

A STUDY ON CHALLENGES ON MOBILE BANKING

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Abstract: This study mainly focuses on factor that influences the Mobile Banking. To achieve the objective of research the primary data was collected with the help of questionnaire. Responses were gathered from the customers where they doing their culture. A descriptive study was conducted. The sampling procedure used for this project is simple random sampling. Sample size of 100 was choosing for the purpose study through a structured questionnaire. The collected data was analyzed with the help of Percentage analysis. Findings and recommendations are presented to the company which can be implemented by the banking company.

IndexTerms – Mobile, Customers and Banking.

I. INTRODUCTION

The banking sector is the life line of any modern economy. Banks are one of the oldest financial intermediaries in the financial system. They play an important role in the mobilization of deposits and disbursement of credit to various sector of the economy. The banking sector reflects the financial and economic health of the country. The banking sector is very dominant in India as it accounts for more than half of the assets of the financial sector.

Bank plays an important role in the economic development of a country. It is a financial institution that accepts deposits and channels those deposits into lending activities either directly or through capital markets. A bank connects customers which have capital surpluses. The banking industry in India is facing certain challengers i.e. challenges of quality service, customer satisfaction, customer retention, customer loyalty, quality survive plays role in achieving customer satisfaction, and creating brand loyalty in banking sector.

OBJECTIVES OF THE STUDY

- 1) To study on security challenges on mobile banking
- 2) To identify the reason why customer distrust the mobile banking
- 3) To study the customer satisfaction in service quality of mobile banking .

REVIEW OF LITERATURE

Breffni McGuire and Marianne crowe, Mobile payments: use of a mobile device to make a purchase or other payments-related transaction. Payments initiated in physical or virtual worlds, and can be conducted via SMS, MMS, mobile internet, downloadable application, and NFC chips.

Syed Salim Raza, According to the research, number of those people who doesn't have bank account are 4 billion in this world which is more than two third of world population consist of low and middle income countries. In Pakistan the ratio of financial outflow is even higher than inflow, the increase of inflows is become critical component which lead to country economic development. Mostly devolping countries has implemented mobile banking such as Kenya, south Africa, Philippines Cambodia.

DATA ANALYSIS AND INTERPRETATION SERVICES USED BY THE CUSTOMERS IN MOBILE BANKING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Checking balance	10	20
Transfer	10	20
Bill payment	10	20
Checking exchange rate	5	10
Others	15	30
TOTAL	50	100

INTERPRETATION:

From the above table, it is inferred that 20% of the respondents are using mobile banking for the purpose of checking balance and 20% of the respondents are using for the purpose of transfer and 10% of the respondents are using for checking exchange rate and 30% of the respondents are not using mobile banking.

CONVENIENT OF THE CUSTOMERS BY USING MOBILE BANKING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	48	96
NO	2	4
TOTAL	50	100

INTERPRETATION:

From the above table, it is inferred that 96% of the respondents are saying mobile banking is convenient and only 4% of the respondents saying mobile banking is not convenient.

FACTOR PROMOTES THE CUSTOMERS TO USE THE NEW TECHNIQUES IN BANKING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Reduced time of transactions	28	56
Cost effectiveness	5	10
Ease of use	13	26
Technology savvy	4	8
TOTAL	50	100

INTERPRETATION:

From the above table, it is inferred that 56% of the respondents are saying reduced time of transaction factor promotes customer to use the new techniques in banking and 10% of the respondents says cost effectiveness factor and 26% respondents says ease of use and 8% of the respondents says technology savvy factor promotes customer to use the new techniques in banking.

WHY CUSTOMERS ARE NOT USING MOBILE BANKING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Security matter	9	18
Difficulty to use	4	8
Cost	2	4
Others	35	70
TOTAL	50	100

INTERPRETATION:

From the above table, it is inferred that 18% of the respondents are in the reason of security matter and 8% of the respondents are in the reason of difficulty to use and 4% of the respondents are in the reason of cost and 70% of the customers are using mobile banking without any of these reasons.

FINDINGS

- 70% of the respondents are using mobile banking.
- And least of 30% of the respondents are only not using mobile banking.
- Majority of 96% of the respondents are saying mobile banking is convenient.
- Since 4% of the respondents are saying mobile is not convenient the reason behind is time duration and maintenance charge is too high.
- Majority of 96% of the respondents are saying mobile banking saves time.
- 88% of the respondents are saying mobile banking is secure for banking transaction.

SUGGESTIONS

- 1) To make customers a highly secured transaction technology by way of proposing bio- metric finger print mechanism for authentication to improve customer trust and self-satisfaction.
- 2) Banks are suggested to make the mobile banking to be user friendly.
- 3) Banks are suggested to make awareness about the mobile banking and the process followed in mobile among the public.
- 4) Banks are suggested to make reduction in time consumption and maintenance charges that will be helpful for the development of mobile banking performance.
- 5) Governments are suggested to reduce fraudulent activity.

CONCLUSION

Mobile banking usage was predominant among younger age groups who had completed at least higher secondary level of education. It was used mainly for 'checking SMS alert on banking transactions'. The customers felt that mobile banking was easy to learn but wanted the banks to be fair customer service policies following transaction. They also expected 'security' in the usage of mobile banking. Technology resistance factors played a strong role in the formation of intention to use mobile banking.

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