



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

CUSTOMER PERCEPTION TOWARDS SBI MOBILE BANKING SERVICE

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ABSTRACT

This study concluded that in this digital world mobile banking plays a major role in every individual of the economy. This study is done on customer perception towards SBI Mobile Banking service. The study result shows that majority of the customers tend to use mobile banking service to avoid cashless transactions. There some pros and cons that prevail in the service. The banks take necessary precautions to retain the customers.

Key words: Mobile Banking, Customer, State Bank Of India

INTRODUCTION

Mobile banking is defined as "the use of a mobile phone to access a bank account, credit card account, or other financial account". Mobile banking can be done either by accessing the banks web page through the web browser on one's mobile phone, via text messaging or by using the bank's application downloaded to the mobile phone". Mobile banking services currently provides a large varieties of services such as fund transfer, payment services, balance enquiry, mini statement services, mobile top ups, cheque book request, M-commerce, that is top up of Dish TV, Tatasky, Sun direct etc, Life insurance premium payments, bill payments such as EB bills, Telephone bills, shopping bills, etc. SMS alerts to the mobile phone regarding all these banking related services as well as ATM usage is considered the most convenient factor of mobile banking services.

STATEMENT OF THE PROBLEM

Banks that are providing various services for the customer is varying from period to period based on the up gradation of the technology. Mobile Banking that helps the customer to make all the activities of the customer to be easily done within fraction of a second without waiting for anyone at the same time the banks have to be dynamic in their technology to satisfy the customer. Thus mobile banking services provide facility in an easy and faster fund transfer, utility Bill payment etc., anywhere anytime. Even through this competitive environment customer services is a high challenging task. Hence this study focus on identifying the factors and those factors which influence them to prefer mobile banking service of State bank of India.

SCOPE OF THE STUDY

The scope of growth in mobile banking industry is very vast carrying money in wallet was the concept of past ,in future by using mobile banking services people will be able to perform many kind of financial transaction. Mobile banking will provide service for both debit and a credit card holder.This study intends to analyze some of the factors of mobile banking services.

RESEARCH METHODOLOGY

Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

REVIEW OF LITERATURE

1.Amit P.Wadhe, ShamraoGhodke (2013) ‘To study consumer awareness & perception towards usage of mobile banking’ -The paper attempts to know the consumer awareness and perception on mobile banking for people located in Pune city. The researcher explores the factors which help in penetrating the use of mobile banking among major consumers. SPSS software was used to make cross tabulation, factor analysis and chi-square test. As a result of factor analysis, 7 factors were extracted out of 21 original factors such as usefulness of mobile banking, ease of use, and trust on banks, interest in using m-banking, consumer awareness of mobile banking.

2.Sonia Bhatt(2020),In the study found that the Indian customers are ready to adopt Mobile Banking more if it seems more trustable and reliable. Without a decent level of trust, customers would not be completely spurred to utilize these systems. Numerous studies have demonstrated the significance of trust, which enhances the level of motivation of the users for using such new technology.

3.Raharja and Tresna, 2019, Mobile banking is simply the usage of cell phone stations such as mobile and personal digital assistants to contact banking system through wireless application protocol. With the help of mobile banking, bank customers can avail banking facilities such as information inquiry, account managing, bill payment and money transfers etc.

STATE BANK OF INDIA

State Bank of India (SBI) is an Indian multinational public sector bank and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 43rd largest bank in the world and ranked 221st in the Fortune Global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. It is also the fifth largest employer in India with nearly 2,50,000 employees. The bank descends from the Bank of Calcutta, founded in 1806 via the Imperial Bank of India, making it the oldest commercial bank in the Indian Subcontinent. The Bank of Madras merged into the other two presidency banks in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. Overall the bank has been formed from the merger and acquisition of nearly twenty banks over the course of its 200 year history. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it State Bank of India.

MOBILE BANKING APPLICATION OF SBI

YONO (You Only Need One) is an integrated digital banking platform offered by State Bank of India (SBI) to enable users to access a variety of financial and other services such as flight, train, bus and taxi bookings, online shopping, or medical bill payments. YONO is offered as a smart phone app for both Android and iOS. YONO was launched on 24 November 2017. YONO offers services from over 100 e-commerce companies including online shopping, travel planning, taxi booking, train booking, movie ticket booking, online education and offline retail with special discounts. YONO also offers conventional mobile banking services such as bank account opening, fund transfers, cashless bill payments, and loans. The smartphone app can be used to make ATM withdrawals.

YONO SBI SERVICE

SBI YONO is an all-inclusive mobile app to perform a lot of its banking functions. You don't need multiple apps for different functions. Here's the list of services you can use with SBI YONO app:

- Check account balance for free anytime
- YONO Pay
- E-Deposits
- Card services
- Investments
- Insurance
- Loans

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study on "Customer perception towards SBI mobile banking service" is presented based on the opinion of sample of 120 respondents selected from saravanampatti through a questionnaire containing 26 questions analyzed through

- Simple Percentage Analysis
- Weighted Average Analysis
- Average Ranking Analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

GENDER

S.NO	GENDER	NO.OF.RESPONDENTS	PERCENTAGE
1	Male	63	52.5%
2	Female	57	47.5%
	TOTAL	120	100

INTERPRETATION

The above table reveals the gender of the respondents, 52.5% of the respondents are male and 47.5% of the respondents are female.

USERS OF MOBILE BANKING SERVICE

S.NO	USERS OF MOBILE BANKING SERVICE	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	108	90%
2	No	12	10%
	TOTAL	120	100

INTERPRETATION

The above table reveals the users of mobile banking service. It reveals that 90% of the respondents use mobile banking and 10% of the respondents are not using mobile banking service.

WEIGHTED AVERAGE ANALYSIS

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In calculating a weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made.

DIFFICULTIES FACED BY USING MOBILE BANKING

FACTORS	USERS	TOTAL	MEAN PERCENTAGE
Problem of safety and security	46	120	38.3%
High Cost	20	120	16.7%
Fake Transactions	31	120	25.8%
Technical Problem During Transaction	58	120	48.3%
Lack of Knowledge and internet skills	43	120	35.8%

INTERPRETATION

The above table justifies the factor the motivated the users to adopt and use mobile banking service. The highest mean percentage rises to 48.3% for Technical problem during transaction.

AVERAGE RANKING ANALYSIS

The average rank analysis is performed in the study to identify the priority of the different category of customers on various aspects considered for the study.

RANK THE SERVICES ACCORDING TO YOUR USAGE LEVEL

FEATURES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Fund Transfer	13 65	9 36	27 81	45 90	26 26	120 298	VI
Pay Utility Bills	8 40	12 48	31 93	48 96	21 21	120 298	VI
Buy Goods and Services	7 35	9 36	35 105	47 94	22 22	120 292	VIII
Stop payment Cheque	12 60	11 44	38 114	36 72	23 23	120 313	IV
Online E-Locker facility	19 95	15 60	45 135	35 70	6 6	120 366	I
A/c balance enquiry	7 35	11 44	28 84	37 74	37 37	120 274	IX
TDS enquiry	11 55	16 64	32 96	41 82	20 20	120 317	III
Aadhaar linking/ LPG consumer ID linking	10 50	9 36	42 126	41 82	18 18	120 312	V
Apply for a loan	19 95	11 44	45 135	37 74	8 8	120 356	II

INTERPRETATION

From the above table it is found that 1st rank goes to Online E-locker facility , 2nd rank goes to Apply for loan facility , 3rd rank goes TDS Enquiry, 4th rank goes to Stop payment Cheque, 5th rank goes to Aadhaar linking/ LPG consumer ID linking, 6th rank goes to both fund transfer and Pay utility bills facility, 8th rank goes to Buy Goods and Services facility and 9th rank goes to A/c balance enquiry.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority 52.5% of the respondents are Male
- Majority 90% of the respondents use mobile banking service.

WEIGHTED AVERAGE ANALYSIS

- It is concluded from the analysis that the majority of the respondents face the difficulty of Technical problem during transaction.

AVERAGE RANKING ANALYSIS

- It can be interpreted that most of the respondents use Online E-Locker facility the most.

SUGGESTIONS

- It highly recommends to improving the quality of the services to increase the customer mobile banking which means reliability dimension is important to support service quality.
- It suggests broadening the knowledge of mobile banking to be able to access to the services, so they do not hesitate to use the services.
- Recommends to improve quality of the service, so that the users of mobile banking might not face difficulties in usage.
- Bank should improve more security towards mobile banking.
- Other structure should also support to mobile banking, it will be more effective for mobile banking.
- Indian people also have to know the various usages of mobile devices to improve the digital literacy.
- The bank should create awareness among the people about mobile banking and its usages.

CONCLUSION

Mobile Banking is easy to use and can be use any time anywhere due to its mobility. The mobile banking in India is becoming very famous because of the digital payment system. But still some account holders are not aware about the mobile banking and avoid using it. In India people still believe that traditional banking is safe and best to handle. Young and professional persons are the most who use mobile banking frequently. There is also need to generate awareness about the mobile banking so that more and more people use it for their benefit.

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