



A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE BANKING SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Gayathri R M.Com Student

Dr.S.Gandhimathi Associate Professor

Department of Commerce

Dr.N.G.P Arts and Science College (Autonomous)

Coimbatore

Abstract

This paper is designed to study the extent of the recent developments in the mobile banking system in India. To know the optimistic and pessimistic influence of mobile banking on the customers. For the purpose of study, the researcher has selected 215 respondents who have familiar with the modern technology of mobile banking. It particularly focused on the problems or the benefits availed from the mobile banking provided by bank. All levels of customers were surveyed by using questionnaire and the level of satisfaction or dissatisfaction from the mobile banking was studied. Finally the detail information about the benefits they had received were also considered. A small attempt have been made to understand the benefits of the mobile banking and also the limitation of mobile banking was studied with reference to Coimbatore city. The study may be useful to make any appropriate decisions for implementing various policies regarding the mobile banking. Finally, it makes an attempt to offer suggestions to the bank to educate much more about mobile banking to its customer.

Keywords: Customer Satisfaction ,Mobile Banking

INTRODUCTION OF MOBILE BANKING SERVICES:

The Banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role on the functioning of an economy. It is very important for economic development of a country that its finance requirements of trade, industry and agriculture are met with higher degree of commitment and responsibility. Thus, the development of a country is integrally linked with the development of banking. A bank is a financial intermediary and money creator that create money by lending money to a borrower, thereby creating a

corresponding deposit on the bank's balance sheet. Lending activities can be performed directly by loaning or indirectly through capital markets.

The mobile phone is the one device that people already carry at all time and service beyond voice and text messaging are booming all over the globe. The main reason that mobile banking scores over internet banking is that it enables 'Anywhere Banking' customer now don't need access to a computer terminal to access their banks. They can now do so on the go when they are waiting for their bus to work, when they are travelling or when they are waiting for their orders to come through in a restaurant.

Technology has revolutionized all the aspects of our life and even the banking sector is no execution from computerization to networking, to internet banking and now mobile banking, the banks have advanced with time and are providing more and more new form of services which are not only convenient to customer but also provide competitive edge to the banks. With mobile technology banks can offer a wide range of services to their customer such as doing fund transfers purchasing stocks access to account information etc. This is called mobile banking or M-banking.

STATEMENT OF PROBLEM:

The position of banking industry is not excellent in India. In 2011, 65% of India's population did not have access to a bank account. The lots of Indian population till date do not have their personal bank accounts. RBI also requested to the members of the country, each person has minimum one saving account in any bank of India. But still there is lack of awareness in the people. So mobile banking is a good option for the banking industry to increase their customers. With the help of mobile telecommunication technology customers make numerous transactions in the bank at any time. There are many researchers which show that India is moving fast towards mobile users as well as mobile internet users which are also bigger strength to the banking industry to promote Mobile Banking. But this Mobile Banking system has certain drawbacks, such as lack of awareness, transaction cost, security issue, difficulty to understand.

OBJECTIVES OF THE STUDY:

- ❖ To study the socio-demographic characteristic of the respondents.
- ❖ To study about the factors that influencing the customers to use mobile banking.
- ❖ To know the purpose of using mobile banking system.
- ❖ To measure the level of satisfaction of customer on mobile banking services.

SCOPE OF THE STUDY:

The present study has been confined to study on customer satisfaction towards mobile banking services. The study has been covered only from the customers of Coimbatore city. They focused on mobile banking customers. The number of respondents for the study is 215 customers using mobile banking. The scope of the study limits to know factors influencing customer satisfaction.

METHODOLOGY OF THE STUDY

SOURCE OF DATA COLLECTION

Primary data:

Primary data are original source, which are collected directly from the respondents. This information is collected the Questionnaire.

Secondary data:

Secondary data are those data which have been collected and compiled for another purpose. The secondary sources include.

Sample Design:

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study

Sampling method:

Convenient sampling method is used for this project.

Convenience sampling:

On the basis of convenience sample respondents were choose. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Sample size:

The samples chosen to collect data consist of 215 respondents. The data collected is used for final tabulation and interpretation.

TOOLS FOR ANALYSIS

Tools used for analysis

- Simple percentage analysis
- Chi-square
- Likert-scale
- Rank analysis

LIMITATIONS OF THE STUDY:

- The study was limited to a specific number of respondents, which did not cover the whole population.
- The findings and observation made in the study are purely based on respondents answer.
- The time constant was a limiting factor as more time required carrying out the study on other aspects of the topic.
- The data is based on primary and secondary sources it has own limitations.
- In the research some of the respondents are not giving the proper data's asked in the question.

REVIEW OF LITERATURE

Dr. ParulDeshwal (2015) in his article entitled, "A Study of Mobile Banking in India" explains that the mobile banking concept in India. This article examines that the consumer adoption of a new electronic payment service as mobile banking and the positive and negative factors influence the adoption of mobile banking in India. It reveals that the origin history of mobile banking in India. This study is based on exploratory research. This research is both quantitative and qualitative. The data have been grouped into two main categories - primary and secondary data. This study analyse that the basic concept of Mobile Banking, Challenges comes in front of users while adopting Mobile Banking, the positive and negative factors of Mobile Banking and the various purpose of using Mobile Banking. Perceived cost is also an important factor; therefore, this study suggests that the creative promotional and pricing strategies, including cost reduction should be implemented to attract more price conscious customers. It is also found that customers will adopt mobile banking if they find it easy to use and understand.

A Research by Laforet and Li (2005) on consumer attitude and adoption of Mobile banking showed there are several factors that affects and influences the consumer's attitude towards online banking. They are person's demography, individual acceptance of new technology, motivation and behavior towards different banking technologies. It has been found that prior experience of computer and new technology also influences consumer's attitudes toward online banking.

SIMPLE PERCENTAGE ANALYSIS**AGE GROUP OF THE RESPONDENTS**

Age	No. of. the respondents	Percentage
Below 25 years	44	20.5
26-35 years	57	26.5
36-45years	69	32.1
Above 45 years	45	20.9
TOTAL	215	100

INTERPRETATION:

From the above table it is inferred that 20.5% of the respondent's age group is below 25 years, 26.5% of the respondents' age group is in between 26-35 years, 32.1% of the respondents' age group is in between 36-45 years, and 20.9% of the respondents' age group are above 45.

MAIN REASON DECIDED TO USE MOBILE BANKING

Factors	No. of. Respondents	Percentage
Emergency banking needs	48	22.3
More security	22	10.2
Trust of technology	27	12.6
More privacy	34	15.8
Easier to pay and withdrawal	51	23.7
Less time consuming	32	14.9
TOTAL	215	100

INTERPRETATION:

From the above table it is that inferred 22.3% of the respondents are decided by emergency banking needs, 10.2% of the respondents are decided by more security, 12.6% of the respondents are decided by trust of technology, 15.8% of the respondents are decided by more privacy, 23.7% of the respondents are decided by easier to pay and withdrawal, 14.9% of the respondents are decided by less time consuming.

OVERALL SATISFACTION OF MOBILE BANKING SERVICES

Level of satisfaction	No. of. Respondents	Percentage
Highly dissatisfied	6	2.8
Dissatisfied	29	13.5
Average	55	25.6
Satisfied	90	41.9
Highly satisfied	34	15.8
TOTAL	215	100

INTERPRETATION:

From the above table it is inferred that 2.8 % of the respondents are highly dissatisfied, 13.5% of the respondents are dissatisfied, 25.6% of the respondents are neutral, 41.9% of the respondents are satisfied, and 15.8% of the respondents are highly satisfied.

CHI-SQUARE**Comparisons between age of the respondents and overall satisfaction level of mobile banking services****HYPOTHESIS:**

Null hypothesis (H_0): There is no significant difference between age of the respondents and overall satisfaction level of mobile banking services.

Alternative hypothesis (H_1): There is an significant difference between age of the respondents and overall satisfaction level of mobile banking services.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.644 ^a	12	0.812

Significant= $p \leq 0.05$, not significant = $p > 0.05$

INTERPRETATION:

The above table shows the association between age of the respondents and overall satisfaction level of mobile banking services.

The calculation value (0.812) is greater than significant value (0.05), so the null hypothesis is accepted. We conclude that there is an association between age of the respondents and the satisfaction level of mobile banking services.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents' (32.1%) are in the age group 36-45 years.
- Majority of the respondents (42.8%) are choosing mobile banking because of ease of use.
- The majority of the respondents (41.9%) overall satisfied with the service offered through mobile banking.

CHI-SQUARE:

- We conclude that there is an association between gender of the respondents and usage of mobile banking facilities.
- We conclude that there is an association between age of the respondents and overall satisfaction level of mobile banking services.

SUGGESTION

- Bank must keep a frequent touch with its customers after providing a technological services to its customers they should improve their customers relationship management policy.
- Bank has to create a trust in the mind of customers about security of their accounts
- Bank should reduce the service cost and need to improve mobile banking service.
- Illiterate people cannot understand mobile banking service instructions. So, there is a need to simplify it and instructions should be given in regional language.
- The technical services of the bank must be improved.
- Give proper training to customers for using mobile and for other modern banking services.
- Illiterate people can't able to understand and operate mobile banking services. So bank has to conduct some programs toward the operation of Mobile banking services.
- Bank need to simplify less procedure for accessibility of mobile banking.
- Bank should increase the service of mobile banking.
- Bank should give clear information to the customers about charging of service cost.
- Bank should make the procedure for transaction simple and easy.
- Awareness about various services available through the mobile banking should be created.
- Transaction cost charged on mobile banking should be regularly communicated to customer.
- Bank is charging more charges towards mobile banking facility so if they reduce the hidden charges or any charges it is beneficial for more customers to utilize this facility.
- Bank has to improve the service of time given for transaction to users.

CONCLUSION

From this study we can see that among many factors which determine the customers' satisfaction for mobile banking services; speed, responsiveness, assurance and cost appear to be most important determinants of customers' satisfaction. Any problem related to these aspects can seriously create dissatisfaction among the customers. Central bank is motivating the other commercial banks to provide the better services to customers through mobile banking. The customers are becoming aware about the usage of this technological service. It is advisable the mobile banking services should incorporate these aspects in delivering their services so that they can reach their goal of success smoothly. This study provide in-depth knowledge about the determinant of customers' satisfaction for mobile banking services but still there are many opportunity to conduct future research on this topic such as one can measure customer satisfaction with mobile banking services by comparing perceived value and expected value. Another possible direction is to compare the urban customers' satisfaction and rural customer's satisfaction determinant for mobile banking services.

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