



LEVEL OF SATISFACTION OF MOBILE BANKING ADOPTION IN POLLACHITALUK

Commerce

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ABSTRACT

In the modern world, banks have offer different types of services to attract potential customer and retain the existing customers. Mobile banking facilities provided by a bank is a retail banking product for the customer. Mobile banking is used as a product to promote financial inclusion. Many of the Pollachi Taluk people also adopting mobile banking services. Now a day's lot of financial and non-financial risk there while using mobile banking services. In that situation, the researcher wants to know about the level of satisfaction of customer in an adoption of mobile banking services.

KEYWORDS

mobile banking, financial inclusion

Introduction:

Mobile banking is the newest and most innovative information medium and is the new trend among the customers with the feature to access their accounts at any time a day in a year. As a personal banking product, it is offered to every savings/current account holder and provides anytime anywhere banking. The mobile banking initiatives were started by foreign and private banks followed by public sector banks. Mobile banking service is primarily available over SMS or through GPRS or sometimes through USSD. The services available are Funds Transfer, Mini Statements, Mobile Top Up, Merchant Payment and Life Insurance Premium.

Review of literature:

1.Neha Sharma (2015) had studied on “**Mobile Banking Technology: Factors affecting its adoption in Indian Context**” with the objective to identify the factors influencing the adoption and usage of mobile banking services in India. The study revealed that Access Complexity, the dissatisfaction of customer's perception, insufficient guidance which is found to be the factor affecting the adoption of mobile banking in India.

2.Amola Bhatt (2016) had conducted a study on “**Factors affecting Customer's Adoption of Mobile Banking services**” with the objective to view the factors which influence the adoption of Mobile Banking services. Time – effective, Safety, Convenience, Operational Simplicity and Ease of Navigation are the factors influencing the Adoption of Mobile Banking Services.

Statement of the problem:

The Indian banking system is an organized and well-structured one. There are many banks in India, both public and private banks. The present study will be useful to the banking industry to understand the level of satisfaction available while using mobile banking. This system introduced mainly to attract the larger number of consumers by providing mobile banking services. Mobile banking poses some different risks namely financial and non-financial risk as compared to traditional banking. So the researcher wants to know about the level of satisfaction get while using mobile banking services.

OBJECTIVES OF THE STUDY:

- To study the Socio- Economic status of mobile banking service users.
- To know the level of satisfaction available in an adoption of mobile banking services.

RESEARCH METHODOLOGY:

Both primary and secondary data were used to collect information for the study. The data were collected through well-structured questionnaire. Convenience sampling technique is adopted in this research. The sample size study is 104. For the analysis of the data, chi-square tools were used.

Data Analysis and Interpretation:

Table 1 portrays the mean values of customer' opinion towards different facilities often used by mobile banking that determine factors

such as Using Account information, Using services in payment, deposits, withdrawals, Using services of investments, Using services of contents and Table 1 using services in Account Information

Table 1: Usage Of Mobile Banking Services By Customer

	Usage of mobile banking services	No. of respondents	percentage
Account information	Mini-statement and checking of account information	26	76.47
	Access to loan statement	3	8.83
	Alerts on account activity or passing of set thresholds	1	2.94
	Access to card statement	2	5.88
	Monitoring of term deposits	1	2.94
	Mutual funds/ Enquiry statement	1	2.94
	Total	34	100
Payments, Deposits, and withdrawals	Mobile and Direct to Home package recharging	10	15.15
	Commercial payment processing	13	19.69
	Purchasing tickets for travel and entertainment	15	22.73
	Bill payment processing	27	40.91
	Withdrawal at banking agent	1	1.52
Total	66	100	
Investment services	Portfolio management services	3	100
	Real – time stock quotes	0	0
	Personalized alerts and notifications on security prices	0	0
	Total	3	100
Services of contents	General information such as weather updates, news	1	100
	Loyalty – related offers	0	0
	Location – based services	0	0
	Total	1	0

Source: Primary data

From the above table, it could be seen that majority 26 (76.47) are often using Account information services is for Mini-statement and checking of account history, often using payment, deposits and withdrawals services is for bill payment processing, often using services is portfolio management and using the service general information such as weather updates, news.

Personal Profile And Level Of Satisfaction Of Using Mobile Banking Services:

Table 2 portrays the mean values of customer' opinion towards the level of satisfaction for all independent variables that determine the personal profile such as gender, age, employment, Income and monthly expenses,

H₀: There is no association between personal profile and level of satisfaction of using mobile banking services

Table 2: Personal Profile And Level Of Satisfaction Of Using Mobile Banking Services

		Level of Satisfaction			Total	
		High	Medium	Low		
Gender	Male	8	32	6	46	Degree of Freedom: 2 Calculated χ^2 Value: 0.291 Table χ^2 Value: 5.99
	Female	9	43	6	58	
	Total	17	75	12	104	
Employment	Govt. Employee	2	12	1	15	Degree of Freedom: 6 Calculated χ^2 Value: 3.413 Table χ^2 Value: 12.59
	Private Employee	10	31	5	46	
	Self Employed	4	21	5	30	
	Others	1	11	1	13	
Total	17	75	12	104		
Income	Up to Rs.15,000	11	39	4	54	Degree of Freedom: 8 Calculated χ^2 Value: 9.035 Table χ^2 Value: 15.51
	Rs.15,001 – 30,000	5	20	7	32	
	Rs.30,001-45,000	1	5	1	7	
	Rs.45,001 – 60,000	0	2	0	2	
	Above Rs.60,000	0	9	0	9	
Total	17	75	12	104		
Monthly Expenses	Up to Rs.5,000	5	29	4	38	Degree of Freedom: 8 Calculated χ^2 Value: 51.121 Table χ^2 Value: 15.51
	Rs.5,001 to 10,000	7	3	21	31	
	Rs.10,001 – 15,000	0	6	3	9	
	Rs.15,001 – 20,000	5	8	2	15	
	Above Rs.20,000	0	11	0	11	
Total	17	57	30	104		
Age	21-25 Years	13	41	6	60	Degree of Freedom: 8 Calculated χ^2 Value: 5.932 Table χ^2 Value: 15.51
	26-30 Years	3	13	2	18	
	31-35 Years	0	8	2	10	
	36-40 Years	0	4	0	4	
	Above 40 Years	1	9	2	12	
Total	17	75	12	104		

Source: primary data Level of significance: Five percent level

Since the calculated χ^2 Value is lesser than the table value in the case of gender, employment, income and age. Hence, Null hypothesis is accepted. Therefore it is concluded that there is no significant association between the gender, employment, income, age and level of satisfaction of using mobile banking services. Since the calculated χ^2 Value (51.121) is greater than the table value (15.51). Hence, Null hypothesis is rejected. Therefore it is concluded that there is a significant association between the monthly expenses and level of satisfaction of using mobile banking services.

Findings:

- Majority are often using Account information services is for Mini-statement and checking of account history, often using payment,

deposits and withdrawals services is for bill payment processing, often using services is portfolio management and using the service general information such as weather updates, news.

- There is no significant association between the gender, employment, income, age and level of satisfaction of using mobile banking services.
- There is a significant association between the monthly expenses and level of satisfaction of using mobile banking services.

Suggestions:

- Create awareness of the usage and benefits of mobile banking service by banks to the customer.
- Provide attractive offer or discount while using the mobile banking service will increase the usage of mobile banking services.
- Concentrate on the group of the customer by the income and expenses will increase the usage of mobile banking services and get the level of satisfaction is more on these case.

Conclusion:

In India, the mobile banking adoption is influenced by many factors to the customer. In the study, Pollachi Taluk customer usage of mobile banking services and level of satisfaction is based on their expenses level or position of the customer. The findings of this study revealed that the usage of mobile banking services for Mini-statement and checking of account history, bill payment processing, portfolio management, and general information such as weather updates, news. The aim of prime ministers to build the digital life to every person living in the country by increasing the usage of mobile banking services by the customer.

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