

Impact on Consumer Awareness and Usage of E-Banking Transaction through Mobile Phones with Special Reference on South India's Manchester City

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Abstract

Technology and uses of mobile phones bestows ample spectrum for businesses, they also giving a continuous progress and new experiments. Although this facility is presently viewed with reluctance by customers, banks need to surpass this pitfall and ascertain how this service can be mutual with other alternative channels such as social media, to embrace assessment for customers. Mobile banking is the modern and most pioneering service offered by banks all over the world. It is an inherent part of electronic banking which causes not only the preponderant factor of the banking business but also the distinct circumstances of mobile commerce. Mobile banking bestows customers access at banking services 24*7 which sans the assistance of a bank employee. To this esteem, a study was conceded out to examine the reasons influencing the usage of e-banking services through mobile phones with reference to ease of use, perceived utility and trust. The results indicate that ease of use, perceived usefulness and trust have predominant influence on consumer usage of e-banking services through mobile phones with perceived usefulness being the most significant of the three. The researcher recommends that banking institutions should be susceptible to requisite steps to extensively impart the consumers regarding mobile banking and other electronic banking services in order to assuage the resistance customers normally have towards services they are not cognizance of.

Keywords: Ease of Use, Mobile Banking, Perceived Usefulness, Trust, Usage

Introduction

Banking has been promptly raising the practice of mobile banking as a skilled and viable tool to make customer significance. With the quick development of technology as a salable too Internet banking can be used to fascinate more customers to achieve banking transactions in related banks. Conversely, the main problem of mobile banking challenged by the sources is that a large number of the banks" customers are not ready to use the mobile banking services offered. Customer satisfaction is an imperative influence to help banks to endure competitive advantages. The five issues which can guidance customer perception toward mobile banking contain service quality, web design, confidentiality, convenience and hustle. The results of this study exhibited that web design, convenience and hustle are closely related to customer perception towards mobile banking.

Need of the Study

The Indian population till date has not their peculiar bank accounts. Reserve Bank of India also entreated to the members of the country, each person has minimum one saving account in some bank of India. However still there is a lack of awareness in the people. With the benefit of mobile telecommunication technology the customers make numerous transactions in the bank at any time. There are many researches which show that India is stirring fast towards mobile users as well as mobile internet users which are also a bigger asset to the banking industry to support the mobile banking. This paper shows that there is a big need of embracing of new technology expressly in banking industry which stimulates the bank account holders in

our country.

Scope of the Study

The scope of the study is limited to an in depth analysis of the banking practices of the nominated household bank customers. The present study ongoing with an analysis of the overall banking habits. Later, it engrossed its attention on the electronic banking behaviors of the respondents. Although a change of multiple e-banking delivery networks are employed in the state, the scope of the study is limited to four popular e-banking channels viz.; ATMs, Online banking, mobile banking and credit card.

Objectives of the Study

The study was taken into account after deliberating the ground reality of the banking sector and the prima facie report alarm as to be wary of debilitating economy status in Indian context.

The primary objective of the study is,

- To ascertain the e-banking assortment in banking sector
- To apprehend the mobile service offered via e-banking

The Secondary Objective of the study is

- To study the customer perception about internet banking awareness.
- To study about the service of mobile banking.
- To study the problems faced by the customers through mobile banking.
- To see the future prospects of mobile banking in India.
- To give suggestions for improvement.

Limitations of the Study

The limitations of this study were: the data used was secondary data caused for other purposes hence may not accurately forecast the relationship among the variables. The measures used may keep on fluctuating from one year to another subject to the usual situation. In accumulation, changes in the macroeconomic environment could have affected the cost-effectiveness of commercial banks e.g. the postelection violence which slowed down economic development.

Review of Literature

Nsoui Saleh M. and Schaechter Andrea(2002)¹, There are lots of dangers such a regulatory risk, reputational risk and operational risk. Liao and Cheung (2002) found that specific opportunities regarding accuracy, security, network speed, and user participation and convenience were the most significant quality traits in the perceived helpfulness of Internet-based e-retail banking.

Rangan, V. Kasturi and Lee, Katharine L., (2012)¹² in their paper have defined a case in detail the devices of two Mobile banking operators in M-PESA in Kenya and WIZZIT in South Africa. It explores the market for the unbanked and increases questions regarding the portability of the model to other countries and settings.

Sudhakar A. M., Suryanarayana, (2011)¹⁹ in their study have said that common man's life has gone through a sea change due to mobile dispersion which has in turn put a major thrust on Banking service sector of India. Additional they have also said that a groundbreaking approach to banking connections is perceived with the launch of Mobile banking services that has shaped a strong connectivity between the banks and the customers in relationships of nominal time and transaction cost.

Research Methodology

Haphazard execution of the study will end up itself in chaotic result, so to evade such happenings, the scholar is also required to plan well before he can start his work. The researcher is required to prepare a system operating procedure of action which is known as research design. It ensures that

- (1) the study will be germane to the problem and
- (2) the study will employ economical procedures

Descriptive research design

The main objective of consuming descriptive research is to pronounce the state of activities as it occurs at present. It mainly includes surveys and fact verdict analyses of different classes.

Statistical Tools and Techniques

The collected data were edited and then consolidated by using simple statistical tools. The simple statistical tools are employed for the analyses of data are,

- Percentage analysis
- Chi-square test

Data Analysis and Interpretation

The collected data has been analyzed through simple percentage analysis and Chi Square Test. The inferences given below in the table make the reader to understand the problem as well as solution to the problem.

Percentage Analysis Method

Table showing gender of respondents

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Male	59	59	59	59
Female	41	41	41	100
Total	100	100	100	

Inference

The above table implies that 59 percent of gender respondents are male and 41 percent gender respondents are female

Chart showing gender of respondents

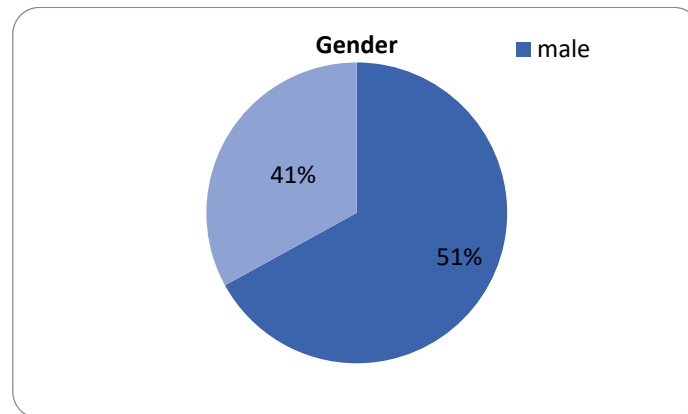


Table showing Mobile Banking Services

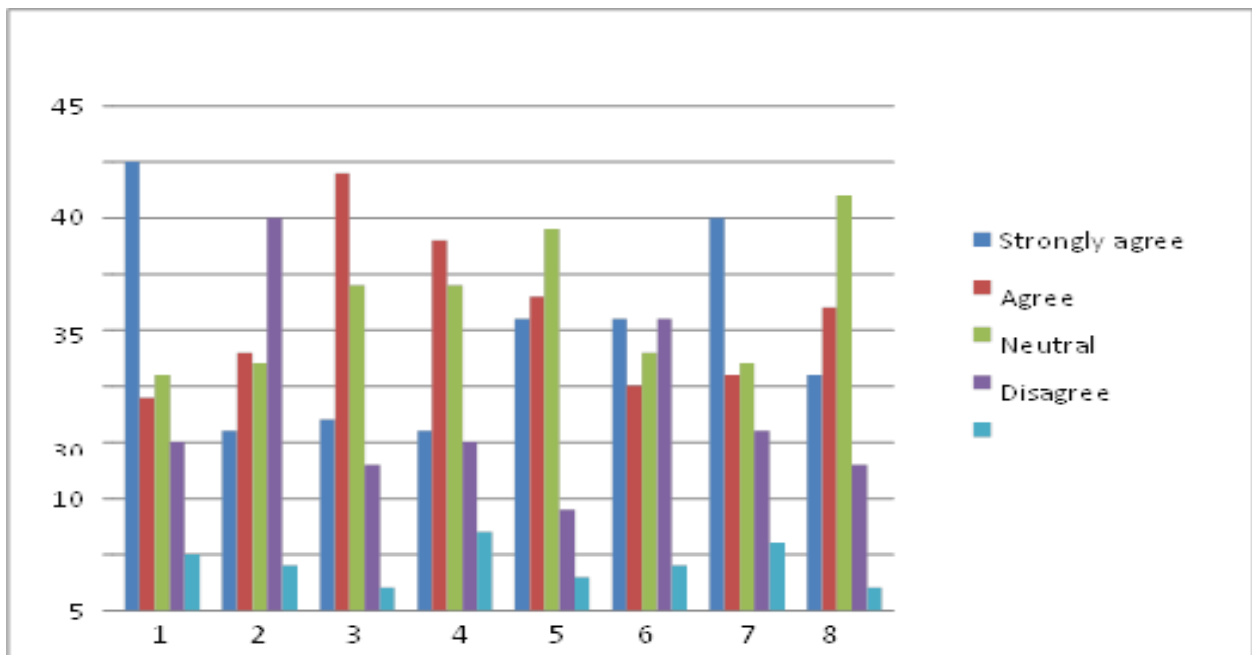
MOBILE BANKING SERVICES					
Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Easy to make payments and transfers	40	19	21	15	5
Mini- statements and checking of account history	16	23	22	35	4
Transactional status	17	39	29	13	2
SMS alerts about specific information	16	33	29	15	7
Account information & balance enquiry of accounts	26	28	34	9	3
Clear instructions	26	20	23	26	4
Affordable reward point status	35	21	22	16	6
Expensive	21	27	37	13	2

Inference

The above table implies that mobile banking services are 40 percent of strongly agree for Easy to make payments and transfers; 35 percent of disagree for Mini-statements and checking of account history; 39 percent of agree for Transactional status; 33 percent of agree for SMS alerts about specific information; 34 percent of neutral for Account information & balance enquiry of accounts; 26 percent for both strongly

agree and disagree for Clear instructions; 35 percent of strongly agree for Affordable reward point status; 37 percent of neutral for Expensive.

Chart showing usage of services by respondents



Chi-Square Test

Null Hypothesis (H₀): There is no association between the age of the respondents and the usage level of mobile banking

Alternative Hypothesis (H₁): There is an association between the age of the respondents and the usage level of mobile banking

Applications * Encouraging factor cross tabulation

Age of the respondent * Usage of banking Cross tabulation					
		Usage of banking			
		Less than 1 year	Above 1-5 years	Above 5-10 years	Total
Age of the respondent	18-25 years	16	12	4	32
	26-30 years	5	10	10	25
	31-40 years	6	6	5	17
	41-50 years	2	8	5	15
	Above 50 years	3	5	3	11
Total		32	41	27	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.295	8	0.186
Likelihood Ratio	11.824	8	0.159
Linear-by-Linear Association	3.428	1	0.064
N of Valid Cases	100		

6 cells (40.0%) have expected count less than 5. The minimum expected count is 2.97

Interpretation:

The calculated value (0.186) is greater than 0.05; hence null hypothesis is selected there is significant relationship between the age of the respondents and the usage level of mobile banking.

Inference:

The test has proven that there is significant relationship between the age of the respondents and the usage level of mobile banking.

To test the relationship Qualification of respondent and how familiar are you with E-banking usage level of your bank

Null Hypothesis (H₀): There is no association between qualifications of respondent and how familiar are you with E-banking usage level of your bank

Alternative Hypothesis (H₁): There is an association between qualifications of respondent and how familiar are you with E-banking usage level of your bank

Qualification of respondent * How familiar are you with E-banking usage level of your bank Cross tabulation						
		How familiar are you with E-banking usage level of your bank				Total
		No knowledge of E-Banking	Beginner	Average knowledge	Advanced E-Banking	

Qualification of respondent	High School	0	4	1	2	7
	Degree	3	23	27	8	61
	Master's Degree	2	6	14	6	28
	Others	0	2	0	2	4
Total		5	35	42	18	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.809	9	0.289
Likelihood Ratio	12.731	9	0.175
Linear-by-Linear Association	1.202	1	0.273
N of Valid Cases	100		

10 cells (62.5%) have expected count less than 5. The minimum expected count is 0.20

Interpretation:

The calculated value (0.289) is greater than 0.05; hence null hypothesis is selected there is significant relationship between qualification of respondent and How familiar are you with E-banking usage level of your bank

Inference:

The test has proven that there is significant relationship between qualification of respondent and how familiar are you with E-banking usage level of your bank.

Findings

- The majority of the gender respondents are male of 59 percent.
- The majority of respondent selected reduced time of transaction of 29 percent which promotes new techniques in banking.
- The majority of mobile banking services are strongly agrees of 40 percent for Easy to make payments and transfers.
- The majority of the respondents to Overall technology services of your bank is Yes of 59 percent.

Suggestions

- Speed and accuracy of data manipulation would be picked up to enable all types of customers satisfaction in public sector banks and accelerate the method of data entry, retrieval etc.
- Services support should be prolonged to all classes of employees particularly private and self-employees and service flexibility must be made flexible to reach out the students and of all age group

categories.

Conclusion

To conclude the results of “Mobile banking tasks more easy and fast”. While on the basis of Place of Stay, Age, Work status and Education Level significant difference was found on the basis of Chi Square test according to the view of the people belonging to urban area are using Mobile banking facility will enable them to complete their tasks more easy and fast. Mobile banking amalgamation provides the easy-to-use functions, fast accessibility, manageability, relevancy and user-friendly surfaces. The leading supplier of Mobile banking solutions created a fast and calm Mobile banking application that delivers an exceptional customer experience. Mobile banking identifies this exclusive condition which benefits people to get related with their finance in an easy and intuitive way.

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