

A STUDY OF CUSTOMERS AWARENESS WITH RESPECT TO MOBILE BANKING IN HISAR

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1.0 Introduction

In India, we have quite 900 million mobile users however still mobile banking is employed by more or less 40 million customers. There are often numerous reasons behind this such as need of active collaboration between banks and Telecom Company, lack of accessibility to customers, cost, and awareness concerning the mobile banking applications etc. Bank have to be compelled to work on making mobile banking awareness among the purchasers. They have to push the advantages of mobile banking and its effectiveness. In today's business technology, In today's business technology, banking is the backbone of the every and each business. Technology plays a crucial role in it. The role of technology is dynamical

Apace day to day, which is additionally promoted the bank and monetary institutions. Bank is one in all the very best financial establishments that frequently explored use and advantages of technology provided to customers through variety of services. Mobile banking is a service that helps the customer to handle financials transaction or operations with the help of mobile device. Mobile devices include Smartphone, tablets, etc. Mobile banking introduce the use Smartphone or other devices to operate online banking transactions while far away from your computer, laptop or any other device, such as transfer money from one account to another account, electricity bill payments, gas bill payments, recharge mobile, online shopping, etc. Mobile banking is service, which is added by bank or financial institutions that allow to its customers to operate financial or banking transactions by using Smartphone or tablets. Mobile banking is available 24*7 for customers for financial transactions. The bank offered mobile banking services to their customers to extend many customers and take advantage these services. Mobile banking is the one in every of the world's growing and fastest mobile technology. Cashless baking is that in which all the transitions are done by using credit card, debit card or any other electronic paying method like net banking or unified payment method (UPI).

2.0 Benefits of Mobile Banking

- Quick and satisfaction of operations for customers, no time waste, no queue, and no interaction with bank staff required for transaction.
- Money can be send quickly anywhere in the country.
- No extra Charge for Mobile banking.
- Reducing operations of ATM machine through customer.
- Mobile banking services are available 24*7 every day.

3.0 Importance of Mobile Banking

- **Convenient:** Mobile banking provides the customers to anywhere, anywhere and anytime banking transaction with the help of services. This service is very fast, easy and convenient by each mobile or Smartphone users.
- **Speed:** with the help of 4G technology, the customers make their banking transaction through mobile in the fraction of second.
- **Security:** mobile banking is very secure, risk free and safe with reference to mobile pin (m-pin). Mobile banking security helps you monitor your own bank account balance, transaction history effectively.

4.0 Review of Literature Related To This Study

1. V Devadevan (2013), in this article titled as Mobile banking in India- issues and challenges mobile banking has an opportunity to adopt mobile users due to technological implementation. This article discussed about challenges which transaction limitation, security and authentication issues. This also

highlighted some other issues related with mobile banking. The major problem was identified like facilities in mobile banking, different languages used for communication.

2. Muhammad Zeeshan (2013), in their article Internet versus Mobile banking have compared that how internet banking differ from mobile banking. It explained that usefulness of internet and mobile banking are same but differs. Because the internet banking the user have to sit in front computer to operate longer time, but mobile banking is portable and easy to carry anywhere but still internet banking has used in superior level.
3. Harun R Khan (2014) [4], in this article titled as Digital India: Emerging challenges and Opportunities for the banking sector. It discussed about Migration from cash to electronic payments and there are over 900 million mobile users in the country. RBI conducted number of awareness program to increase mobile banking users. The plan of digital India is connecting all the Gram Panchayat through broadband network by 2014.
4. Aijaz A. Shaikh, Heikki Karjaluo (2015), the article analyzes and synthesizes existing studies of m-banking adoption and maps the major theories that researchers have used to predict consumer intentions to adopt it.

5.0 Objective of the Study

This study plans to study the awareness of customers related to mobile banking services. The primary objective of this study is

1. To study the mobile banking service awareness to customers perspective with reference to Hisar (one Zone of Haryana)
2. To identify factors influencing the awareness and usage of mobile banking services in Hisar (one Zone of Haryana)

6.0 Research Methodology for This Research

The research paper is based on both primary and secondary data. In this research paper the Primary data was collected through face-to-face interaction of the mobile banking customers and non- customers. In this research paper, recommendations and conclusions based on primary data. The paper is based on exploratory research for the present research. The main role of exploratory research is based on the new creative ideas. Through exploration research, the researcher develops ideas effective and more clearly, implement operational definitions, establish priorities and improve the design of research.

Research design: the data have been divided into two main categories- primary data and secondary data. The primary data have been collected through exploratory research like questionnaire with customer and non-customer of mobile banking. The secondary data collected form web sites, newspapers, journals, magazines, and research papers.

Primary data: the primary data for the research is collected from a survey in Hisar in Haryana, India. There was a sample size of 200 respondents for this research.

Sampling Technique: - purposive sampling was used for this research.

7.0 Analysis of Data

Fig.1.1 Operating of mobile banking

Have you think about mobile banking is easy to operate with mobile?

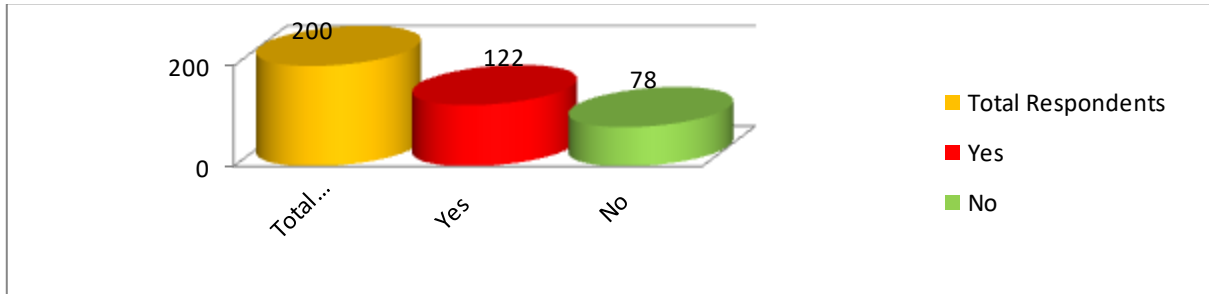


Fig. 1.1

According to the table 1.1 data shows that when the research ask to the respondent that is mobile banking easy to operate with mobile. Then the 61% respondent replied yes and only 39% mentioned not in the survey forms.

Fig.1.2 Awareness of mobile banking

Have you heard about mobile banking is available in India?

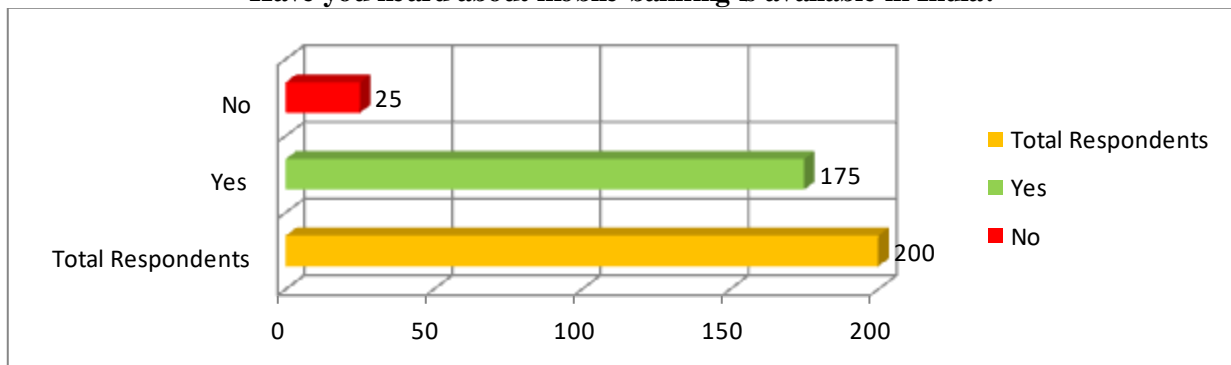


Fig. 1.2

In the figure 1.2 data shows that there are 175 respondents (87.5%) were those who know the mobile banking, who heard about it, whereas only 25 (12.5%) respondent were those who don't know the mobile banking services.

Fig.1.3 Interested in mobile banking service

Have you interested to enroll mobile banking service?

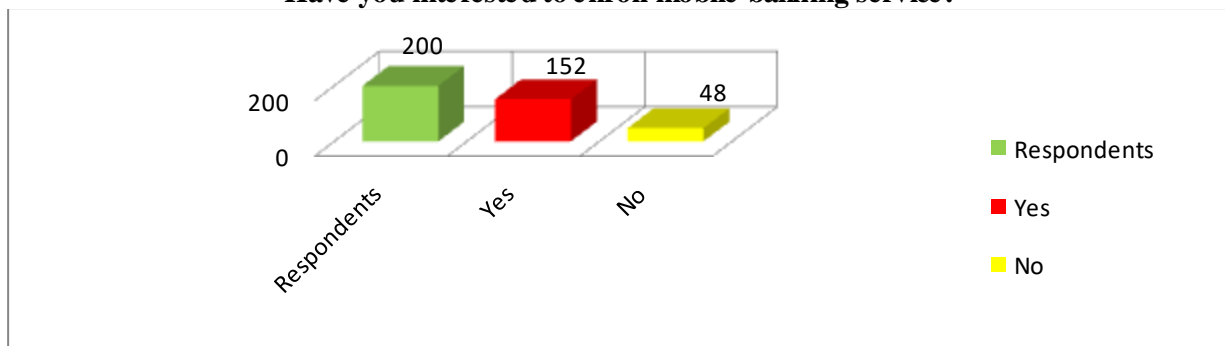


Fig.1.3

According to the data in the figure 1.3, 76% of the respondents are interested to enroll the mobile banking services whenever only 24% are not interested in it.

Fig. 1.4 Usage of mobile banking service

Have you think about usage of mobile banking is more in daily life?

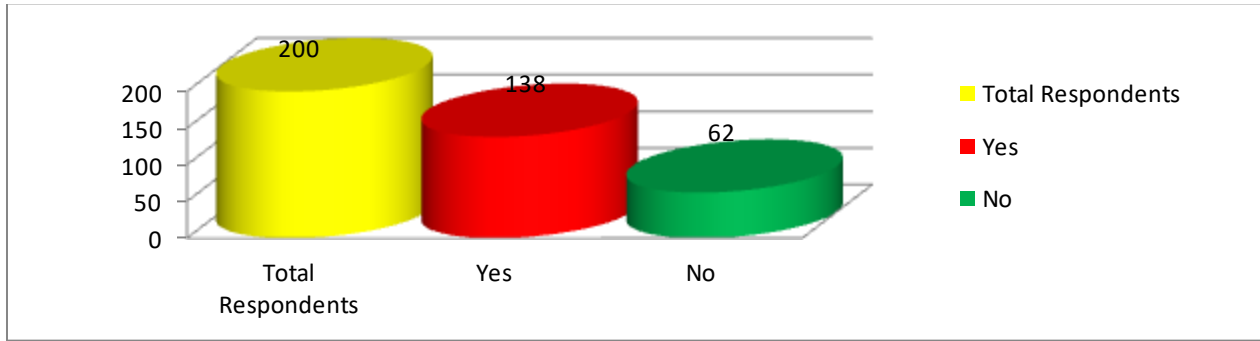


Fig. 1.4

In the figure 1.4 data show the response of respondents related to the questionnaire question that ‘Have you think about usage of mobile banking is more in daily life?’ Total 138 (69%) respondents replied yes and rest 62 (31%) replied not about this question.

Fig. 1.5 Experience of mobile banking

How was your experience in operating mobile banking before?

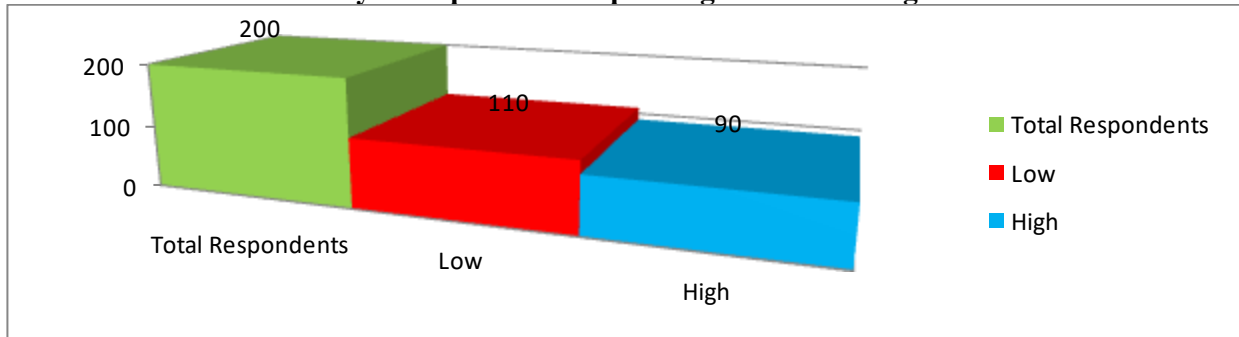


Fig. 1.5

During the survey when researcher asked to respondents that how was your experience in operating mobile banking before? 110 respondent out of 200 replied their experience was low and only 90 respondents replied that their experience was high.

Fig. 1.6 Performance of mobile banking

Has a good performance of mobile banking?

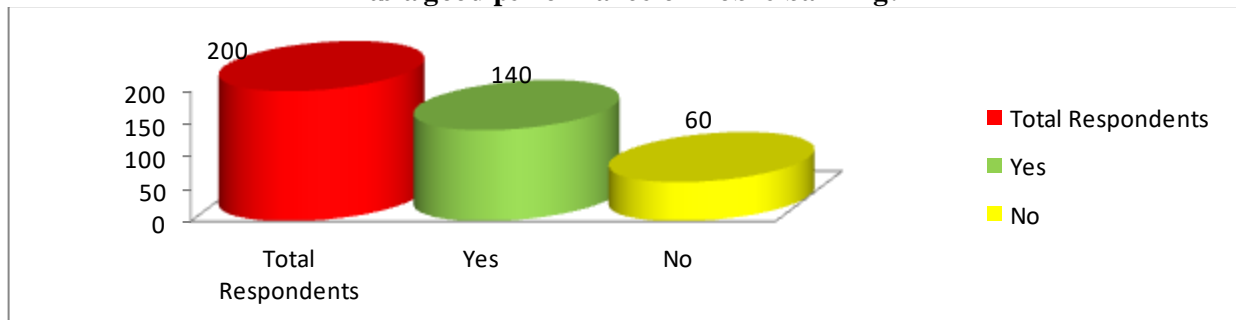


Fig. 1.6

In the figure 1.6 data shows the frequency of good performance of mobile banking. 140 respondents say that mobile banking performance is good but only 60 respondents replied not in the survey forms.

Fig.1.7 Security of mobile banking

Do you think that mobile banking is secure for operating?

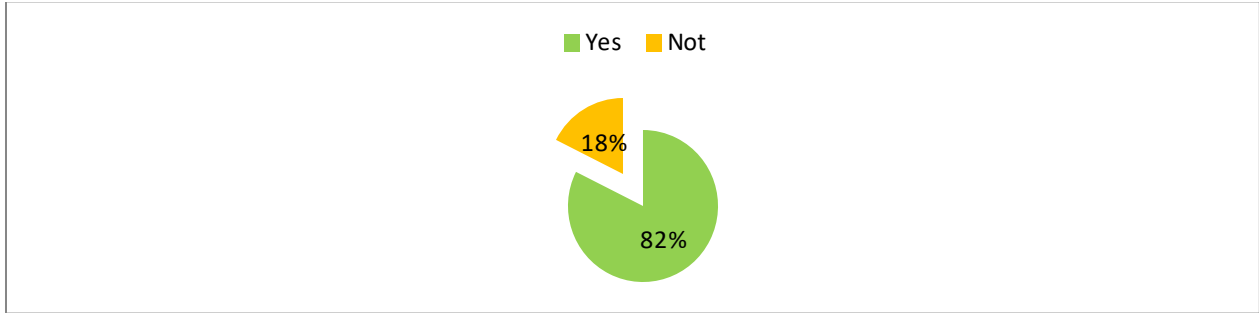


Fig. 1.7

According to the data 82% respondents agreed that mobile banking is secure for operating, whereas only 18% respondents are not agreed with it. They felt that mobile banking is not secure.

Fig. 1.8 Convenience of mobile banking

Do you think that mobile banking service is a convenience?

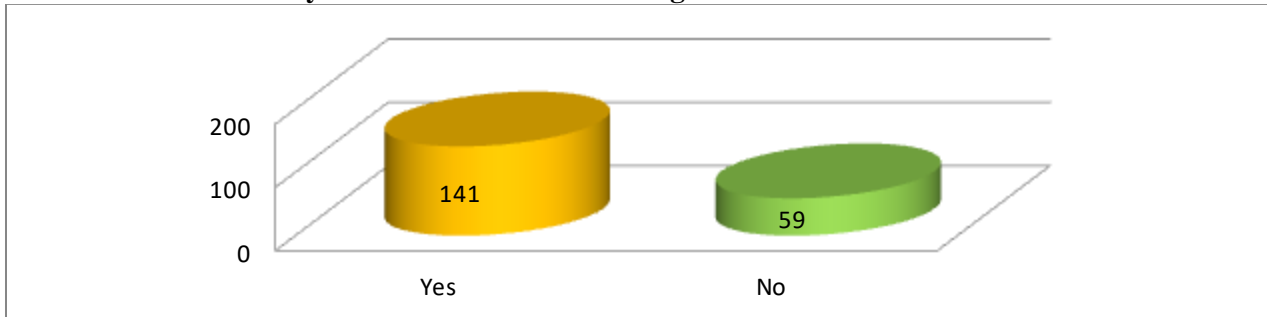


Fig.1.8

Mostly respondent agreed that mobile banking services are convenience. They save time, energy and money also. The frequency of 141 replied that mobile banking is a convenience and 59 disagreed with it.

Fig. 1.9 Important to customer mobile banking

Do you think that mobile banking service is important to customer?

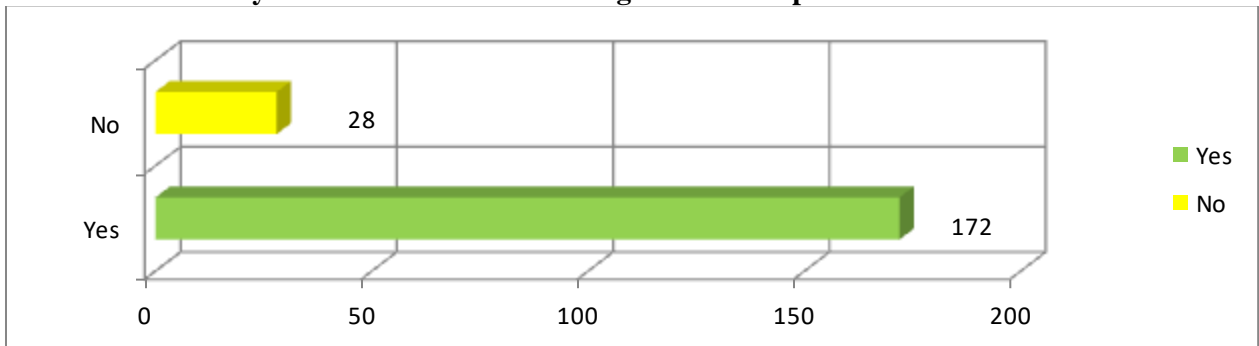
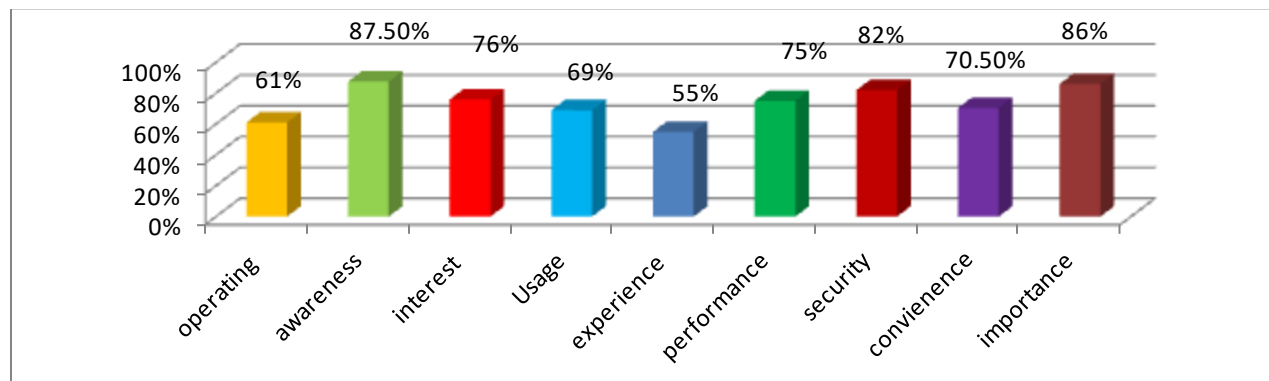


Fig.1.9

According to the data, shows in the figure 1.9 represent the importance of mobile banking services. There are 172 respondents think that mobile banking services are important to the customers and only 28 think that they are not useful.

Following graph shows that awareness and usage factor of mobile banking with the percentage score of the respondents.



Customer awareness and usage factor of mobile banking.

8.0 Findings

Based on the survey, it is found that most of the respondents are using mobile banking services through Smartphone. However around 61% of customers think that using of mobile banking is easy with the mobile, and remaining 39% are not satisfied with this. The majority of the mobile banking service is comfortable without using online banking service and they are interested to test the facility. Mobile banking use is secure, very easy and convenient to handle the services to customers. Customer should check transaction history details and statements anytime and anywhere and make sure that there is no unauthorized transaction or access. Majority of respondents know about the mobile banking. There are 175 respondents (87.5%) were those who know the mobile banking, who heard about it, whereas only 25 (12.5%) respondent were those who don't know the mobile banking services. 76% of the respondents are interested to enroll the mobile banking services whenever only 24% are not interested in it. Total 138 (69%) think about usage of mobile banking is more in daily life whenever 31% deny it. 110 respondent out of 200 replied their experience was low and only 90 respondents replied that their experience was high in operating mobile banking before. 140 respondents say that mobile banking performance is good but only 60 respondents felt that mobile performance is not good. When the researcher asked about the security of mobile banking then the 82% respondents agreed that mobile banking is secure for operating, whereas only 18% respondents are not agreed with it. They felt that mobile banking is not secure. Mostly respondent agreed that mobile banking services are convenience. They save time, energy and money also. The frequency of 141 replied that mobile banking is a convenience and 59 disagreed with it. There are 172 respondents think that mobile banking services are important to the customers and only 28 think that they are not useful.

9.0 Conclusion

Mobile banking is big platform of new technology, which promotes banking functions in India through mobile technology and also helps increasing their customers. Now a day, everyone has Smartphone or tablet but there is also need to create awareness about the mobile banking services, which is very secure and safe without any efforts. This paper explores the awareness of mobile banking is the new era of technology which helps the banking industry grow at higher speed and also most important use is development of economic in India.

10.0 Limitations of the Study:

This study covers only one zone of Haryana, this type of study can be done on pan India or complete one state. The researcher choose only 200 respondents for this research, sample size can be increase for further study.

11.0References

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