



CUSTOMER SATISFACTION TOWARDS MOBILE BANKING – A STUDY

Dr. A.Thilagaraj

Assistant professor (Sr.G), Department of Corporate Secretaryship and Accounting Finance, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chennai-603203.

ABSTRACT This paper is justifies customer satisfaction towards 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 mobile phone or tablet. It uses software, usually called an app, provided by the financial institution for the purpose. 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. Transactions through mobile banking may include obtaining account balances and lists of latest transactions, electronic bill 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 and some banks charge a fee for mailing hardcopies of bank statements. Above all it helps customers of banks to ensure about the service sophistication.

KEYWORDS : Mobile banking, Customer satisfaction, Banks, Transactions, Sophistication.

INTRODUCTION

This paper is going to describe customer satisfaction towards mobile banking. Mobile banking is a quite popular banking system in the world. Many banks are started to provide the mobile banking services. It is a financial transaction conducted by logging on to the bank's website by using a hand phone or cell phone. There are a lot of services that offer by mobile banking such as mini-statement and checking of account history, access to loan statement and card statement, status on cheque, stop payment on cheque, ordering cheque books, bill payment processing and so on.

It is an electronic banking that uses mobile phone technology or other wireless devices to deliver electronic financial services to customers. Mobile banking services form an important innovation in the banking sector and it has the potential in the market. It is because mobile banking brings lots of benefits to customers compared to traditional banking. Mobile banking is fast, convenient and time-effective. It also provide 24 hour service availability, location free access and service access speed represent concrete attributes of electronic channels whereas concepts like time savings and easiness-to-use represent more the benefits or consequences deriving from the use situation.

For the past three decades, India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India's growth process.

STATEMENT OF THE PROBLEM

This research explores and examines the important elements that will affect the customers to use the mobile banking. It is because bankers should understand the needs of the customers so that they can improve the inadequate and insufficient of the services. This also can increase the customers' usage intention of mobile banking services. By using mobile banking, some of the problem might occur. Some customers will think that mobile banking is difficult to utilize and it's complicated. Mobile banking services might make the customers difficult to use because it is a new technology service.

In addition, some customers also will think that the mobile banking is not secure and they will meet risk. They will worry that hacker will forgery their information and takes out their money without notify the customers. They will also doubt that their money is still in their account or not. Sometimes, customers will feel helpless when they are using mobile banking services because there will might occur some errors during the transaction. Furthermore, there is also lack of communication it is because mobile banking does not have assistance can explain or help them to do the transaction. So, in this research, researcher can know the customers' perception toward mobile banking. Banks also can solve the problem and shortcoming of the mobile banking and improve the customers' satisfaction.

REVIEW OF LITERATURE

Avinandan M., Prithwiraj N., (2003)¹ "A model of trust in online relationship banking" observed that shared value is most critical to developing trust as well as relationship commitment. Communication has a moderate influence on trust, while opportunistic behaviour has significant negative effect. Also finds higher perceived trust to enhance significantly customer's commitment in online banking transaction. An important contribution concerns how trust is developed and sustained over different levels of customer relationship in online banking.

Suoranta M., Mattila M. (2004)², "Mobile banking and consumer behaviour: New insights into the diffusion pattern" concluded that an indication of the characteristics of potential subsequent adopters of mobile banking and of differences between user segments and also the authors are able to comment on the influence of certain demographic characteristics and the preferred communication mode of customers on the adoption and future usage of mobile banking services.

Sylvie L., Xiaoyan L., (2005)³ "Consumers attitudes towards online and mobile banking in China", the results showed the issue of security was found to be the most important factor that motivated Chinese consumer adoption of online banking. Main barriers to online banking were the perception of risks, computer and technological skills and Chinese traditional cash-carry banking culture. The barriers to mobile banking adoption were lack of awareness and understanding of the benefits provided by mobile banking.

Traynor P., Amrutkar C., Rao V., Jaeger T., McDaniel P.,Porta T.L.(2011)⁴, "From mobile phones to responsible devices" highlighted that Mobile phones have evolved from simple voice terminals into highly-capable, general-purpose computing platforms. Through such vectors, mobile phones introduce a variety of new threats to their own applications and the telecommunications infrastructure itself.

Yang A. S., (2009)⁵, "Exploring adoption difficulties in mobile banking services" showed that factors associated with adopting and resisting mobile banking technologies were investigated among university students in Taiwan. Adoption factors included the belief that mobile banking helps fulfill personal banking needs, provides location-free conveniences, and is cost effective. The primary factors associated with resistance included concerns over system configuration security and basic fees for mobile banking web connections.

OBJECTIVES OF THE STUDY

In this research itself, researcher can identify that which service that offer by mobile banking is most prefer by the customers. Besides, customers also can improve their knowledge of mobile banking. The following are the important objectives,

1. To analyses customer satisfaction level by using mobile banking services.
2. To offer findings and suggestions of the study.

SIGNIFICANCE OF THE STUDY

The significance of study on this research is to contribute a better understanding of mobile banking to customers. This research is important because, we can determine the customers' perception toward mobile banking. Besides, this research also contributed to give customers to better understand about mobile banking. From the questionnaire, customers will know better about the features and characteristics of the mobile banking. Customers also will know that mobile banking service not only can help them to ease their life but also can help them to improve their living standard.

SAMPLEING DESIGN

Convenience sampling method was used this research work. For conducting this research, a structured questionnaire is prepared and a sample of 100 customers is taken from Chennai city. The respondents belong to different age group.

FRAMEWORK OF ANALYSIS

This work has been substantiated with statistical techniques like percentage analysis and chi-squire test.

METHODOLOGY

This research work is majorly carried out through primary data. The questionnaire was used to collect primary data from respondents in order to analyze the customer satisfaction with respect to Chennai city. The researcher was also used secondary data from journals, magazine, internet and etc.

HYPOTHESIS

- a) Ho: There is no significant different between the occupation and mobile banking usage.
H1: There is a significant different between the occupation and mobile banking usage.
- b) Ho: There is no significant different between the facilities provided offered for Mobile banking service and customer gender.
H1: There is significant different between the facilities provided offered for Mobile banking service and customer gender.

SCOPE OF THE STUDY

The study area is restricted to only Chennai city. Therefore different classes of customers were taken into consideration to justify the study.

LIMITATION OF THE STUDY

1. There may be some bias in the responses of the respondents which cannot be ruled out fully.
2. The study is limited to areas of Chennai city only.
3. People were reluctant to go in to details because of their busy schedules.
4. Due to continuous change in environment, what is relevant today may be irrelevant tomorrow.

Analysis and Findings

Table-1 Distribution of Respondents according to their Gender

Gender	No. of Respondents
Male	62
Female	38
Total	100

Source: Primary Data

Table-2 Distribution of Respondents according to their Age

Age class	No. of Respondents
Below 20	18
20-30	35
30-40	30
40-50	10
Above 50	7
Total	100

Source: Primary Data

Table-3 Distribution of Respondents according to their Occupation

Occupation	No. of Respondents
Business	26
Govt. Employees	22

Retired	8
Private Sectors	21
Others	23
Total	100

Source: Primary Data

Table-4 Distribution of Respondents according to their Income level (Annual)

Income Level	No. of Respondents
Below 1 Lakh	56
1 Lakh - 3 Lakh	28
Above 3 Lakh	16
Total	100

Source: Primary Data

Table -5 Distribution of respondents according to their Account Holding the Banking

Status	No. of Respondents
SBI Group	27
Axis Bank	11
HDFC Bank	9
ICICI Bank	18
Other	35
Total	100

Source: Primary Data

Table-6 Distribution of Respondents according to their Account Holding with the Bank

Status	No. of Respondents
Below 1 Year	15
1-3 Years	23
3-5 Year	34
Above 5 Years	28
Total	100

Source: Primary Data

Table-7 Distribution of Respondents according to their type of account holding the banking

Status	No. of Respondents
Saving	48
Current	27
Fixed Deposit	18
Other	7
Total	100

Source: Primary Data

Table-8 Distribution of Respondents according to their Awareness about Mobile Banking Services

Status	No. of Respondents
Yes	88
No	12
Total	100

Source: Primary Data

Table-9 Distribution of respondents according to their Convenient Mode of Banking

Status	No. of Respondents
Branch banking	20
Internet banking	11
Phone banking	8
Mobile banking	25
ATM Services	36
Total	100

Source: Primary Data

Table-10 Distribution of Respondents according to the transactions they made through Mobile Banking Services

Status	No. of Respondents
Balance Enquiry	40
Mini Statement	11
Statements of Account	12
Mobile Top Up	25
Funds Transfer	12
Total	100

Source: Primary Data

Table-11 Distribution of Respondents according to their period of usage of Mobile Banking Services

Status	No. of Respondents
Never used	12
Less than 1 year	45
1-2 years	15
Above 2 years	28
Total	100

Source: Primary Data

Table-12 Distribution of Respondents according to their purpose of using Mobile Banking Services

Status	No. of Respondents
Business activity	25
Electronic Payments	20
Fund transfer	13
Others	42
Total	100

Source: Primary Data

Table-13 Distribution of Respondents according to their Satisfaction level in the Mobile Banking Service

Status	No. of Respondents
Highly satisfied	25
Satisfied	43
Neutral	15
Dissatisfied	12
Highly dissatisfied	5
Total	100

Source: Primary Data

Table-14 Distribution of Respondents according to their Satisfaction towards Mobile Banking Services

Status	No. of Respondents
Cheap and best	48
Saves time consumption	18
Fast transactions	24
No need to visit bank often	10
Total	100

Source: Primary Data

Table-15 Distribution of Respondents reason for their dissatisfaction towards Mobile Banking Services

Status	No. of Respondents
Security reasons	35
Operating Errors	28
Extra Charges	17
Others	20
Total	100

Source: Primary Data

Table-16 Distribution of Respondents with reference to the Facilities offered by the bank for Mobile Banking

Status	No. of Respondents
Excellent	20
Very Good	18
Good	45
Average	12
Poor	5
Total	100

Source: Primary Data

Table-17 Distribution of Respondents according to duration of their usage in Mobile Banking Service

Status	No. of Respondents
Very Frequently	23
Frequently	17
Occasionally	25
Rarely	13
Very Rarely	22
Total	100

Source: Primary Data

Table-18 Distribution of Respondents according to frequent usage in Mobile Banking Service

Status	No. of Respondents
Regularly	29
Once in a while	32
When I am out-station	23
Indifferent	16
Total	100

Source: Primary Data

Table-19 Distribution of Respondents according to their Opinion in Mobile Banking Services

Status	No. of Respondents
Excellent	35
Good	30
Average	18
Poor	17
Total	100

Source: Primary Data

Table-20 Distribution of Respondents according to their recommend this service to your Friends/ Relatives

Status	No. of Respondents
Yes	92
No	8
Total	100

Source: Primary Data

FINDINGS OF THE STUDY PERCENTAGE ANALYSIS

1. The result shows that 62 percent of the respondents are male and 38% are the female.
2. Regarding distribution of respondents according to their age, about 35 Percent of the respondents are of 20-30 years.
3. It is concluded from the table that about 26 Percent of the respondents are business person.
4. About 56 percent of the respondents annual income level is Rs.1 Lakh.
5. About 35 Percent of the respondents are holding account in other banks.
6. About 34 percent of the respondents are between 3-5 years holding account with bank.
7. The result exhibits that 48 percent of the respondents are having saving bank account.
8. The result explains that 88 percent of the respondents are aware of the mobile banking service offered by the bank.

9. About 36 Percent of the respondents are aware about ATM service.
 10. It is concluded from the table that about 40 percent of the respondents tried balance enquiry.
 11. About 45 percent of the respondents have used this service below 1 year.
 12. The result reveals that about 42 percent of the respondents used this for other purposes.
 13. It is concluded from the table about 43 percent of the respondents are satisfied with this service.
 14. About 48 percent of the respondents are satisfied because it is Cheap and best.
 15. The result shows that about 35 percent of the respondents are dissatisfied due to security reasons.
 16. About 45 percent of the respondents have rated service is Good.
 17. It is concluded from the table that about 25 percent of the respondents use this service occasionally.
 18. The result highlights that about 32 percent of the respondents use this mobile banking service is indifferent.
 19. About 35 percent of the respondents felt that the mobile banking service is excellent.
 20. Large majority of the respondents are recommending the mobile banking services.
6. Prompt dealing with permanent customers and speedy transactions without harassing the customers.
 7. Fair dealing with the customers. More contributions from the employees of the bank. The staff should be co-operative, friendly and must be capable of understanding the problems of the customers.
 8. Give proper training to customers for using Mobile banking.
 9. Create a trust in mind of customers towards security of their accounts.
 10. Provide a platform from where the customers can access different accounts at single time without extra charge.

CONCLUSION

This study attempted to identify key quality attributes of mobile banking services by analyzing mobile banking customers and their comments on banking experience. The findings of this study showed that despite of many advantages of mobile banking People still consider it as an alternative for analyzing their bank records. The main factors which persuade people to use mobile banking are comfort, convenience and the facility which attracts them most is quality and quantity of information. Banks are providing free Mobile banking services also so that the customers can be attracted. It is a successful strategic we upon for banks to remain profitable in a volatile and competitive marketplace of today. Moreover proper training should be given to the customers to access their accounts in a free manner. In future, the availability of technology to ensure safety and privacy of mobile transactions and the RBI guide lines on various aspects of mobile banking will definitely help in rapid growth of Mobile banking in India.

CHI-SQUARE ANALYSIS

Aim:

To test the relationship between customers usage of mobile banking service towards their occupation.

Occupation	Business	Govt. Employee	Retired	Private Sector	Others	Total
USAGE						
Yes	27	8	5	32	5	77
No	0	17	30	8	18	73
Total	27	25	35	40	23	150

Source: Primary Data

Result:

There is a significant difference between the Occupation and the mobile banking usage.

Aim:

To test the relationship between the facilities provided offered for mobile banking service towards customer gender.

Facilities	Excellent	Very Good	Good	Average	Poor	Total
Gender						
Male	11	8	7	4	0	30
Female	9	10	8	6	6	38
Total	20	18	15	10	5	60

Source: Primary Data

Result:

There is no significant difference between the facilities provided offered for mobile banking service and the customer gender.

1. In chi-square analysis the result exhibits that there is a significant difference between the Occupation and the mobile banking usage.
2. In chi-square analysis the result shows that there is no significant difference between the facilities provided offered for mobile banking service and the customer gender.

RECOMMENDATIONS AND SUGGESTIONS

1. Banks should obey the RBI norms and provide facilities as per the norms, which are not being followed by the banks. While the customer must be given the prompt services and the bank officer should not have any fear on mind to provide the facilities as per RBI norms to the units going sick.
2. Mobile banking facility must be made available in all Banks.
3. Each section of all Banks should be computerized even in rural areas also.
4. Personalized banking should be given a thrust as more and more banks are achieving in usual services.
5. Covering up the towns in rural areas with ATMs so that the people in those areas can also avail better services.