

# Study on Customers' Perception of Mobile Banking

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**ABSTRACT--** *In the global age, with the ever developing technology advancements, mobile banking has made the customers easier to access their accounts, even from rural/remote areas. With technology as a driving force, the commercial bank, now-a-days improves their current mobile banking services which results in high satisfaction among the customers. Mobile banking has a revolutionary impact on the scope of business and various transactions carried out daily. Mobile banking introduces the use of smart phones to operate online banking transactions such as account checking, transfer of money, payment of bills and recharge of mobile. Mobile banking is available 24/7 to customers for financial transactions. Mobile banking services offered by banks helps to have increased number of satisfied customers*

**Key Words--** *Mobile banking, Customer perception, technology advancement and security.*

## I. INTRODUCTION

Technology is the backbone of banking industry in the recent interlude. In banking business technology plays an important role. Bank is one of the highest financial institution which regularly explore the use and benefits of technology. Mobile banking is a service which helps the customers to handle financial transactions with the help of mobile device. Mobile banking is available 24/7 to customers for financial transactions.

## II. LITERATURE REVIEW

Kahandawa K and Wijayanayake J (2014) had observed how the customer satisfaction in mobile banking service is influenced by factors such as usefulness, ease of use, relative advantage, and perception on risk and user lifestyle and current needs of customers. The study also pointed out the positive relationship and highlighted the factors which any bank or financial institutions should focus on improving mobile banking services.

Prof. Vijayashri Gurme and Prof. Pradnya Meshram (2017) had studied the mobile banking service awareness to customer's perspective in Kothrud, Pune by examining a sample size of 100 customers. The research identified the factors influencing the awareness and usage of mobile banking service among the customers. It was found from the survey that most of the respondents were using mobile banking services through Smartphones. The findings of the paper explored that the awareness of mobile banking services helps the banking industry to grow at high speed.

Romario Gomachab and Bernardus Franco Maseke (2018) had used Simple Random Sampling technique to collect the data from 60 respondents in Namibia, Keetmanshoop and applied descriptive statistics like Mean, Mode,

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Frequency etc. The study focused on how mobile banking services provided by banks have an impact on the customer's satisfaction. The study also revealed all the positives and negatives of mobile banking services provided by the banks to their clients.

### III. RESEARCH METHODOLOGY

#### *Research Design*

A research design is a clear plan about the research. The study is intended to analyze the Customers' perception about mobile banking services. Hence, Analytical research study has been adopted.

#### *Sample Size*

Sample of 72 respondents were chosen.

#### *Sample Design*

Convenient sampling technique was used for collection of data.

### IV. Data Collection

#### *Primary Data*

A well structured questionnaire with multiple choices was framed for this purpose.

#### *Secondary Data*

Secondary data were collected from various websites, journals, projects and other publications.

#### *Statistical Tool Used*

The following statistical tools were used..

- i. Percentage Analysis
- ii. Chi-Square Test

### V. DATA ANALYSIS

**Table 1:** Demographic Profile of the Respondents

		<b>Number of Respondents</b>	<b>Percentage</b>
Age of Respondents	Less than 20 years	8	11.1
	21 – 30 years	31	43.1
	31 – 40 years	16	22.2
	41 - 50 years	14	19.4
	Above 50 years	3	4.2
	School level	3	4.2
	Graduation	14	19.4

Education of Respondents	Post-graduation	35	48.6
	Professional	20	27.8
Gender	Male	15	20.8
	Female	57	79.2
Monthly income of Respondents	Less than Rs.20,000	37	51.4
	Between Rs.21,000 to Rs.30,000	14	19.4
	Between Rs.31,000 to Rs.40,000	7	9.7
	Between Rs.41,000 to Rs.50,000	4	5.6
	Above Rs.50,000	10	13.9

From the above it is evident that the respondents in the age group between 21 to 30 years are tech savvy and have excellent exposure to mobile banking services. The respondents with post-graduation and professional degree are very fond of mobile banking. The female respondents concede recent technologies than male. People with less than Rs. 20,000 of monthly income are more viable of using mobile banking.

**Table 2:** Association between the demographic variables and the perception regarding the safety of money transfer through mobile banking

		SDA	DA	N	A	SA	Chi Square Value	p value
AGE	Less than 20	0	1	4	2	1	15.906	.0460
	21 to 30 years	1	1	16	10	3		
	31 to 40 years	0	1	9	4	2		
	41 to 50 years	2	1	3	5	3		
	Above 50 years	1	0	0	2	0		
EDUCATION	School	0	0	1	1	1	10.292 <sup>a</sup>	.590
	Graduate	2	0	5	6	1		
	Post graduate	1	1	18	11	4		
	Professional	1	3	8	5	3		
GENDER	Male	1	1	6	3	4	4.057 <sup>a</sup>	.398
	Female	3	3	26	20	5		

MONTHLY INCOME	Less than Rs. 20,000	1	1	19	12	4	26.010 <sup>a</sup>	.054
	Rs.21,000 to 30,000	1	3	6	3	1		
	Rs.31,000 to 40,000	1	0	3	2	1		
	Rs.41,000 to 50,000	1	0	0	3	0		
	Above Rs.50,000	0	0	4	3	3		

**Table 3:** Association between the demographic variables and the perception regarding the increased image through mobile banking

		SDA	DA	N	A	SA	Chi Square Value	p value
AGE	Less than 20	0	3	2	3	0	34.419 <sup>a</sup>	.005
	21 to 30 years	1	4	15	11	0		
	31 to 40 years	2	3	5	6	0		
	41 to 50 years	1	2	5	6	0		
	Above 50 years	1	1	0	0	1		
EDUCATION	School	0	1	2	0	0	11.163 <sup>a</sup>	.515
	Graduate	1	3	2	8	0		
	Post graduate	1	5	16	12	1		
	Professional	3	4	7	6	0		
GENDER	Male	0	4	6	5	0	2.429 <sup>a</sup>	.657
	Female	5	9	21	21	1		
MONTHLY INCOME	Less than Rs. 20,000	1	11	10	14	1	8.700 <sup>a</sup>	.925
	Rs.21,000 to 30,000	1	6	3	4	0		
	Rs.31,000 to 40,000	1	2	2	0	2		

From the above, it is revealed that 16 respondents in the age group between 21 – 30 years are neutral regarding the safety of money transfer through mobile banking. It is further indicated that the Pearson Chi-square = 15.906,

	Rs.41,000 to 50,000	1	1	0	2	0		
	Above Rs.50,000	0	1	6	3	0		

p-value = .0460 are statistically significant at 5% level. Therefore, it can be concluded that there is an association between age and the perception of customers regarding the safety of money transfer through mobile banking.

It is also revealed that 18 post graduate respondents are neutral regarding the safety of money transfer through mobile banking. It is further indicated that the Pearson Chi-square = 10.292, p-value = .590 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between education and the perception of customers regarding the safety of money transfer through mobile banking.

As regards gender, 26 female respondents are neutral regarding the safety of money transfer through mobile banking. It is further indicated that the Pearson Chi-square = 4.057, p-value = .398 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between gender and the perception of customers regarding the safety of money transfer through mobile banking.

Taking monthly income into consideration, 19 respondents having less than Rs.20,000 are neutral regarding the safety of money transfer through mobile banking. It is further indicated that the Pearson Chi-square = 26.010, p-value = .054 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between the monthly income and the perception of customers regarding the safety of money transfer through mobile banking.

From the above, it is depicted that 15 respondents in the age group between 21 – 30 years are neutral regarding increased image through mobile banking. It is further indicated that the Pearson Chi-square = 34.419, p-value = .005 are statistically significant at 5% level. Therefore, it can be finished that there is an association between age and the perception of customers regarding increased image through mobile banking.

It is also found that 16 post graduate respondents are neutral regarding increased image through mobile banking. It is further indicated that the Pearson Chi-square = 11.163, p-value = .515 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between education and the perception of customers regarding increased image through mobile banking.

As regards gender, 21 female respondents are neutral and agree regarding increased image through mobile banking. It is further indicated that the Pearson Chi-square = 2.429, p-value = .657 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between gender and the perception of customers regarding increased image through mobile banking.

Taking monthly income into consideration, 14 respondents having less than Rs.20,000 agree regarding the increased image through mobile banking. It is further indicated that the Pearson Chi-square = 8.700, p-value = .925 are statistically not significant at 5% level. Therefore, it can be concluded that there is no association between monthly income and the perception of customers regarding increased image through mobile banking.

**Table 4:** Association between the demographic variables and the perception regarding life style fitting of mobile banking

		SDA	DA	N	A	SA	Chi Square Value	p value
AGE	Less than 20	1	1	0	6	0	16.486 <sup>a</sup>	.420
	21 to 30 years	0	5	7	15	4		
	31 to 40 years	1	2	4	6	3		
	41 to 50 years	1	1	4	6	2		
	Above 50 years	0	2	1	0	0		
EDUCATION	School	0	1	0	2	0	14.398 <sup>a</sup>	.276
	Graduate	0	5	1	7	1		
	Post graduate	2	3	11	16	3		
	Professional	1	2	4	8	5		
GENDER	Male	1	3	2	7	2	1.125 <sup>a</sup>	.890
	Female	2	8	14	26	7		
MONTHLY INCOME	Less than Rs. 20,000	1	6	8	18	4	8.700 <sup>a</sup>	.925
	Rs.21,000 to 30,000	1	3	3	5	2		
	Rs.31,000 to 40,000	0	1	1	4	1		
	Rs.41,000 to 50,000	1	0	1	1	1		
	Above Rs.50,000	0	1	3	5	1		

It is identified from the above that 15 respondents in the age group between 21 – 30 years agree regarding the lifestyle fitting of mobile banking. It is further noted that the Pearson Chi-square = 16.486, p-value = .420 are not statistically significant at 5% level. Therefore, it can be made that there is no association between the age and the perception of customers regarding lifestyle fitting of mobile banking

It is also revealed that 16 post graduate respondents agree to the lifestyle fitting of mobile banking. It is further indicated that the Pearson Chi-square = 14.398, p-value = .276 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between the education and the perception of customers regarding lifestyle fitting of mobile banking.

As regards gender, 26 female respondents agree to the lifestyle fitting of mobile banking. It is further indicated that the Pearson Chi-square = 1.125, p-value = .657 are not statistically significant at 5% level. Therefore, it can be bring to a close that there is no association between gender and the perception of customers regarding lifestyle fitting of mobile banking.

Taking monthly income into consideration, 18 respondents having less than Rs.20,000 agree to the lifestyle fitting of through mobile banking. It is further indicated that the Pearson Chi-square = 8.700, p-value = .925 are statistically not significant at 5% level. Therefore, it can be wrapped up that there is no association between monthly income and the perception of customers regardinglifestyle fitting of mobile banking.

**Table 5:** Association between the demographic variables and the perception regarding privacy of mobile banking

		SDA	DA	N	A	SA	Chi Square Value	p value
AGE	Less than 20	1	2	0	0	5	24.176 <sup>a</sup>	.086
	21 to 30 years	2	4	11	6	8		
	31 to 40 years	0	4	5	6	1		
	41 to 50 years	2	1	4	4	3		
	Above 50 years	0	2	0	1	0		
EDUCATION	School	0	1	0	0	2	13.143 <sup>a</sup>	.359
	Graduate	2	4	2	4	2		
	Post graduate	1	3	12	9	10		
	Professional	2	5	6	4	3		
GENDER	Male	3	1	3	2	6	3.148 <sup>a</sup>	.533
	Female	2	12	17	15	11		
MONTHLY INCOME	Less than Rs. 20,000	1	9	9	8	10	20.688 <sup>a</sup>	.191
	Rs.21,000 to 30,000	1	3	6	3	1		
	Rs.31,000 to 40,000	2	0	0	2	3		
	Rs.41,000 to 50,000	1	0	1	2	0		

	Above Rs.50,000	0	1	4	2	3		
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From the above, it is examined that 11 respondents in the age group between 21 – 30 years are neutral regarding privacy of mobile banking. It is further indicated that the Pearson Chi-square = 24.176, p-value = .086 are not statistically significant at 5% level. Therefore, it can be concluded that there is no association between age and the perception of customers regarding privacy of mobile banking.

It is also noted that 12 post graduate respondents are neutral regarding privacy of mobile banking. It is further indicated that the Pearson Chi-square = 13.143, p-value = .359 are statistically not significant at 5% level. Therefore, it can be concluded that there is no association between education and the perception of customers regarding privacy of mobile banking.

As regards gender, 17 female respondents are neutral regarding privacy of mobile banking. It is further indicated that the Pearson Chi-square = 3.148, p-value = .533 are not statistically significant at 5% level. Therefore, it can be bring to a close that there is no association between gender and the perception of customers regarding privacy of mobile banking.

Taking monthly income into consideration, 10 respondents having less than Rs.20,000 strongly agree regarding privacy of mobile banking. It is further indicated that the Pearson Chi-square = 20.688, p-value = .191 are statistically not significant at 5% level. Therefore, it can be inferred that there is no association between monthly income and the perception of customers regarding privacy of mobile banking.

## VI. CONCLUSION

It is found by the researcher that there is no relationship between the demographic variables such as age, income, education and gender and their perception regarding mobile banking. It depends on the attitude of the individual towards the technology. It is an obligation on the part of the Government to develop an optimistic outlook towards E-banking services among common people.

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