

A STUDY ON MOBILE BANKING AND CUSTOMER LOYALTY

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INTRODUCTION

Mobile Banking and Internet Banking Technology are the best examples of advanced technology of service sectors and it provides lot of benefits to the customers as well as Bankers. Mobile banking accepting and sending funds for customers where the customers are in the remote place also. It is the wonderful application to the customers to fulfil their needs in any time. As per the technology changes the Banks are changed its traditional way of transactions into Modern transactions. The customers are making transactions from anywhere and anytime for their convenient using Mobile Banking Apps. Because of this adoption of mobile banking, the banking sector is getting a tremendous growth across the globe including India.

This evolution of Mobile Banking is from the ATM – Automatic Teller machine whereas Mobile Banking mode is reduced the time and enhanced the convenient to the customers. To satisfy the customers need and to delight the customer Banks are taking steps to know about their expectations and they should know where they are now. Then only the Banks satisfy their customers and they have to earn good equity in future. Banks are providing advanced technology applications to the customers such as Mobile Banking and Internet Banking also. This will attract customers and facilitate the Banking services in their hands of customers.

Nowadays, Banks are using the strategy of Mobile banking to get more customers and make the transactions speedy. Mobile banking is a pivotal point of progression strategies for banks. Mobile banking applications deliver an opt solutions to the customers problems wherever they are. Mobile Banking are

very convenient and easy to the customers because of handling of mobile banking is easy and less restrictions.

REVIEW OF LITERATURE

Carlos Tam (2015) Literature review of Mobile Banking and Individual Performance. International Journal of Bank Marketing Vol. 35 No. 7, 2017. pp. 1042-1065. The purpose of this paper is to focus on analysing and synthesising existing studies and make recommendations to researchers and practitioners. The present review specifies that the topics of m-banking adoption and behavioural intention dominate the majority of research, but finds very few studies on post-adoption. The two important drivers of intentions to adopt m-banking are perceived ease of use and perceived usefulness.

Lalitha Balakrishnan & Sudha (2016) Factors affecting Mobile Banking services—An Empirical Study. Volume 1, Issue 2, Dec 2016 ISBR Management Journal. In India the Mobile Banking is growing fast because of the world's second largest subscriber base in mobile sector after China. The Main objective of this paper is to explore the factors that affect the mobile banking services in India with reference to Chennai city.

Puriwat & Tripopsakul (2017) "Mobile Banking Adoption in Thailand: An Integration of Technology Acceptance Model and Mobile Service Quality. European Research Studies Journal Volume XX, Issue 4A, 2017". In this research the researcher finds the factors influencing customers to use Mobile Banking. The researcher used Technology Acceptance Model, Mobile Service Quality and Structural equation model (SEM) to find the result. It shows that Mobile Banking and positive result are the main factors using Mobile Banking by the customers.

Dr.G.Sasikumar (2017) Mobile Banking and Security Challenges. International Journal of Scientific Research and Management (IJSRM). Volume 5.Issue 07.Pages 6014-6018 .2017. Banking services are using technology and growing in tremendous way from Internet banking to mobile banking which admired more customers. With help of mobile banking enables the customers access their accounts and entire information about bank products and services anywhere anytime through Internet and World Wide Web. The mobile banking is reliable, safeguarded and cost effective. Security issues are important since intruders makes others life as unsafe and miserable. In this paper an effort is made to study the various security issue, challenges and solutions related to mobile banking services.

Romario Gomachab (2018). "The Impact of Mobile Banking on Customer The Impact of Mobile Banking on Customer. Journal of Internet Banking and Commerce, June 2018, vol. 23, no. 2". This article used quantitative design to identify the factors of mobile banking that makes customer satisfaction. Finally it

concludes that the customer are using frequently airtime purchases and rarely used one is allocation of funds.

Aiswarya Sivarajan, Juby Rachel Philip, Abymon (2018) A Study On The Consumer Perception Towards Mobile Banking Services Of State Bank Of India”- With Special Reference To Kollam District. International Journal of Pure and Applied Mathematics. Volume 119 No. 15 2018, 1483-1489. Technology has turned into an inevitable part of all industries across the globe. This is especially true in the case of banking industry, where the technology plays an important role in fostering the banking sector. Currently banks have adopted wireless services and mobile technology in their operations to provide their customers with upgraded services; from bill payments through mobile phones to receiving marketing updates while they are stuck in a traffic jam. In India, the scope of mobile has been widely used by the SBI. Being one of the pioneers in providing mobile banking application services to their customers, SBI has been successful in introducing many such applications that has made banking a much easier business for their customers. This paper is an effort to study about the customer’s preference on the different mobile applications of SBI, their satisfaction level towards various applications and also to find out the acceptance of these applications by the customers of SBI.

OBJECTIVES OF THE STUDY

- To find the factors influencing usage of Mobile Banking
- To determine the factors of customer loyalty in Mobile Banking

HYPOTHESES OF THE STUDY

- There is no significant difference among the factors influencing Mobile Banking
- There is no significant influence on factors of customer loyalty

The researcher used frequency table to find the details of customers using Mobile Banking

Table 1 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-35	30	30.0	30.0	30.0
35-45	50	50.0	50.0	80.0
45-60	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Source : Primary data

The above table shows that 30% of customers are in the age group of 25-35 and 50% of customers are in the age group of 35-45 remaining 20% of customers are in 45-60 age group.

The sample size dominated in age group of 35-45.

Table 2 Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PG	20	20.0	44.0	44.0
UG	17	17.0	22.0	66.0
Diploma and Schools	17	17.0	34.0	100.0
Total	100	100.0	100.0	

Source : Primary data

It was presented in the above table Mobile Banking usage customers are 44% in the PG holders and 22% in the Under graduate and 34% are in Diploma and schools. Post Graduate customers are using Mobile Banking more than the others

Table 3 Designation

	Frequency	Percent	Valid Percent	Cumulative Percent
Business	35	35.0	35.0	35.0
Professionals	38	38.0	38.0	73.0
Valid House wife	3	3.0	3.0	76.0
Others	24	24.0	24.0	100.0
Total	100	100.0	100.0	

Source : Primary data

It was illustrated in the above table 35% are in Business peoples, 38% are in Professionals, 3% of House wives and 24% of others are using Mobile Banking. Professionals are using more than the others.

Table 4 T-test for Mobile Banking

	N	Mean	Std. Deviation	Std. Error Mean	t-test lower	sig	Rank
Convenient	100	3.17	1.457	.146	2.88	.000	4
Informative	100	3.17	1.303	.130	2.91	.000	5
Offers	100	2.61	1.675	.168	2.28	.000	7
Less Risk	100	3.07	1.328	.133	2.81	.000	6
Trust	100	3.27	1.462	.146	2.98	.000	2
Time saving	100	3.71	1.217	.122	3.47	.000	1
Security	100	3.17	1.303	.130	2.91	.000	3

Source : Computed data

From the above table it is found that the mean values range from 2.61 to 3.71 with the respective standard deviation and standard error. The t values 2.88, 2.91, 2.28, 2.81, 2.98, 3.47 and 2.91 are significant at the 5 % level. Therefore, it can be concluded, among the seven factors time saving is the main criteria which is treated by the customers while using Mobile Banking whereas offers given by the banks is the least criteria for using mobile Banking.

FINDINGS AND CONCLUSIONS

1. There are seven factors are identified by the researcher influenced by the Mobile Banking customers.
2. The factors are Convenient, Informative, Offers, Less risk, Trust, Time saving and Security purpose.
3. The most influenced factor using Mobile Banking is Time saving.
4. The least influenced factor using Mobile banking by the customer is Offers given by the Banks.
5. The factors determining loyalty of the customers are responsiveness, reliability, customer satisfaction and confidence building.
6. Finally, It concluded that Mobile Banking are easy, convenient and this can used for 24 hours is the main criteria for the customers to prefer the same. Furthermore, Banks are implementing more security options to the customers to avoid some misinterpretation and to get more customers in Mobile Banking.

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