



Impact Of Mobile Banking On Customer Satisfaction

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Abstract: The rapid growth of mobile banking has significantly transformed the banking sector, offering customers enhanced convenience, speed, and accessibility. This research aims to explore the impact of mobile banking on customer satisfaction, focusing on the key factors that influence users' experiences with mobile banking applications. Using primary data collected through localized questionnaires, this study assesses customer perceptions of mobile banking features such as account management, fund transfers, bill payments, and security measures. The data collected will be analysed using ANOVA (Analysis of Variance) to identify differences in satisfaction levels based on variables such as age, income, and frequency of use. The findings are expected to provide insights into how mobile banking services contribute to customer satisfaction, the challenges users face, and the areas where banks can improve their offerings. This study will contribute to the understanding of mobile banking's role in enhancing customer experience and its implications for the future of digital banking in a rapidly evolving financial landscape.

Key Words – Mobile Banking, Customer satisfaction, ANOVA

I. INTRODUCTION

Banking plays a key role in the global economy by connecting people who have money to save with those who need to borrow. There are different types of banks, such as retail banks, commercial banks, investment banks, and central banks, each with its own specific purpose. In general, banking involves activities like taking in deposits, giving out loans, supporting transactions, and providing wealth management services.

Retail banks mainly serve individuals and small businesses, offering things like checking and savings accounts, personal loans, and mortgages. Commercial banks work with larger businesses, offering services like business loans and financial management. Investment banks help companies raise money and offer advice on mergers and acquisitions. Meanwhile, central banks are in charge of managing a country's money supply, regulating other banks, and maintaining financial stability.

The banking industry is crucial for economic growth because it encourages saving, investment, and the creation of jobs. However, banks face challenges like keeping up with regulations, handling risks, adapting to new technology from fintech, and protecting against cybersecurity threats. As technology continues to change, digital banking and sustainability are becoming more important, shaping the future of how banks meet the needs of customers and businesses. Overall, banking remains a central part of modern economies.

History-

Banking has its roots in ancient civilizations, where the need for systems to support trade and manage resources first arose. The earliest forms of banking date back to around 3000 BCE in Mesopotamia, where temples and palaces served as safe places to store grain and other goods. These institutions began offering loans to farmers and merchants, helping them fund their activities and manage resources more efficiently.

As societies grew and developed, so did banking practices. In ancient Greece and Rome, private moneylenders began offering loans and exchanging currency. The Greeks made banking more structured, with institutions that accepted deposits and issued promissory notes, which acted as early forms of currency. The Romans further advanced the system by creating state-run banks and introducing regulations to protect depositors.

During the Middle Ages, banking became more organized, particularly in Italy. Cities like Florence and Venice saw the rise of merchant banking, which supported international trade by offering letters of credit and currency exchange services. The Medici family, in particular, became influential bankers, creating a network of financial institutions throughout Europe.

The modern banking system took shape in the 17th century with the creation of central banks, such as the Bank of England in 1694. These banks were established to manage national currencies, regulate the money supply, and provide stability to the financial system.

The Industrial Revolution in the 18th and 19th centuries further transformed banking, giving rise to commercial banks that catered to both businesses and individuals. Today, banking has grown into a complex global industry, powered by advanced technology and offering a wide range of services. Yet, its foundations are still deeply rooted in the practices of ancient civilizations.

Indian banking system

The Indian banking system is a complex and multifaceted network that plays a crucial role in the country's economic development. It comprises various types of banks, including commercial banks, cooperative banks, regional rural banks, and development banks, all regulated by the Reserve Bank of India (RBI), which serves as the central bank.

Historical Background

The origins of banking in India can be traced back to ancient times, with references to moneylenders and traders in historical texts. The modern banking system began to take shape during the British colonial period, with the establishment of the Bank of Hindustan in 1770, followed by the formation of several other banks. Post-independence in 1947, the Indian government nationalized major banks to ensure greater control over the financial system and to promote economic development.

Structure of the Banking System

The Indian banking system is broadly classified into two categories: scheduled banks and non-scheduled banks. Scheduled banks are further divided into public sector banks, private sector banks, foreign banks, and regional rural banks. Public sector banks, such as State Bank of India and Punjab National Bank, dominate the sector, holding a significant share of the market. Private sector banks, like HDFC Bank and ICICI Bank, have gained prominence in recent years, offering innovative products and services.

Functions of the Banking System

The primary functions of the Indian banking system include accepting deposits, providing loans, facilitating payments, and offering financial services such as wealth management and insurance. Banks play a vital role in mobilizing savings and channeling them into productive investments, thereby contributing to economic growth.

Regulatory Framework

The Reserve Bank of India (RBI) is the apex regulatory authority overseeing the banking sector. It formulates monetary policy, regulates interest rates, and ensures financial stability. The RBI also implements measures to promote financial inclusion, aiming to provide banking services to the unbanked population.

Challenges and Reforms

The Indian banking system faces several challenges, including non-performing assets (NPAs), which have been a significant concern for banks, particularly public sector banks. The government and RBI have implemented various reforms, such as the Insolvency and Bankruptcy Code (IBC) and the Asset Quality Review (AQR), to address these issues and strengthen the banking sector.

Outlook

The future of the Indian banking system looks promising, with the increasing adoption of technology and digital banking. Fintech companies are emerging as key players, offering innovative solutions that enhance customer experience. As the economy continues to grow, the banking sector is expected to evolve, focusing on sustainability, financial inclusion, and technological advancements to meet the changing needs of consumers and businesses.

Types of banking

Banking is a diverse industry, with different types of banks that serve various needs depending on the services they offer, the clientele they cater to, and the regulations they operate under. Understanding these different categories helps us better understand how the financial system functions.

1. Retail Banking

Retail banking, also called consumer banking, focuses on providing financial services to individuals and small businesses. Common services include checking and savings accounts, personal loans, mortgages, credit and debit cards, and wealth management. Retail banks aim to meet the everyday financial needs of customers.

2. Commercial Banking

Commercial banks cater primarily to businesses, offering products and services designed to meet the needs of corporate clients. These include business loans, lines of credit, cash management, commercial real estate financing, and merchant services. Commercial banks are essential in supporting business growth and operations.

3. Investment Banking

Investment banks deal with capital markets and provide services to corporations, governments, and institutional investors. Their main functions include underwriting and issuing securities, advising on mergers and acquisitions, market making, securities trading, and asset management. Investment banks help clients raise capital and plan their financial strategies.

4. Central Banking

Central banks are national institutions responsible for managing a country's monetary policy and ensuring financial system stability. They regulate the money supply, set interest rates, issue currency, and act as a lender of last resort to commercial banks. Central banks play a critical role in supporting economic growth and maintaining financial stability.

5. Cooperative Banking

Cooperative banks are owned and run by their members, who are also their customers. They focus on offering financial services to specific communities or groups and often provide lower fees and interest rates. Cooperative banks emphasize community involvement and member-driven governance.

6. Development Banking

Development banks provide financial support for projects that promote economic development, especially in developing countries. They help fund infrastructure projects, small and medium-sized businesses (SMEs), and social development initiatives, with the goal of boosting economic growth and reducing poverty.

7. Islamic Banking

Islamic banking operates according to Islamic law (Sharia), which prohibits charging interest (riba) and encourages profit-sharing. It also focuses on ethical investments. Islamic banking offers financial solutions that comply with Sharia, serving clients who seek financial services based on these principles.

8. Online and Digital Banking

With advances in technology, online and digital banking has grown significantly. These banks primarily operate through digital platforms, offering services like online account management, mobile banking apps, and automated customer service, allowing for easy and convenient banking on the go.

9. Private Banking

Private banking caters to high-net-worth individuals (HNWIs), offering personalized financial services, such as wealth management, investment advice, and estate planning. These services are tailored to meet the unique needs of wealthy clients.

10. Offshore Banking

Offshore banks are located outside a person's home country and offer services like asset protection, tax advantages, and privacy. Many people use offshore banks to safeguard their assets and take advantage of favourable financial regulations.

Mobile Banking

Mobile banking is the use of mobile devices, like smartphones and tablets, to access and manage banking services. This innovation has dramatically changed how individuals and businesses carry out financial transactions, providing greater convenience, speed, and accessibility. As technology continues to advance, mobile banking has become a crucial part of the modern banking experience.

Features of Mobile Banking

Mobile banking apps offer a wide variety of features that allow users to handle their banking needs from anywhere. Some of the key features include:

1. **Account Management:** Users can check their account balances, view transaction histories, and access statements in real-time, helping them manage their finances better.
2. **Fund Transfers:** Mobile banking allows users to transfer money between their accounts or to others, whether locally or internationally. Peer-to-peer (P2P) payments have become especially popular for quick, easy transfers.
3. **Bill Payments:** You can pay utility bills, credit card bills, and other recurring payments directly through the app, removing the need for paper checks or bank visits.
4. **Mobile Deposits:** Many banks offer a feature where users can deposit checks by simply taking a photo, eliminating the need to visit a branch.
5. **ATM Locator:** Mobile banking apps often include features that help users find nearby ATMs, making it easier to access cash when needed.
6. **Alerts and Notifications:** Users can set up alerts for account activity, like low balances, large transactions, or upcoming bill payments, helping them stay on top of their finances.

7. **Security Features:** Banks implement various security measures in mobile banking apps, such as biometric authentication (fingerprint or facial recognition), two-factor authentication, and data encryption to protect user information.

Benefits of Mobile Banking

The growth of mobile banking has offered several benefits for both consumers and businesses:

1. **Convenience:** Mobile banking allows users to perform transactions at any time, from anywhere, meaning you no longer have to visit a physical branch. This is especially helpful for people with busy schedules or those living in remote areas.
2. **Timesaving:** Mobile banking speeds up the process of completing transactions, which is particularly useful for businesses that need to manage cash flow or handle payments quickly.
3. **Cost-Effective:** Many mobile banking services are free or have minimal costs, making it an affordable option for managing your finances. Plus, users avoid fees tied to paper checks and in-person banking.
4. **Enhanced Financial Management:** Mobile apps often come with tools for budgeting and analysing spending, helping users track their expenses and manage money more effectively.
5. **Increased Accessibility:** Mobile banking has made financial services more available to people who may not have easy access to traditional banking, such as those in rural or underserved areas.

Challenges and Concerns

While mobile banking has many benefits, there are also some challenges:

1. **Security Risks:** Cybersecurity is a major concern, with risks like hacking and phishing attacks. While banks use strong security measures, users must also take precautions like using strong passwords and avoiding public Wi-Fi for financial transactions.
2. **Technical Issues:** Sometimes, users may face issues like app crashes, glitches, or connectivity problems, which can prevent them from accessing banking services.
3. **Digital Divide:** Not everyone has access to smartphones or reliable internet connections. This creates barriers for some people, especially in rural or low-income communities, where mobile banking may not be as accessible.

II. LITERATURE REVIEW

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that 70.3% of respondents were satisfied with e-banking services, highlighting accessibility and user-friendliness as key factors. However, challenges such as network failures and limited withdrawal amounts negatively impacted customer satisfaction.

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III. RESEARCH GAP

The research on investment trends among students in the stock market often lacks geographic diversity, as studies tend to focus on specific regions or urban areas. In this case, the geographic restriction to the Delhi NCR region may limit the generalizability of the findings to other areas with different economic conditions, educational backgrounds, and access to financial resources. This geographic limitation also restricts the understanding of how students from rural or smaller urban centers might approach stock market investments, potentially overlooking regional variations in financial literacy, investment preferences, and risk-taking behavior. Expanding the geographic scope of such studies could provide a more comprehensive view of student investment trends across different regions.

IV. RESEARCH METHODOLOGY

1. Hypothesis Formulation

Null Hypothesis (H_0):

There is no significant impact of mobile banking on customer satisfaction.

Alternative Hypothesis (H_1):

There is a significant positive impact of mobile banking on customer satisfaction.

2. Research Design

This study will adopt a quantitative research design, which allows for the collection and analysis of numerical data to assess the relationship between mobile banking usage and customer satisfaction. Specifically, a descriptive research design will be used to assess the current impact of mobile banking on customers. This approach will help in measuring customer satisfaction levels before and after the adoption of mobile banking services.

The study will be conducted in the form of a cross-sectional survey, capturing data from customers who are actively using mobile banking services. The research will aim to uncover patterns, trends, and correlations between mobile banking features and customer satisfaction.

3. Data Collection

Types	Questions	Sources
Mobile Banking	Mobile Banking is Time saving than Conventional Banking ?	Md Shohag Ali (2013)
Mobile Banking	Mobile Banking is Flexible or Convenient than Conventional Banking?	Md Shohag Ali (2013)
Mobile Banking	Mobile Banking is Easy to use than Conventional Banking?	Md Shohag Ali (2013)
Mobile Banking	Mobile Banking is Secure than conventional Banking ?	Md Shohag Ali (2013)
Mobile Banking	Money Banking is Tangible than conventional Banking ?	Md Shohag Ali (2013)
Mobile Banking	The System, Network etc. for Mobile Banking is available than Conventional Banking ?	Md Shohag Ali (2013)
Mobile Banking	Mobile Banking has better problem handling capability than conventional banking ?	Md Shohag Ali (2013)
Customer Satisfaction	Mobile Banking have full filled my expectation than conventional banking ?	Md Shohag Ali (2013)
Customer Satisfaction	Are you overall satisfied ?	Md Shohag Ali (2013)
Customer Satisfaction	Mobile Banking is Time saving than Conventional Banking ?	Md Shohag Ali (2013)

The data for this research will be collected through primary data via a structured questionnaire. The questionnaire will be designed to gather insights on various aspects of mobile banking usage, including:

Frequency of mobile banking use

Features of mobile banking that customers find most useful (e.g., ease of transaction, security, accessibility)

Overall satisfaction with mobile banking

Customer expectations and experiences

The questionnaire will be administered through both online surveys and face-to-face interviews to ensure a broad and diverse sample of respondents.

4. Screening Techniques:- Convenient sampling

Screening techniques will be implemented to ensure that only relevant and accurate responses are included in the study. The following measures will be taken:

- **Demographic Screening:** Only participants who are active users of mobile banking will be included in the study. Demographic questions (age, gender, income, education) will be used to identify eligible respondents.
- **Response Validation:** The survey will include control questions to assess the consistency of responses. Inconsistent or contradictory answers will be flagged and removed from the final dataset.
- **Data Quality Check:** Incomplete or improperly filled questionnaires will be excluded from the analysis. This will ensure that the final dataset only includes valid responses.

5. Data analysis

Anova analysis-ANOVA (Analysis of Variance) Single Factor is a statistical test used to determine whether there are any statistically significant differences between the means of three or more independent groups. It is commonly used when you want to compare the means of different groups based on one factor or independent variable.

6. Limitations

While the study will provide valuable insights, the following limitations are anticipated:

- **Sampling Bias:** Since the sample will primarily consist of individuals who are already using mobile banking services, it may not fully represent the broader population, including those who are not using mobile banking.
- **Geographic Limitations:** The study may be geographically limited to a particular region or country, which may affect the generalizability of the results to other areas with different mobile banking infrastructure or customer behaviors.
- **Self-Reported Data:** As the study will rely on self-reported data, there is a possibility of response bias, where participants may overstate or understate their satisfaction levels.
- **Technology Limitations:** The rapid evolution of mobile banking technology could mean that some respondents' experiences are based on older or outdated versions of mobile banking applications, which may affect their satisfaction levels.
- **Time Constraints:** Given the cross-sectional nature of the research, the study will capture data only at a single point in time. Longitudinal data would be necessary to observe changes in customer satisfaction over time.

Results

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Mobile Banking is Time saving than Conventional Banking ?	100	139	1.39	0.321111111
Mobile Banking is Flexible or Convenient than Conventional Banking?	100	149	1.49	0.494848485
Mobile Banking is Easy to use than Conventional Banking?	100	181	1.81	0.519090909
Mobile Banking is Secure than conventional Banking ?	100	207	2.07	0.873838384
Money Banking is Tangible than conventional Banking ?	100	215	2.15	0.593434343
The System, Network etc. for Mobile Banking is available than Conventional Banking ?	100	203	2.03	0.675858586
Mobile Banking has better problem handling capability than conventional banking ?	100	221	2.21	0.652424242
Mobile Banking have full filled my expectation than conventional banking ?	100	189	1.89	0.523131313
Are you overall satisfied ?	100	178	1.78	0.294545455

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	64.64888889	8	8.081111111	14.69802809	2.58924E-20	1.94877781
Within Groups	489.88	891	0.549809203			
Total	554.5288889	899				

This table shows the descriptive statistics for each group (the different questions or categories you are comparing). The columns in the summary table show:

- **Count:** The number of responses in each group. In your case, it's 100 for each group.
- **Sum:** The total of all responses in each group.
- **Average (Mean):** The average score of responses in each group.
- **Variance:** The spread or dispersion of the scores within each group. Variance measures how much the individual scores deviate from the group mean.

Example Interpretation:

- For the statement "Mobile Banking is Time saving than Conventional Banking?", the mean (average) score is 1.39, and the variance is 0.321. This tells us that the average response was 1.39 (likely on a Likert scale of 1-5, with 1 meaning disagree and 5 meaning agree) and that the scores for this statement are relatively close to the average, given the variance is relatively low.

2. ANOVA Table:

The ANOVA table is used to test if there are any statistically significant differences between the means of the groups. It compares the variation within each group and between the groups. Here's what each row and column means:

Source of Variation:

This row tells you the sources of variation in your data:

- **Between Groups:** Variation due to the differences between the means of different groups (questions in this case).
- **Within Groups:** Variation due to differences within the groups (i.e., individual responses within each question).
- **Total:** The total variation in the data (sum of between-group and within-group variation).

SS (Sum of Squares):

- **Between Groups (SS Between):** This measures the variation due to differences between the group means. In your case, SS Between is 64.64888889, which suggests there is a certain amount of variability in responses between the groups.
- **Within Groups (SS Within):** This measures the variation within each group. It reflects how spread out the individual responses are within each category. The SS Within is 489.88.
- **Total (SS Total):** This is the total variability in the entire data set. It combines the variation from both between and within groups. The SS Total is 554.5288889.

DF (Degrees of Freedom):

- **Between Groups (df Between):** This is the number of groups minus one. Since you have 9 groups (questions), df Between is $9 - 1 = 89 - 1 = 89 - 1 = 8$.
- **Within Groups (df Within):** This is the total number of observations minus the number of groups.
- **Total (df Total):** This is the sum of the degrees of freedom from both the "Between" and "Within" groups.

MS (Mean Square):

- **Between Groups (MS Between):** This is the sum of squares between groups divided by the degrees of freedom between groups.
- **Within Groups (MS Within):** This is the sum of squares within groups divided by the degrees of freedom within groups.

F-Statistic:

The **F-statistic** is calculated by dividing the **MS Between** by the **MS Within**:

This statistic tells you how much the means of the groups differ relative to the variability within each group. A higher F-value suggests that the variation between the group means is large compared to the variation within the groups, which would suggest that the groups are different from each other in a meaningful way.

P-Value:

The **P-value** is the probability that the observed F-statistic (or something more extreme) would occur if the null hypothesis were true. The null hypothesis in ANOVA is that all group means are equal (i.e., no differences between the groups).

- **P-value = 2.58924E-20:** This is an extremely small value, close to zero, meaning that the probability of observing the data if all the group means were equal is virtually zero. In other words, you can reject the null hypothesis with high confidence, and conclude that there are statistically significant differences between the group means.

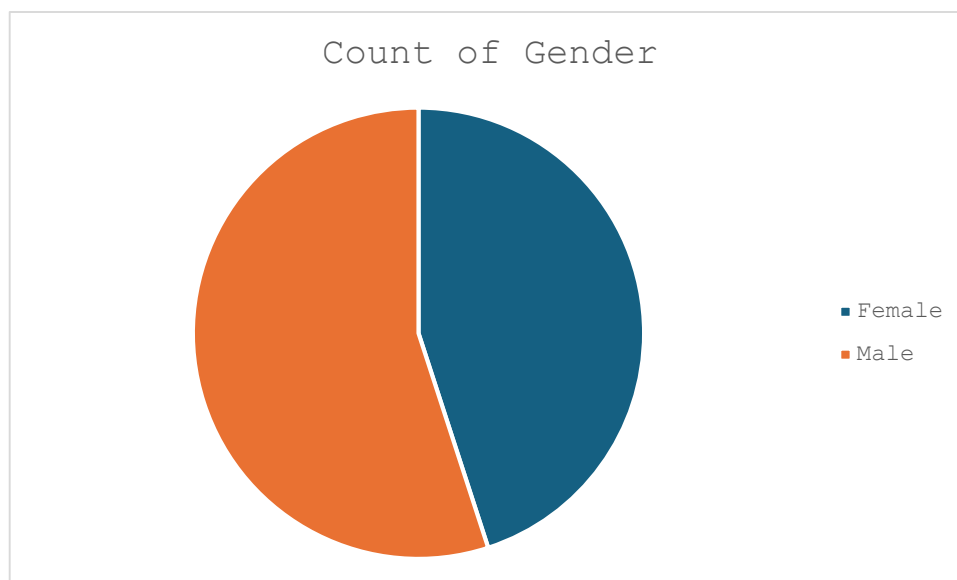
F-Crit (Critical Value):

This is the critical value of F at a given significance level (usually 0.05). In this case, the F-critical value is **1.94877781**. Since your calculated F-value (14.69802809) is much greater than this critical value, you reject the null hypothesis. The calculated F-value exceeds the F-critical value, confirming that there are significant differences between the groups.

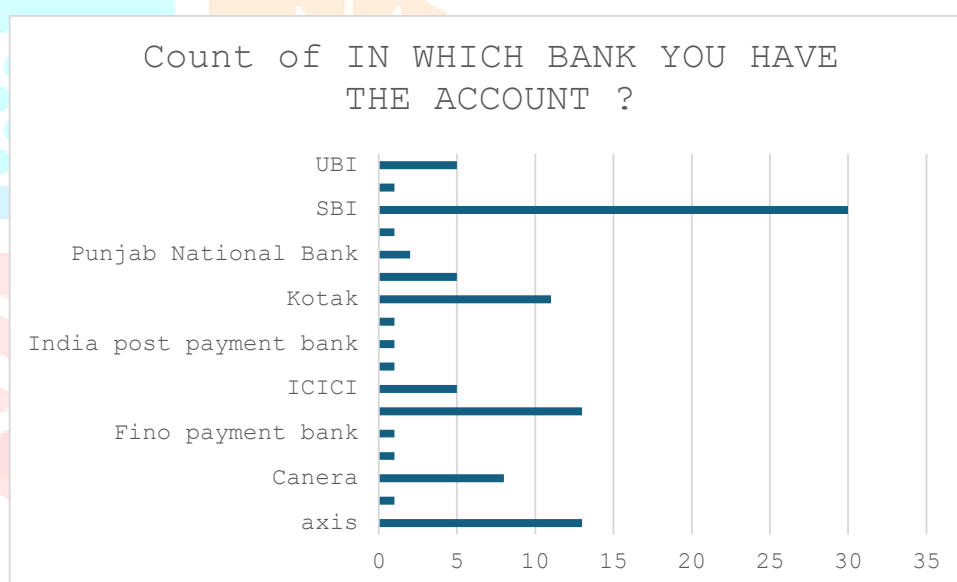
Summary of Findings:

- **F-value = 14.69802809** and **P-value = 2.58924E-20** both suggest that there are significant differences between the group means (responses to the different questions about mobile banking and conventional banking).
- The **F-critical value of 1.94877781** confirms that the differences between groups are statistically significant because the F-statistic is much larger than this threshold.

In conclusion, the data suggests that respondents perceive mobile banking and conventional banking differently across the various criteria (e.g., time-saving, flexibility, security), and the differences are statistically significant.



- 45 females
- 55 males



IN WHICH BANK YOU HAVE THE ACCOUNT ?

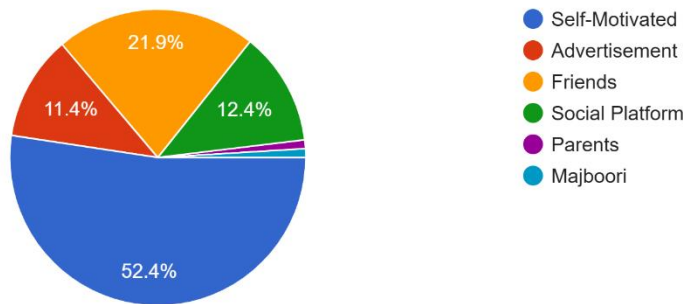
Count of IN WHICH BANK YOU HAVE THE ACCOUNT ?

axis	13
Bank of Maharashtra	1
Canera	8
CBI	1
Fino payment bank	1
Hdfc	13
ICICI	5
IDBI BANK	1
India post payment bank	1
IndusInd Bank	1
Kotak	11
PNB	5
Punjab National Bank	2
Reserve bank of india	1

SBI	30
The Nanital Bank	1
UBI	5
People response	

How you are motivated to open an account in Mobile Banking?

105 responses



- Self-Motivated 52.4%
- Advertisement 11.4%
- Friends 21.9%
- Social Platform 12.4%

The data suggests that most individuals are primarily motivated to open a mobile banking account due to self-motivation, with 52.4% citing this as their main reason. This could imply that people value the convenience, accessibility, and control that mobile banking offers. A significant portion, 21.9%, is influenced by recommendations from friends, indicating the power of peer influence. Advertisements and social platforms contribute to motivation as well, with 11.4% and 12.4%, respectively, suggesting that marketing strategies and online platforms also play a role in encouraging mobile banking adoption.

What factors affect you to open Mobile Bank account ?

104 responses

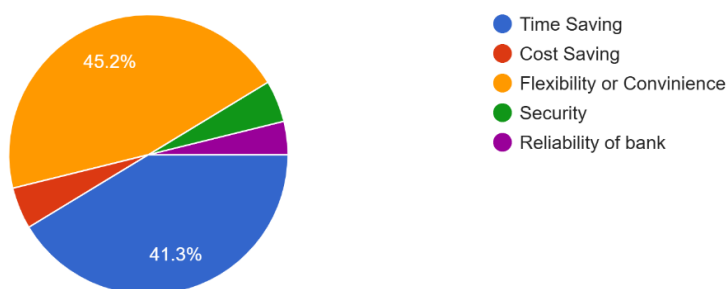


Fig 1

- Time Saving 41.3%
- Cost Saving 5%
- Flexibility or Convenience 45.2%
- Security 5%
- Reliability of Bank 3.5%

The data highlights that the most significant factors influencing individuals to open a mobile bank account are time-saving (41.3%) and flexibility or convenience (45.2%). These suggest that people are primarily drawn to the ease and efficiency mobile banking offers. Security and cost-saving factors have a smaller influence, with only 5% for each, indicating that while these are important, they are not the top motivators. Additionally, the reliability of the bank has the least impact, at 3.5%, implying that trust in the bank itself may be less of a deciding factor compared to the convenience and efficiency of mobile banking.

Mobile Banking is Time saving than Conventional Banking ?

105 responses

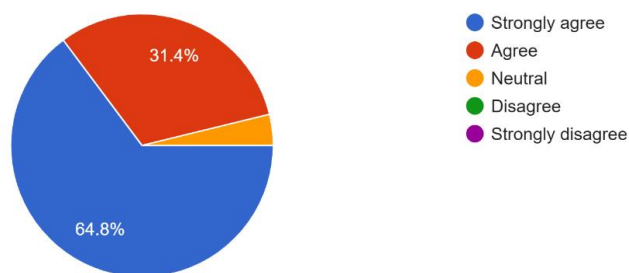
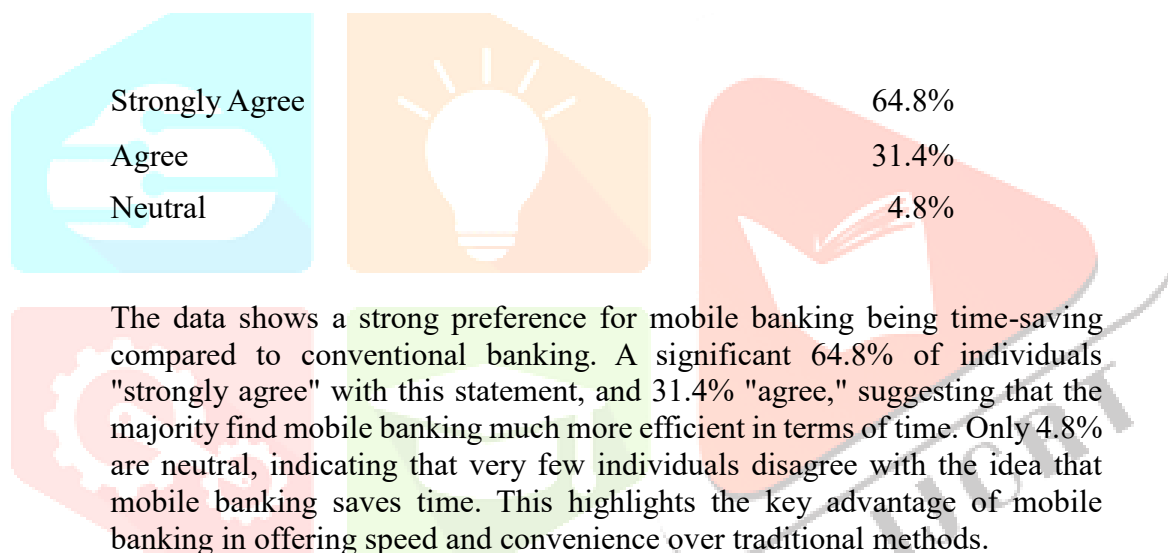


Fig 2



The data shows a strong preference for mobile banking being time-saving compared to conventional banking. A significant 64.8% of individuals "strongly agree" with this statement, and 31.4% "agree," suggesting that the majority find mobile banking much more efficient in terms of time. Only 4.8% are neutral, indicating that very few individuals disagree with the idea that mobile banking saves time. This highlights the key advantage of mobile banking in offering speed and convenience over traditional methods.

Mobile Banking is Flexible or Convenient than Conventional Banking?

105 responses

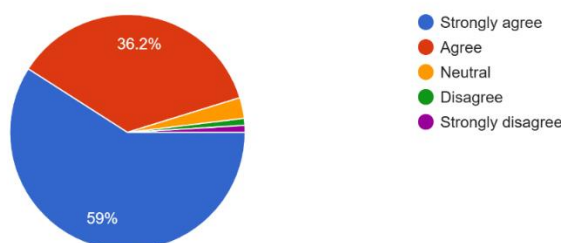


Fig 3

Strongly Agree	59%
Agree	36.2%
Neutral	2.7%

The data indicates that a large majority find mobile banking more flexible and convenient than conventional banking. Specifically, 59% of individuals "strongly agree," and 36.2% "agree," showing that most people appreciate the ease and adaptability that mobile banking offers. Only 2.7% are neutral, suggesting that very few feel mobile banking is not more convenient. This highlights the significant appeal of mobile banking in providing flexibility and convenience over traditional banking methods.

Mobile Banking is Easy to use than Conventional Banking?

105 responses

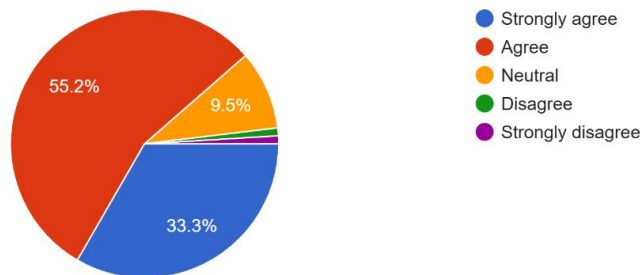


Fig 4

Strongly Agree
Agree
Neutral

33.3%
55.2%
9.5%

The data reveals that a majority of individuals find mobile banking easier to use than conventional banking. With 33.3% "strongly agreeing" and 55.2% "agreeing," a total of 88.5% recognize mobile banking as user-friendly. Only 9.5% remain neutral, suggesting that ease of use is a key advantage of mobile banking for most users. This highlights that simplicity and accessibility are major factors in its growing popularity compared to traditional banking methods.

Mobile Banking is Secure than conventional Banking ?

105 responses

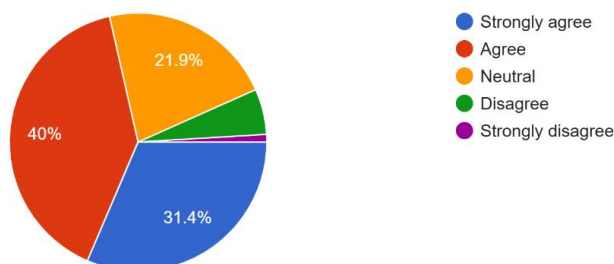


Fig 5

Strongly Agree
Agree
Neutral
Disagree

31.4%
40%
21.9%
5.5%

The data shows that a majority of individuals perceive mobile banking as secure, with 31.4% "strongly agreeing" and 40% "agreeing" with the statement. This suggests that a significant portion of users trust the security of mobile banking over conventional banking. However, 21.9% remain neutral, and 5.5% disagree, indicating that there are still some concerns about its security. Overall, the perception of security in mobile banking is generally positive, though not universally shared.

Money Banking is Tangible than conventional Banking ?

105 responses

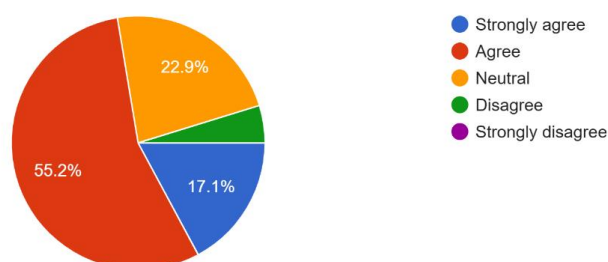


Fig 6

Strongly Agree

17.1%

Agree

55.2%

Neutral

22.9%

Disagree

4.8%

The data suggests that most people do not perceive mobile banking as more tangible than conventional banking. Only 17.1% "strongly agree," and 55.2% "agree," indicating a more moderate level of agreement. A significant 22.9% are neutral, and 4.8% disagree, highlighting that mobile banking's intangible nature (being app-based and digital) may make it feel less physical compared to traditional, in-person banking experiences. This suggests that while mobile banking is appreciated for its convenience, the concept of tangibility may not be a key strength for users.

The System, Network etc. for Mobile Banking is available than Conventional Banking ?

105 responses

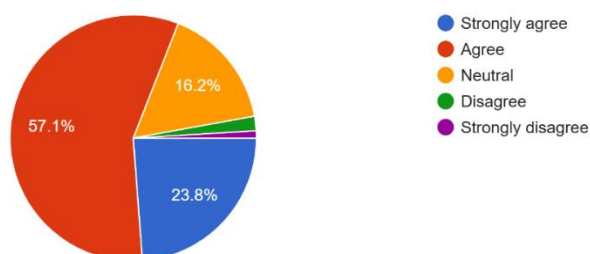


Fig 7

Strongly Agree

23.8%

Agree

57.1%

Neutral

16.2%

The data shows that a majority of individuals believe the system and network for mobile banking are more readily available than conventional banking. Specifically, 23.8% "strongly agree," and 57.1% "agree," suggesting that most users find mobile banking to have better accessibility and availability. Only 16.2% are neutral, indicating that few people are unsure about the availability of mobile banking compared to traditional banking. This reflects the widespread perception that mobile banking offers greater convenience and accessibility, likely due to its 24/7 availability and reliance on digital networks.

Mobile Banking has better problem handling capability than conventional banking ?

105 responses

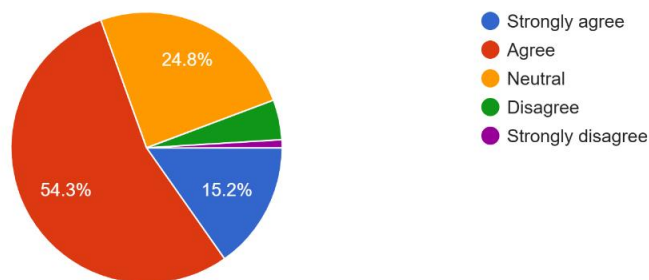
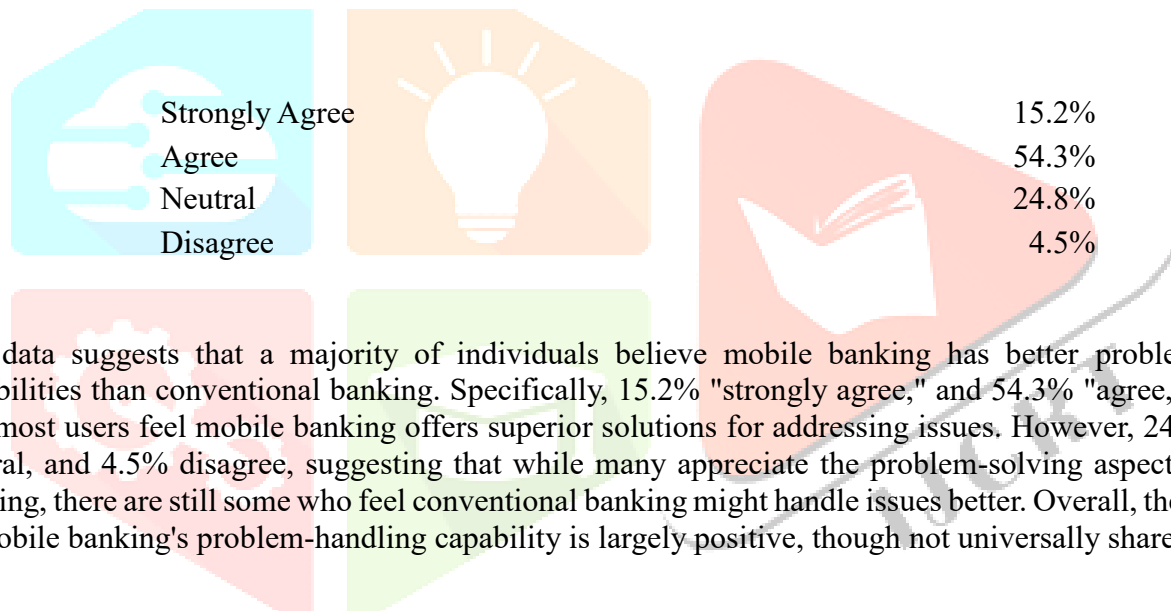


Fig 8



The data suggests that a majority of individuals believe mobile banking has better problem-handling capabilities than conventional banking. Specifically, 15.2% "strongly agree," and 54.3% "agree," indicating that most users feel mobile banking offers superior solutions for addressing issues. However, 24.8% remain neutral, and 4.5% disagree, suggesting that while many appreciate the problem-solving aspects of mobile banking, there are still some who feel conventional banking might handle issues better. Overall, the perception of mobile banking's problem-handling capability is largely positive, though not universally shared.

Mobile Banking have full filled my expectation than conventional banking ?

105 responses

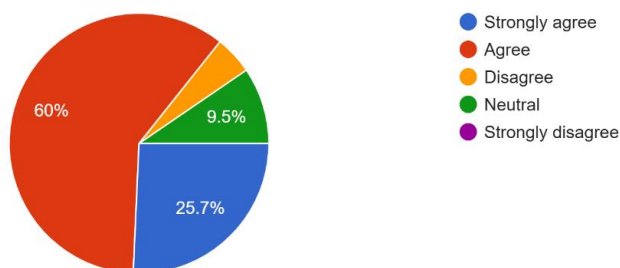


Fig 9



The data shows that a large majority of individuals feel that mobile banking has met or exceeded their expectations compared to conventional banking. Specifically, 25.7% "strongly agree," and 60% "agree," indicating that most users are satisfied with their mobile banking experience. Only 9.5% are neutral, and 4.8% disagree, suggesting that mobile banking generally fulfills or surpasses expectations for most users. This reflects the growing preference and satisfaction with mobile banking over traditional methods.

Are you overall satisfied ?

105 responses

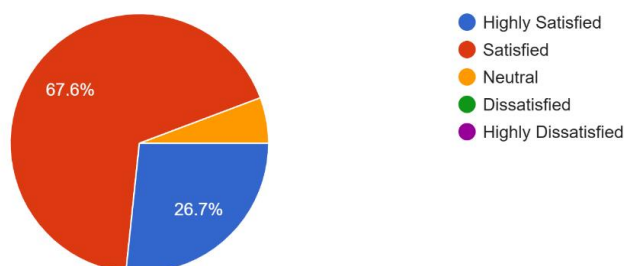
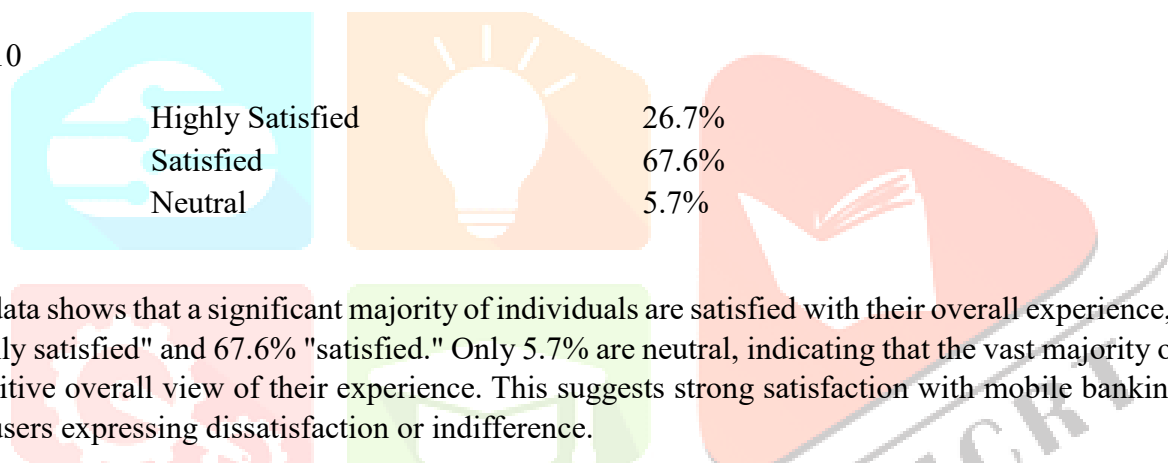


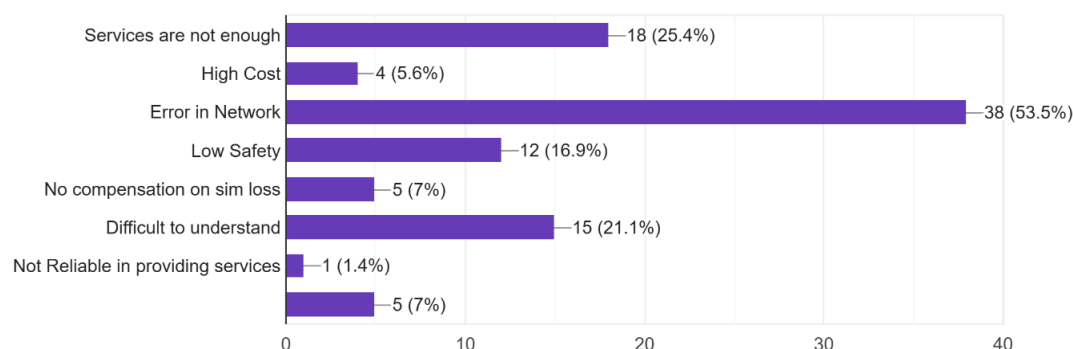
Fig 10



The data shows that a significant majority of individuals are satisfied with their overall experience, with 26.7% "highly satisfied" and 67.6% "satisfied." Only 5.7% are neutral, indicating that the vast majority of users have a positive overall view of their experience. This suggests strong satisfaction with mobile banking, with very few users expressing dissatisfaction or indifference.

Reasons behind Your dissatisfaction?(Choose as many as you think)

71 responses



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