method and Anova method. Demographic features of the respondents were analyzed with the help of descriptive analysis that used percentage analysis to draw inferences regarding the demographic features of the respondents.

DATA ANALYSIS AND RESULT

In the study various demographic characteristics of the respondents were studied in relation to gender, age, occupation, income, etc.. To analyse data, data screening process was conducted, where all missing values were removed to avoid error in the estimates and to verify the data. The analysis of the demographic profile is presented in table-1.

Demographic Analysis with the help of Percentage Analysis

TABLE-1 DEMOGRAPHIC ANALYSIS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	147	67.7	67.7	67.74
	Female	70	32.2	32.2	100
	Total	217	100	100	
Education	Senior secondary	4	1.8	1.85	1.851
	Higher secondary	13	5.9	6.01	7.870
	Graduation	109	50.2	50.46	58.33
	Post graduation	79	36.4	36.57	94.90
	Doctorate	12	5.6	5.6	100
	Total	217	100	100	
Age	18 to 30 years	84	38.708	38.70	38.70
	30 years to 45 years	89	41.0	41.01	79.72
	45 years to 60 years	44	20.27	20.27	100
	Total	217	100	100	
Employment	Employed, working 30 hours or more per week	228	33.3	33.33	33.33
	Employed part-time, working less than 30 hours per week	132	19.29	19.29	52.63
	Not currently employed	71	10.38	10.38	63.01
	Student	90	13.15	13.15	76.16
	Self-employed	161	23.53	23.53	99.70
	Other	2	0.29	0.29	100
	Total	684	100	100	

Source-(Compiled data of respondents)

The above table showed the demographic features of the respondents. It is clear from the table that among all the respondents 68 percent of respondents are males and only 32.2 percent of respondents are females. It shows that mails are more intended to use mobile banking services as compared to females; moreover the education level showed that people who are less educated are using less mobile banking services as compared to those who are more educated. Likewise in the above table, it is clear that 92% of the respondents are having at least graduation degree. Mobile banking services is used by the people between the age group of 18 to 60 years but 80% of the respondents fall in the range of 18 to 45 years of age. The above table showed that 14% of the students are using mobile banking services. Among all the users 33.33% respondents are working 30 hours or more per week and 50 2.63 respondents are

having part time job or they are working less than 30 hours per week. This facility is more used by self employed respondents that made 23.53 percent of total sample size.

Result of One-way Anova

In this study one way Anova was used to show the level of satisfaction in various groups segregated according to gender, age, education and employment.

Gender and satisfaction level

- Null Hypothesis (H0)

There is no statistically significant difference in satisfaction level among males and females.

- Alternative Hypothesis (H1)

There is statistically significant difference in satisfaction level among males and females.

Table -2 Relationship between gender and satisfaction

ANOVA					
satisfaction and Gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.41	1.00	1.41	3.73	0.05
Within Groups	81.30	215.00	0.38		
Total	82.72	216.00			

This table showed that the ‘p’ value is equal to 0.05, the null hypothesis is rejected. So, there is a significant difference between satisfaction level among males and females.

Education and satisfaction level

- Null Hypothesis (H0)

There is no statistically significant difference in satisfaction level according to education.

- Alternative Hypothesis (H1)

There is statistically significant difference in satisfaction level according to education.

Table- 3 Relationship between Education level and satisfaction

ANOVA					
satisfaction and Education level					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.83	4.00	0.71	1.87	0.12
Within Groups	79.88	211.00	0.38		
Total	82.72	215.00			

This table showed that the ‘p’ value is more than 0.05, so the null hypothesis is accepted. So, there is no significant difference between satisfaction level and education.

Employment and satisfaction level

- Null Hypothesis (H0)

There is no statistically significant difference in satisfaction level according to type of employment.

- Alternative Hypothesis (H1)

There is statistically significant difference in satisfaction level according to type of employment.

Table- 4 Relationship between type of employment and satisfaction

ANOVA					
satisfaction and employment					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.65	5.00	0.33	0.86	0.51
Within Groups	81.07	211.00	0.38		
Total	82.72	216.00			

This table showed that the ‘p’ value is more than 0.05, so the null hypothesis is accepted. So, there is no significant difference between satisfaction level and type of employment. This is clear from the above analysis that satisfaction level varies among males and females, but there is no difference in the satisfaction level according to the education and employment.

Table-5 Overall performance and attitude toward functioning of mobile banking apps by all respondents

Theme	components	SBI	ICI	AXIS	HDFC	CITI	BOB	Total frequency	percentage of responses
Attitude	positive	12	14	12	18	10	17	83	38.24
	Negative	25	30	20	17	20	22	134	61.75
Overall performance	satisfactory	12	14	12	18	10	17	83	38.24
	unsatisfactory	25	30	20	17	20	22	134	61.75
	Total respondents	37	44	32	35	30	39	217	100

It is clear from the above table that respondents are having more negative attitude toward overall performance of mobile banking applications in Ahmedabad. It is evidenced that 61.75 percent of respondents are having negative and only 38.24 percent of respondents are having positive attitude toward mobile banking services.

LIMITATIONS

This study was conducted on the data collected from 400 respondents only. This sample size cannot represent the whole Ahmedabad population, as in this study all respondents are from urban population. Rural population was ignored in this study. Moreover in this research it was felt that sample is more inclined toward male population. So we cannot generalize this research to whole population. To avoid these

limitations the same study can be conducted on a large number of respondents representing a large area of Ahmedabad district including both Urban and rural population, then these findings can be generalized.

CONCLUSION

To sum up we can say that mobile banking services is comparatively a new concept in banking facility although the uses of mobile banking services are increasing rapidly still it form a small portion of Current population. The reason for less adoption of mobile banking services might be the lack of infrastructure facilities costly security of payment and transactions and lack of updated Technology. There is a vast potential in mobile banking area.

In this study overall performance and attitude about the functioning of mobile banking applications was analyzed. It was felt that respondents are having more negative attitude towards the facility provided by mobile banking applications than positive attitude. The reason behind this negative attitude might be due to lack of infrastructure facility network availability internet connectivity lack of knowledge to perform activity or self efficacy structure and design of mobile banking applications security aspect regarding mobile banking services, difficulty in navigation from one account to another account on small screen and operational issues of the facility. This is clear from the above analysis that satisfaction level varies among males and females, but there is no difference in the satisfaction level according to the education and employment.

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