

A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS MOBILE BANKING

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Abstract

Mobile banking is the latest technology of banking sector. In the easy going world lot of consumers utilized the mobile banking services for their financial transactions. Mobile banking provide services check the account balances and various information of our account, consumer can view their last 30days transaction from their history, transfer of funds from accounts, balance availability, view the payment of interest by the banks of various types of accounts, processing of cheque details, IndPay payments, etc., Indian bank has been successful in introducing many such applications that has made banking a much easier business for their customers. This paper analysed their perception and satisfaction level about these mobile banking services. There are primary and secondary data used for this study. Random sampling method is used for selection of Chidambaram town the primary data was analysed with the various statistical tools like simple percentage analysis, cross tabulation and chi-square test. This study gives the useful suggestions based on the findings.

Key words: Mobile banking application, consumer perception, consumer satisfaction

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STATEMENT OF THE PROBLEM

Banks that is proving the various services for the customer's in order to retain them, based on that the expectation of the consumer has to be found by the banks to make their services better. The perception of the customers is varying from period to period based on the up gradation of the technology. Mobile banking that helps the consumer to make all the activities of the consumer to easily done with in a fraction of a second without waiting for anyone, at the same time the banks have to be dynamic in their technology to satisfy the consumers.

IMPORTANCE OF THE STUDY

Mobile banking makes the changes in the traditional processing of the bank works. Consumer of the bank moved according to the technology because of their busy schedule of their work during non availability of the banking services in holidays they are moving towards the internet services or other outlets to transfer the amount for their purpose, where the mobile banking helps them to transfer and do all the activities in the same place without moving anywhere. Based on the perception of the consumer there is a change in the behaviour banking process with the help of mobile banking which is more comfortable. Banks that are started to develop their activities with the help of mobile banking which is effectively used by the consumers

OBJECTIVES OF THE STUDY:

The following are the important objectives of the study:

- To examine the demographic profile of mobile banking users in the study area
- To analysis the reasons for consumers adoption of mobile bank services in the study
- To know the consumers satisfaction level towards mobile banking services

RESEARCH METHODOLOGY

The data for the survey was collected from Indian Bank in Chidambaram town. A well structured questionnaire served as the primary source.100 samples were taken from the consumers of Indian bank for the study with the help of random sampling method.

DATA SOURCES

Primary Data:

The primary data is first had information it was collected from the respondent by using a structuralquestionnaire. The researcher has got the primary data through survey method.

Secondary Data:

Apart from primary data, the secondary data was collected through related research publication in Books, Journals, profile of Indian bank, magazine and websites.

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SAMPLING DESIGN

Sample Size:

The study area has been identified Indian bank branches in Chidambaram town. The overall sample size for study was only 100 respondents from Indian Bank.

Sampling Area:

The researcher were collected the primary data from Chidambaram town. Therefore the researcher adopted random sampling for the purpose of collecting the primary data.

Statistical Tool:

The collected data were properly classified, arranged, coded, segregated, tabulated and summarized in to a master table. From the master table, the values were taken in to the concerned tables. The entire collected data were then analysed by using simple percentage analysis, cross tabulation and by chi-square test.

Period of the Study:

Primary data were collected during the month of April 2019 to June 2019.

HYPOTHESIS OF THE STUDY

The following are the important hypothesis of the study.

1. There is no significant relationship between gender of the respondents and usage of mobile banking facilities.
2. There is no significant relationship between age wise and reasons for usage of mobile banking facilities
3. There is no significant relationship between reasons to use of the respondents and overall satisfaction of mobile banking.

LIMITATION OF THE STUDY

The following are the important limitation of the study:

- ❖ The time limit is one of the main factors to conduct the study effectively.
- ❖ The data collection is applicable in Chidambaram Town only.
- ❖ The time period of research was restricted to limited day
- ❖ The study was only confined to 100 respondents.
- ❖ The reliability of the data may not be dependable.

DATA ANALYSIS AND INTERPRETATION

Table -4.1
GENDER-WISE CLASSIFICATION OF RESPONDENTS

Gender	No. of Respondents	Percentage
Male	58	58.00
Female	42	42.00
Total	100	100.00

Source: Primary Data

The above table shows that the gender wise grouping of the respondents. Among them, 58 percent of the respondents were male and 42 per cent of them were female of the study.

CHI-SQUARE TEST**GENDER AND USAGE OF MOBILE BANKING FACILITIES**

In order find relationship between gender of the respondents and usage of mobile banking facilities. Chi-square test is used and results in given below.

Null Hypothesis (H0) :

There is no significant relationship between gender of the respondents and usage of mobile banking facilities.

Table- 4.2
CHI-SQURE TEST
GENDER AND USAGE OF MOBILE BANKING FACILITIES

O	E	(O-E)	(O-E) ²	(O-E) ² /E
10	14.5	4.5	20.25	1.3966
11	8.7	2.3	5.29	0.6080
23	23.2	-0.2	0.04	0.0017
14	11.6	2.4	5.76	0.4966
15	10.5	4.5	20.25	1.9286
4	6.3	-2.3	5.29	0.8397
17	16.8	0.2	0.04	0.0024
6	8.4	-2.4	5.76	0.6857
TOTAL				5.9593

$$\text{Degree of freedom} = (\text{row}-1) (\text{colum}-1)$$

$$= (2-1) (4-1)$$

$$= (1) (3) = 3$$

$$\chi^2_{0.05} = 7.815$$

In chi-square test calculated value is 3.9973. Table value is 7.815. The degree of freedom is 3 and the significance level is 0.005. So the calculated value is less than the table value. Hence the hypothesis is accepted. We conclude that there is no significant relationship between gender and usage of mobile banking facilities. From the study it was found that gender has no different perception usage on mobile banking services when required.

Table - 4.3
AGEWISE AND REASONS FOR ADOPTION MOBILE BANKING FACILITIES (CROSS TABULATION)

		Mobile banking facilities				Total
AGE WISE		24x7 transaction	Customer friendly	No need to visit the bank	Saving of time	
	Below30		13	2	10	10
		8.75	5.25	14	7	35
30-40		10	12	25	8	55
		13.75	8.25	22	11	55
Above40		2	1	5	2	10
		2.5	1.5	4	2	10
Total		25	15	40	20	100
		25	15	40	20	100

Source Primary Data

In the above table shows that the age wise and reasons for usage of mobile banking facilities, - out of the total respondents of the study, 40 of the respondents were give no need to visit the bank i.e., below 30 (10), between 30-40 (25) and above 40(5), Out of 25 of the respondents were given 24x7 transaction i.e., below 30 (13), between30-40 (10) and above 40(2). Out of 20 of the respondents were given saving of time i.e., below 30 (10), between30-40 (8) and above 40(2). And remaining respondents were given customer friendly about the age wise pattern of the mobile banking services.

AGEWISE AND REASONS FOR ADOPTION OF MOBILE BANKING FACILITIES

In order find relationship between age wise and reasons for usage of mobile banking facilities. Chi-square test is used and results in given below.

Null Hypothesis (H₀):

There is no significant relationship between age wise and reasons for usage of mobile banking facilities

Table – 4.4

AGEWISE AND REASONS FOR ADOPTION OF MOBILE BANKING FACILITIES

O	E	O-E	(O-E) ²	(O-E) ² /E
13	8.75	4.25	18.06	2.064
2	5.25	-3.25	10.56	2.011
10	14	-4	16.00	1.143
10	7	3	9.00	1.286
10	13.75	-3.75	14.06	1.023
12	8.25	3.75	14.06	1.704
25	22	3	9.00	0.409
8	11	-3	9.00	0.818
2	2.5	-0.5	0.25	0.100
1	1.5	-0.5	0.25	0.167
5	4	1	1.00	0.250
2	2	0	0.00	0.000
			TOTAL	10.975

In the chi square test, the researcher found that the calculated value (10.975) the table value is 12.6. The degree of freedom is 6 and the significant level is 0.005. Therefore null hypothesis is accepted. So there is no relationship between age wise and reasons for usage of mobile banking facilities. From the study it was found that different age group of consumers have no different perception adoption on mobile banking services

**– Table 4.5
Reasons to use of mobile banking and Overall Satisfaction (Cross tabulation)**

		Overall Satisfaction				Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	
Reasons to use	Accessibility	6	10	5	1	22
		7.48	9.68	3.74	1.1	22.0
	Easier to use	17	21	1	0	39
		13.26	17.16	6.63	1.95	39.0
	No fees/paperless bill	4	10	5	1	20
		6.8	8.8	3.4	1	20.0
Good security	7	3	6	3	19	
	6.46	8.36	3.23	0.95	19.0	
Total		34	44	17	5	100
		34.0	44.0	17.0	5.0	100.0

Out of the total respondents of the study, 44 of the respondents were given satisfied i.e., Accessibility (10), Easier to use (21), No fees (10) and Good security (3). Out of 34 of the respondents were given highly satisfied i.e., Accessibility (6), Easier to use (17), No fees (4) and Good security (7). Out of 17 of the respondents were given neutral i.e., Accessibility (5), Easier to use (1), No fees (5) and Good security (6) and remaining respondents were given dissatisfied about the all reasons for usage of the Mobile banking.

REASONS TO USE AND OVERALL SATISFACTION OF THE MOBILE BANKING

In order to find relationship between reasons to use of the respondents and overall satisfaction about the Mobile banking, chi-square test is used and results are given below.

Null Hypothesis (H₀) :

There is no significant relationship between reasons to use of the respondents and overall satisfaction of Mobile banking.

Table - 4.6

REASONS TO USE AND OVERALL SATISFACTION OF THE MOBILE BANKING

O	E	O-E	(O-E) ²	(O-E) ² /E
6	7.48	-1.48	2.1904	0.2928
10	9.68	0.32	0.1024	0.0105
5	3.74	1.26	1.5876	0.4245
1	1.10	-0.10	0.0100	0.0091
17	13.26	3.74	13.9876	1.0549
21	17.16	3.84	14.7456	0.8593
1	6.63	-5.63	31.6969	4.7808
0	1.95	-1.95	3.8025	1.9500
4	6.80	-2.80	7.8400	1.1529
10	8.80	1.20	1.4400	0.1636
5	3.40	1.60	2.5600	0.7529
1	1.00	0.00	0.0000	0.0000
7	6.46	0.54	0.2916	0.0451
3	8.36	-5.36	28.7296	3.4366
6	3.23	2.77	7.6729	2.3755
3	0.95	2.05	4.2025	4.4237
			TOTAL	21.7324

In the chi square test, the researcher find that the calculated value is (21.7324) higher than the table value (16.9). The degree of freedom is 9 and the significant level is 5% is > 0.005 . Therefore null hypothesis is rejected. So there is relationship between reasons to use the Services and overall satisfaction of the Mobile Banking. From the study found that reasons to use the mobile banking users overall highly satisfaction in Indian Bank Ind pay

FINDINGS,

- From the study it was found that majority of the respondents i.e. 55 per cent belonged to the age group between 30 and 40 years.
- From the study it was found that majority 58 percent of the respondents were male.
- From the study it was found majority 45 per cent of the respondents were Post Graduate.
- From the study it was found that 40 per cent of the respondents were Business.
- From the study it was found that 42 per cent of the respondents earned monthly income was above Rs.30000.
- From the study it was found that 40per cent of the respondents was no need to visit the bank.
- From the study it was found that Majority 43 per cent of the respondents were used when required are more frequency of mobile banking facilities.
- From the study it was found that majority of the respondents of the customer were given first, rank to easy Accessibility.
- From the study it was found that 24per cent of the respondents was poor knowledge of mobile banking services.

- From the study it was found that gender has no different perception usage on mobile banking services.
- From the study it was found that different age group of customers have no different perception adaption on mobile banking services
- From the study found that reasons to use the mobile banking users overall highly satisfaction in Indian Bank Ind pay

SUGGESTION

- Out of the 100 respondents, some of the customer only dissatisfied with good security using mobile banking services. Therefore, the Banker more concentrates with maintains the security in the transaction for saving the consumers from the hackers.
- Minimum respondents give poor knowledge about the mobile banking services. So, the bank should make awareness programme regarding the technical aspects extended to rural and all areas customers.

CONCLUSION

Mobile banking has become one of the important factor that has been effectively used by the consumer, based this updating of banks has to be done to retain and satisfy the customers. Finally it concluded that the maximum no. of respondents highly satisfied with mobile banking services.

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