A STUDY OF STUDENTS ACCEPTANCE FOR E – BANKING AND MOBILE BANKING IN SURAT

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Abstract:

If any country wants to develop, developing the banking sector is an indispensable condition. India is currently the most populous country in the world. Now it was very inconvenient for the banks to provide banking services to this growing population through traditional methods and another problem was that there were not enough profitability opportunities for banks in the remote areas of the villages, so Banks did not like to invest within the villages so the villagers had to suffer a lot to access the banking facilities. To remove these problem, banks introduced new facilities which are internet banking and mobile banking. The inception of internet banking traces back to the late 20th century the early stage of online banking began with the development of telecommunication network and the internet and India embraced internet banking in the early 2000's, marking of significant milestone in the country's banking sector and mobile banking has its roots in the late 1990's and early 2000's when banks started experimenting with providing basic services through mobile phones. The Kothari punch in the preamble to is constitution has stated that the future of India is being shaped in its classrooms. For this reason if we want to know how successful internet banking and mobile banking has been or how successful it can be, the first need to know how much student accept mobile banking and internet banking. Hence the present paper has studied the detailed information about a study of students acceptance for E-Banking and mobile banking in Surat. The main objective of this paper is to find out the extent to which internet banking and mobile banking have been accepted by the students of Surat and the advantages and limitation of internet banking and mobile banking are known in detail at the end of the conclusion.

Keywords:

Electronic banking, Mobile banking, Mobile payments, Mobile wallets, Transfer fund, Security measures, Account management

Introduction:

Definition of E-Banking:

Internet banking, also known as online banking or E-banking, refers to the use of the internet to conduct various banking activities. It allows customer to perform transactions, check account balances, transfer funds, pay bills and much more through a secure online platform provided by their banks.

Definition of Mobile Banking:

Mobile banking refers to the use of mobile devices, like smartphones or tablets, to conduct banking activities remotely. It allows customer to perform various financial transaction without physically visiting a bank branch. This convenience has transformed the way people manage their money.

Difference between e-banking and mobile banking:

1. The biggest difference between the two is their functionality. Internet banking allows you to conduct online transactions through your PC or laptop and an Internet connection. On the other hand, mobile banking can be done with or without internet. Many banks nowadays have their mobile apps for mobile banking.

2. You can use any browser to access the internet banking website of your bank but most of the features of mobile banking can only be used with the help of a mobile app depending on weather you use and Android or ios device, you will have to download appropriate app of your bank to use this facility.

Product features of e-banking and mobile banking:

1. **Account management**

   a. Balance inquiry
   b. Transaction history
   c. Statement download

2. **Fund transfer**

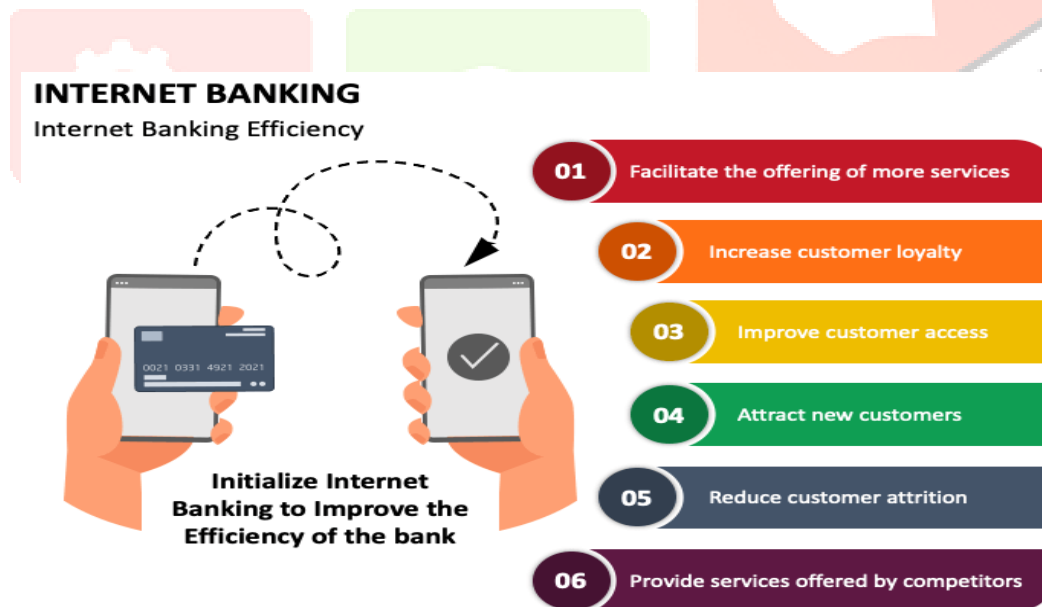3. **Bill payments**

4. **Online applications and services**

   a. New account opening
   b. Insurance services
   c. Investment services

Benefits of e-banking and mobile banking:

1. Through e-banking and mobile banking even people living in remote rural areas can avail banking facilities using mobile phones and internet without going to the bank.

2. People can avail 24 * 7 banking facilities at their own time and also save their time due to fast services.

3. Due to this facility cost reduction is possible for both banks and customers.

Limitations of e-banking and mobile banking:

1. Fraud, dishonest conduct with the intention of gaining something of value.

2. Identity theft like unauthorized person use someone's personal information to access their bank accounts.

3. Access to a stable internet connection is a prerequisite for internet banking, without it you cannot use any internet banking functions.

4. There is no provision for cash deposits. You must visit your nearest bank branch or cash deposit machine to deposit money.

INTERNET BANKING
Internet Banking Efficiency

Initialize Internet Banking to Improve the Efficiency of the bank

01 Facilitate the offering of more services
02 Increase customer loyalty
03 Improve customer access
04 Attract new customers
05 Reduce customer attrition
06 Provide services offered by competitors

Mobile Banking

Mobile banking is a facility that enables access to banking services through mobile devices.

QR code scanning and payments

Flight Tickets

Loans

Phone Banking

Forex

Shopping

Fund Transfer

Insurance

Stock Market

Account Info.

Pay

Mobile Banking

WallStreetMojo

Literature review:

Indian studies:

1. Kothi and Leela (2013):- "A study of awareness of e-banking services in India" The main object of the present paper was to e banking has become a necessary survival weapon and is fundamentally changing the banking industry worldwide the rise of e-banking is redefining business relation with their customers. The major driving force behind the rapid spread of e-banking is its acceptance as an extremely ghost effective delivery channel.

2. Shamsul Haq and Bilal Mustafa Khan (2013) in their research study "e-banking challenges and opportunities in the Indian banking sector" This research examined problem faced by banks and identify the influence of population vital statistics like education, age and income for the adoption of cyber banking in India. Education and income of respondents plays an important role in the acceptance of e banking and mobile banking.

Foreign studies:

1. Rangan V. Kasturi and Lee. Katharine L., (2012) "Mobile banking for the unbanked". This research paper describes in detail the working of two mobile banking operations in Africawizzit in South Africa and M-PESA in Kenya. It explores the dimensions of strategy that make for success in the market for the unbanked.

2. Zachary B. Omariba, Nelson B. Masese and Dr. G. Wanyembi (2012) , in their study "Security and privacy of e-banking" the study discusses the drive of e-banking and concerns about e-banking from perspectives and issue of security. The study concluded that it was up to the development team to be both proactive and reactive in handling security threats and up to the consumer to be vigilant when doing business online.

Objective:

1. To study the opinion of the students about E-Banking and mobile banking.

2. To study the awareness among students regarding e banking and mobile banking.

3. To explore the risk factors involved in E-Banking and mobile banking transactions.

4. To study the popularity of e-banking and mobile banking among the students.

5. To study the behavioral change among the E-Banking and mobile banking users.

Research methodology:

The data collected for this project will be both primary as well as secondary data. The secondary data will be collected from internal sources. It will be collected on the basis of books and website.

Data collection:

Primary data is collected with the help of structured questionnaire.

Sampling:

The population of the sampling is students of Surat city. The size of sample is 250 students of the various collages. The sample is selected as convenience sampling.

Scope of the study:

E-banking and mobile banking has a wider scope. A concept of e-banking and mobile banking started in the year of 2000s therefore all the banks are allowed to carry out all the banking functions and activities. Today e-banking and mobile banking has been used in the urban areas particularly metro cities like a Surat.

Research Area: Surat city

Age Group: 18 years to 35 years

Income Group: All income group

Sample Size: 250 students

Students: South Gujarat region

Utility of the study:

The study will help the banks to decide their policies and their plan. It will also be useful to the colleges and future researchers in the conducting the research. The E-Banking and mobile banking will change the face of banking business in India in future.

As the number of customer (students) increase their will be increase in number of transaction through e-banking and mobile banking. This will reduce the cost of transactions to the great extent.

In a long term this will improve students faith in the E-Banking and mobile banking system and more and more students will start use of the E-Banking and mobile banking.

The study will also help banks to understand their customers better and to improve various facility being offered through e-banking and mobile banking. This will also help in strengthening E-Banking and mobile banking process so as to ensure foolproof transactions.

Analysis of the study:

1. 96% of the sample taken in this research were aware of e-banking and mobile banking services and 4 % of the students were not aware of these services.
2. 88% of the students using e banking and mobile banking were graduates and 12% were post graduates.
3. 53% of the students were those who availed the e banking and mobile banking services daily and 21% of the students used it weekly and 15% of the students used the service every month and 11% of the students did not use the service.
4. 80% of the students were doing all their work like account management fund transfer bill payment through e-banking and mobile banking and 12% of the students were using this service only for account management and 4% for fund transfer used and 4 % people used it for bill payment.
5. 35% students were very satisfied with e-banking and mobile banking services while 8% students were satisfied and 17 % were neutral and 0 % students were dissatisfied. Looking at this data, it can be said that the e banking and mobile banking service is a very good service because the number of unsatisfied students here is zero.
6. 94% of the students believed that it saved time while 6% of the students believed that it did not save time.
7. 73% students used mobile banking while 27% students used e-banking
8. 87% of the students believed that e-banking and mobile banking are more convenient than traditional methods while 30% students did not believe it.
9. 86% of the students used the e-banking and mobile banking services through the use of smartphones while 9 % of the students used PC and laptops while 2.5% of the students used tablets and 2.5% of the students used smart watches.
10. 46% students were those who face some time issue in e-banking and mobile banking while 32% students rarely face issue while 14% students always face issue and 8% students never face issue.
11. 32% students get information about new features and updates through app notifications while 18% get it through bank and 17% get it through email and 33% students get this information through social media.
12. 58% of students believe that e-banking and mobile banking are high security while 36% of students believe that it is moderate while 6% of students believe that it is low security.
13. For authentication 33% students use username and password while 26% students use OTP while 29% students use PIN while 12% students use biometrics.
14. Among the advanced payment features 63% students use QR code while 23% students use contactless payment while 14% students use biometric methods.

Findings of the study:

The finding of the study are as follows.

1. From this survey it can be said that 96 percent students know about e-banking and mobile banking services and use them.
2. 6% of the students believed that the security of e banking and mobile banking is low so the bank should make enough efforts to increase this security although this number is very low so it can be said that the security in the facility of e banking and mobile banking is sufficient.
3. 87% students believed that e-banking and mobile banking facility is more convenient than traditional method so it can be said that e-banking and mobile banking can also save people's time and according to this survey 94% students saved their time.
4. From the overall survey it can be said that the facility of e-banking and mobile banking is very good but the security measures need to be given some attention.
5. As every coin has two sides, internet banking and mobile banking have advantages as well as disadvantages, so everyone should use e-banking and mobile banking facilities carefully and get the maximum benefit out of them.

Conclusion:

The conclusion regarding the acceptance of e-banking and mobile banking among students highlights their increasing reliance on digital platforms for financial transactions. Factors such as convenience, accessibility, and the integration of technology into daily life contribute to their adoption. However, concerns about security, privacy, and digital literacy remain significant barriers. To encourage further acceptance, financial institutions should prioritize user education, enhance security measures, and develop user-friendly interfaces tailored to the needs and preferences of students. Overall, the trend suggests a continued shift towards digital banking solutions among the younger demographic.

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