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A STUDY ON THE CUSTOMER PERCEPTION TOWARDS MOBILE BANKING SERVICES OF INDIAN BANK WITH SPECIAL REFERENCE TO SIVAGANGAI DISTRICT

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ABSTRACT

Mobile technology is transforming the banking industry in worldwide by providing convenience to banking customers and offering new services to the unbanked customers in emerging market of India. Mobile banking is rapidly growing in finance sector for the transactions and payment settlement. For this all stakeholders like Regulators, Govt. telecom service providers and mobile device manufactures need to make efforts so that penetration of mobile banking reaches from high-end to low- end users and from metros to the middle towns and providers and mobile device manufactures need to make efforts so that penetration of mobile 100 banking reaches from high-end to low- end users and from metros to the middle towns and wallet, Some authors also described the issue of security on mobile banking. The regulatory body RBI now taking more and more innovative steps and provides various guidelines to banks for protection of customer account security on mobile website and applications.

INTRODUCTION

Indian bank is one of the most trusted banking organizations in India. With as gathered a strong reputation among its customers. With modern ways taking hold in today's time, This mobile friendly banking application permits the customers to view mini- statement, add and delete the beneficiary account, enquire details about the bank account and transfer

Mobile banking is the act of making financial transaction on a mobile device (cell phone, tablet, etc). Most online payments are done via internet banking option it has become one of the most convenient payment methods for

funds to other accounts, without any hassle Moreover, customers can even request or last transaction enquiry and even receive the status of issued cheques via Indian bank mobile banking application. According to Reserve bank of India the customer is allowed to transfer a maximum of Rs.50, 000 day using mobile banking facility.

transferring money. Most banks have created their own apps that can be downloaded on the phone and used any time Through mobile devices, users can make transactions through mobile apps, net banking facilities, or internet fund transfer services cut as IMPS (Immediate

payment services), NEFT (National Electronic Fund Transfer) and RTGS (Real-time Gross settlement).

When cell phones turned into smart phones, and began to mimic the power found in most computers, banks have been able to provide consumers with powerful 3 mobile banking apps that allow you to complete your banking from wherever you are. This includes making deposits depending on the bank and its mobile app checking funds, making bill payments, transferring or sending money. Mobile banking differs from the payment features available on many of today's smart phones, as it provides a sign-on link to your individual checking or savings accounts by an app you download from your bank's website. Though some European banks offered mobile banking as early as 1999, it took until 2007 for major banks in the India to develop mobile banking apps that actually worked and customers wanted.

STATEMENTS OF THE PROBLEM

Banks that are proving the various services for the customer is varying from period based on the up gradation of the technology Mobile Banking that helps the customer to make all the activities of the customer to easily done with in fraction of a second with out waiting or anyone at the same time the banks have to be dynamic in their technology to satisfy the customer. Thus mobile banking services provide facility in an easy and faster fund transfer, utility Bill payment etc., anywhere any time. Even through in this competitive environment customer services is a guide high challenging task. Hence this study focus on identifying the factors and which factor influence them to be a part of Indian bank. Mobile banking customer for a long period of time.

REVIEW OF THE LITERATURE

Alagarsamy K, Wilson S (2013), in their research work "A study on customer behavior towards banking services with special reference to public sector banks in

Sivagangai district", revealed that the banks are providing tailor made services to the changing needs of the ultra modern customer to face their stiff competition from the rival banks. Today the customer services preference keep on changing at a rapid speed and their demands. For the banking sector challenging and tough job for the bankers in retaining the existing customer base and winning new customer

NidhiSingh, Neena Sinha (2016): This study is concerned with mobile banking which states that the banking sector has to create more consciousness to the customers regarding the banking services provided by the banks. This study also reflects the alteration of traditional method of transaction used by the customers by adding mobile banking services.

Simplice A.Asongu , Nicholas M Odhiambo (2017): A study that enquire into the relationship between mobile banking & inclusive development that includes quality of growth in equality and poverty. The conclusion that can be drawn out is that mobile banking application will play a supreme role in responding to the problems of deficient growth, inequality & poverty of the developing countries.

Preeti Singh (2011): The study finds out that there are several problems applicable to mobile banking services. According to this study from the customers point of view security, standard of services provided by banks, mobile operations are some of the analytical issues or challenges faced by mobile banking in India.

Hsiu-Fen-Lin (2011): This study proves that the new technological improvements in banking services like mobile banking have improved to a great extent which promotes the customers to follow the new banking services like mobile banking .The results of this study states that some of the advantages of mobile banking helped the customers to

accept the mobile banking services provided by the banks.

Dr.Rejikumar G, Sudharani Ravindran D (2012) in the journal of internet banking & commerce studied about the factors affecting the prolongation decisions of the early adopter of mobile banking services. The study proved that after choosing the new technology, the customer finds satisfaction in the quality frame work of the services.

Mobile Banking in India

Looked at the modern practices of the Banking industry such as IT, 27computerization, electronic banking and online banking. IT brought about a significant change in the banking industry via computerization of transactions and new delivery channels such as Internal Banking, Phone Banking, ATMs, EFT, ECS and EDI etc., which have enabled banks to work easily and efficiently. Alternative Banking is the new face of banking activities which include new financial service, products and new methods of banking operations and delivery service. Customers now access e-banking service through ATMs, debit cards, credit cards, net banking, home banking, mobile banking etc,. After computerization the entire banking system has become more convenient with these innovations. Wireless Banking or Online Banking or internet banking occurs when customers access a bank's network using phones or any digital assistance.

Jayashree Chavan (2013), in his article entitled "Internet Banking Benefits and challenges in an emerging economy" has described Internet Banking benefits and challenges in the present banking scenario. He found that ICT plays a major role to expand the services of mobiles and the internet facility in the banking sector. These facilities impact the operational efficiency of banks. The major aspects discussed in this paper are how the transformation took place from traditional

banking to online banking. Online banking is an innovative and modern banking which add value to customer satisfaction. This banking is an added advantage to the customers. Here, he analysed the major challenges faced by the banking industry in adopting global technology to satisfy local requirements. Mobile banking provides advantages to both banks and customers. This is an impact of Core Banking System wherein the customer can access banking services from anywhere in the world and banks can provide services to their customers through several distribution channels like ATM, Internet, branches etc.,. This enhances customer satisfaction naturally it builds confidence among customers, which is the major concept of Core Banking System.

Rajagopal Subashini; Velmurugan Gopalsamy (2016), presented in their article "A Review of Service Quality and Customer Satisfaction in Banking Services: Gslobal Scenario", worked on service quality and customer satisfaction in banks across various countries. The major aim of all the banks is to provide cent percent satisfaction to their customers and also maintain customer loyalty. Presently, the major tools of the banking services are service quality and customer satisfaction. This 8 can be analysed through financial inclusion, customer retention, customer awareness on modern banking services, mobile cash transfer and so on. They found that Service 40 Quality and Customer Satisfaction were the two diversified attributes in the banking sector.

Customer Utilization towards Mobile Banking

According to Rice (1997;78),customers are people who use products and service and who make payment for those things which are bought There are two kinds of customer according to sciffman and kanuk (2000:8): we have personal and business (organizational customers). The buying of equipment, products, service, etc. Just to facilitate

their business is called business customers while personal customer are those individuals who buy goods and services for their own consumption. The act 9 of obtaining and using economic goods and services is also referred to as customer behavior according to Block and Roering (1979:132).

OBJECTIVES

- (a) To study the trends in Indian mobile banking services in terms of numbers of users and transaction.
- (b) To understand the basic concept of mobile banking in India
- (c) To study the various users of using Indian bank mobile banking services
- (d) To study the challenges come in front of users while adopting mobile banking services.
- (e) To study on the level of customer satisfaction who utilize Indian bank mobile banking services facility

Scope of study

The scope of growth in mobile banking industry is very vast carrying money in wallet was the concept of past in future by using mobile banking services people will be able to perform many kind off financial transaction mobile banking will service as a debit and a credit card

This study is combined only to the services of Indian banking mobile banking customers. It does not include the other mobile banking .Customers does not include the other mobile banking provided in sivagangai. This study also intends to seek for solution to assist the banking industry to improve mobile banking and services.

Methodology

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action.

The data have been grouped into two main categories- primary and secondary data. The secondary data have been compiled from news paper, journals, magazine and web links and also research papers. The primary data have been collected through an exploratory research.

Questionnaire is used as a data collection instrument. This questionnaire is a structured one and it consist of dichotomies and multiple choice questions. This questionnaire is used to collect the opinion feeling and perception of the respondents,

TOOLS FOR ANALYSIS

The data collected have been organized and presented in the form of table, figure and diagrams and analyzed by using the following appropriate statistical tools:

- ❖ Chi-square Test
- ❖ Sign Test

Hypothesis of the study:

Based on the study the following hypothesis have been formulated and typed

- (a) There is no significant relationship between age of the respondents and their level of satisfaction.
- (b) There is no significant relationship between Gender of the respondents and their level of satisfaction.
- (c) There is no significant relationship between Income of the respondents and their level of satisfaction
- (d) There is no significant relationship between marital status of the respondents and their level of satisfaction

SOCIO-ECONOMIC PROFILE OF RESPONDENTS

Sl.no	Particulars	No.of Respondents	Percentage
Age wise classification			
1	20-30 YEAS	61	61.00
	31-40 YEARS	28	28.00
	41-50 YEARS	6	6.00
	Above 51-60 years	5	5.00
	Total		100
Gender wise classification			
2	Gender		
	Male	31	31.00
	Female	69	69.00
	Total		100
Marital status			
3	Married	38	38.00
	Unmarried	62	62.00
	Total		100
Education qualification			
4	Below Higher Secondary	17	17.00
	Degree	44	44.00
	Technical	19	19.00
	Professional	20	20.00
	Total		100

FINDINGS

- Majority are in the group of 20-30 yearly 61 percent of the respondent come under this age level. In this case awareness of mobile banking services are very clear that youngsters' and middle aged are more above as compared to other age groups.
- As regarding gender of sample 69 percent of them are female and the remaining male.
- Yearly 62 percent of the respondents belong and the remaining 38 percent sample respondents yet to married.
- As far as educational back ground consent that 17 of respondents possessing school level of education, 44 of are degree level 19 of are technical level and the remaining 30 of respondents holding professional level of education. A level of awareness increases as we go up from

high level of education to low level of education.

**Facilities Provided by the
Employers Sign Test
SIGN TEST**

It is one of the non – parametric methods in statistical work. This can be used with either nominal or ordinal data. It requires less restrictive assumptions concerning the level of data measurement or recording the response is 'Yes' for each statement framed for the study or a '-' is recorded if the respondents response is 'no' for that statement.

Using this procedure the responses of all sample workers are record in terms of + or '-' sign. The response of no opinion is ignore while applying sign test. The purpose of this study is to determine whether or not the year and no responses of workers for each statement is equal.

This test can be applied for the small sample case ($n < 20$) and for large sample case

($n > 20$). Hence N refers to numbers of respondents who responded to each statement 'Yes' and 'No'. A response of sample workers is greater than 20, the following formula as used to test the level of significance.

$$Z = \frac{\text{No. of "+" sign} - \mu}{\sigma} \sqrt{n}$$

$$\mu = 0.50 n$$

$$\sigma = \sqrt{0.25}$$

The null hypothesis here is there is no significant difference between the responses of the respondents in each of the facilities provided.

TABLE
Facilities Provided by the Employers Sign Test

SI. NO	Number of '+' signs	Number of '-' sign	N	Z@	Result
1	78	13	91	6.82	Significant
2	73	22	95	5.23	Significant
3	82	8	90	8.27	Significant
4	67	20	87	5.04	Significant
5	76	16	92	6.26	Significant
6	69	12	81	6.33	Significant
7	85	9	94	7.85	Significant
8	72	15	87	6.11	Significant
9	80	10	90	7.37	Significant
10	97	2	99	9.54	Significant

No. of '+' signs = No of workers 'responses 'Yes'

No of '-' signs = No of workers 'responses 'No'

N = Number of worker responses 'Yes' and 'no

@Calculations are shown in Appendix.

It is inferred from table 5.5 that the z value is not with in the acceptance region of null hypothesis ($z = -1.96$ to $z = 1.96$) for all 10 statements. This indicates that there are significant differences are due to a large number of yes.

SUGGESTION

- ❖ It encouraging the widespread use of mobile banking: campaigns should be launched to disseminate the usefulness of the technology.
- ❖ It highly recommends to improving the quality o the services to increase the customer mobile banking which means reliability dimension is important to support service quality.
- ❖ It suggests broadening the knowledge of mobile banking to be able to access

to the services, so they do not hesitate to use the services.

- ❖ It suggests to measuring the effectiveness and the efficiency of the services of the mobile banking for users.
- ❖ Recommends to improve and banks should work hand-in-hand to offer a high quality service and can reach to customer satisfaction in security way.

CONCLUSION

Mobile technology is transforming the banking industry. Mobile banking is rapidly growing in finance sector for the transactions and payment settlement. RBI now taking more and more innovative steps and provide various guidelines to banks. Inclusion of non-banking population in financial main stream will benefit all. There is also need to generate awareness about the mobile banking so that more and more people use it for their benefit.

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