



Customer Satisfaction Towards Mobile Banking

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Abstract

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Mobile banking is dependent on the availability of an internet or data connection to the mobile device. Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises. Using a mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built-in mobile device security mechanisms. From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits. My study is related to identify the satisfaction level of the bank customers about mobile banking services. Other Objectives of my study to examine the factors affecting the use of mobile banking services with bank customers, to identify the facilities provided by Mobile Banking Services, to study the benefits and limitations of Mobile banking Services, to know the future prospects of mobile banking in India, to suggest different ways to improve the functioning of Mobile Banking facilities and offer new business opportunities. The main tool used for primary data collection is the questionnaire. We use different journals, articles and newspaper for collecting secondary data.

Keywords: Mobile banking, Internet banking, Customer satisfaction

Introduction

Mobile Banking is a technique to carry out banking transactions on the mobile phone through a data service-provider. Banks need to provide services to their customers whenever they require it and wherever they are required. So Mobile banking is one of the major significant tool through which the customers can their business transactions and their office functions to indirect passage. Mobile banking saves our time and this saved time can be effectively and efficiently utilized for business development and cost reduction. Cellular phones have achieved so much prominence in the present-day scenario that a person cannot survive without this communication channel. Once upon a time, a mobile phone was an expensive thing and only for rich, but now it is an important necessity. In every state the number of customers using cell phones has increased to unexpected ratio. At least 90% of these customers have bank accounts in several banks which use of mobile banking facilities. Therefore, banks are providing mobile banking services to their customers. Customers are also taking full advantage of these facilities.

Facilities available on Mobile Banking:

- **Balance Enquiry:** This facility provides all customers, the available balance in his or her account that are connected to the customer identification number. The maximum number of accounts one can avail is five and not more than that.
- **Cost Transactions:** This kind of transaction provides the customer with the information about the previous five debits or credits done to the account.
- **Cheque Book Request:** This is an alternate for going personally to the bank, the consumer can request for a cheque book to be mailed to his or her address as per the records of the bank. This saves his or her precious time.
- **Bill Payment:** For those organizations which register with the bank for this particular facility, the payment is made on request on mobile phone banking.
- **Change of Primary Account:** The customer has the choice to change their already existing account to another new account number for carrying out further transactions.
- **Help:** Customers can know the transaction codes for several kinds of transactions through this alternative. Mobile phone bank-users will be notified about external clearing cheque realizations, internal cheque returns, notification on term deposits matured, on loan installment due

Ancillary service to mobile banking by banks:

- Top-up mobile talk time by refilling through the ATM system.
- Refill the prepaid mobile phone through the ATM or SMS.
- Have distinct memorandum of undertaking with other telecom organization and sell this product to earn commission.

Mobile banking services

- Mini-statements and checking of account history.
- Alerts on account activity or passing of set thresholds.
- Monitoring of term deposits.
- Access to loan statements.
- Access to card statements.
- Mutual funds / equity statements.
- Insurance policy management.
- Accessing the bank 24/7. ...
- Making it easier to save. ...
- Paying IOUs. ...
- Strengthening security. ...
- Offering clarity about where your financial data is going. ...
- Tracking expenses. ...
- Giving you tailored options.

Indian Mobile Payment Market leaders

1. PAYTM PAYMENTS BANK LIMITED
2. PhonePe
3. Alphabet Inc. (Google Pay.)
4. Amazon Payments, Inc. (Amazon Pay)
5. ICICI Bank Limited (ICICI Pockets)

Devices Used for online banking

Mobile	59%
Laptop	32%
Tablet	9%

Sources: GlobalWebIndex Q4 2019 Base 1,08000 Internet users ages 16-64

This data showed that number of mobile device users is more than laptop and tablets. As discussed above due to various benefits of mobile banking services more and more people use this facility. The above data shows that in today's time 59% respondents use Mobile Banking.

Objectives:

1. To identify the satisfaction level of the bank customers about mobile banking services.
2. To examine the factors affecting the use of mobile banking services with bank customers.
3. To study the benefits and limitations of Mobile banking Services.
4. To know the future prospects of mobile banking in India.
5. To suggest different ways to improve the functioning of Mobile Banking facilities and offer new business opportunities.

Data Collection Method:

Here we use both secondary as well as primary data collection methods. Through various articles, journal and newspapers we get data about the mobile banking services, Major mobile payment Indian players. We get data about more and more people use mobile device to their online transactions. But we get data about the customer satisfaction towards mobile banking, their dissatisfactory factors, their suggestions for improvement services through questionnaire. Here we get data from the sample of age group above 20 onwards of different occupations.

Findings :

- From the total respondents there are 57.7% Female and 42.3 Male.
- All have bank Accounts and all banks are providing mobile banking services.
- Out of these 42.3% having account in public sector banks and 57.7% having account in private sector banks.
- Out of total respondents 88.5% use mobile banking services and 11.5% does not use.
- Factors that motivated to operate the account through Mobile banking services.
 1. Through advertising- 16.7%
 2. Friends and relatives- 4.2%
 3. Self-motivated -70.8%
 4. Others-8.3%

This data shows people's awareness about the mobile banking benefits that mostly people are self-motivated and are using mobile banking. The second source of awareness for Mobile Banking is Newspapers/ Magazines/ Other Printed Ads. Family / Friends/ Colleagues who are the users of Mobile Banking with 4.2%.

- Customers opinion regarding Mobile banking services

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Mobile Banking is Time saving	66.7%	29.2%	4.1%		
Mobile Banking is Cost saving	41.7%	54.2%	4.1%		
Mobile Banking is Flexible or Convenient	37.5%	54.2%	8.3%		
Mobile Banking is Easy to use	37.5%	54.2%	4.2%	4.1%	
Mobile Banking is Secure	37.5%	54.2%	8.3%		
The System, Network etc. for Mobile Banking is easily available	29.2%	50%	20.8%		

Mobile Banking has better Problem Handling capability	25%	41.7%	25%	4.2%	4.1%
Mobile Banking have full filled my expectation	29.2%	50%	16.7%	4.1%	

Source: questionnaire

This data shows that easy access at any time anywhere is the biggest reason for adopting Mobile Banking out of respondents 54.2% adopts M- Banking due to this reason only. 29.2% adopt it because it saves time. 41.7% using it because Mobile for banking makes banking hassle free and effortless. 54.2% says it involves lower cost as compared to the traditional or older modes of Banking. Here 4.1% people do not agree that mobile banking has better problem handling capacity.

- **Overall satisfaction level**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Number of overall satisfied	23.1	65.4	3.8	7.6	

This data shows the overall customer satisfaction level. Most of the people are fully satisfied from mobile banking services. Highest 65.4% out of all show satisfaction ratio only 7.6% ratio show dissatisfaction level.

- **Reasons behind your dissatisfaction**

1. Services are not Enough-33.3%
2. High Cost-0%
3. Error in Network-50%
4. Low Safety-25%
5. Difficult to understand-16.7%
6. Not Reliable in providing services-0%

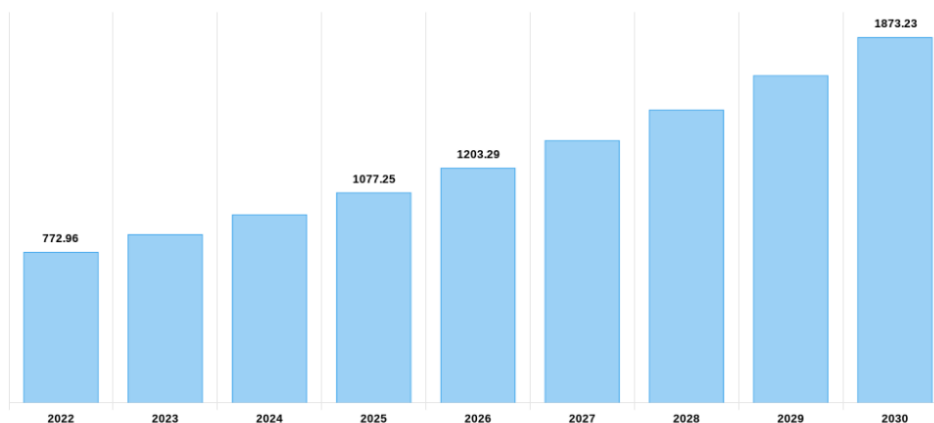
Today respondents are dissatisfied from mobile banking services because many times network issues arise in mobile banking and banking services are also not sufficient. Therefore, they are dissatisfied with the mobile banking services.

Suggestions for further improvement of mobile banking services

- Network connectivity should be improved especially in rural areas and cyber security with more advancement.
- Banks should update their server time to time
- In my view they should expand the credit reporting systems as it will enhance the efficiency of payment system and improve the issue related to leakage of personal data .
- Overall Good initiative
- fast process
- Only network problem some time faced.
- Sometimes there is a server error.... please find some way out
- Make it more user friendly

Future Trend:

Mobile Banking Market Size, 2022 To 2030 (USD Million)



Source: ESOMAR, Vantage Market Research

This graph shows that as per the data of 2022 to 2030 the size of mobile banking will keep increasing in the future and people will use it a lot due to the benefits of mobile banking services.

Safety Tips

Even with the best Mobile Banking App, customers should take adequate measures to enhance the safety of their digital transactions. Here are some tips to make your experience safer-

- Avoid using a Mobile Banking App on public networks as they're not secure
- Keep the smartphone protected with a PIN, fingerprint, or facial recognition
- Never leave your phone unattended
- Avoid storing confidential data like Mobile Banking passwords, Debit Card PINs, etc., on your smartphone

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