

# A STUDY ON CUSTOMER SATISFACTION ON THE USAGE OF MOBILE BANKING

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**Abstract :** The purpose of the study is to investigate determinants of mobile banking adoption based on an individual's benefits and cost of adopting mobile banking. There are several factors that determine the customer satisfaction of mobile banking in India and they are efficiency, security, cost effectiveness, fulfillment, problem handling and correctness in result. This paper aims to analyze the customer response and customer satisfaction of mobile banking through these factors. Which is the main goals of the business. Mobile banking is one of the alternatives e-channels available to customers for quick and efficient of service at anytime and anywhere to use. Banks can also use to enable the banking for increasing the efficiency for their staff create a platform their better customer service and improve relationship with their customers. Mobile banking services provide more personal and intimate relationships. This paper examines consumer satisfaction for a new electronic payment service as mobile banking and the factors influencing the adoption of mobile banking services.

**IndexTerms-** Mobile banking, Customer satisfaction, Customer response.

## I. INTRODUCTION

The MOBILE BANKING defined as "The provision of banking services to customers on their mobile devices". This finding provides the financial services industry with a better understanding of customer satisfaction of mobile banking services and helps them plan their marketing strategies and promotion approaches for mobile banking services in the future. The results of our study will help banks and financial institutions to implement successful distribution strategies and consumer educators to guide consumers on how better to use banking services.

It's specifically the operation of bank current and deposit / savings account in mobile banking. There is a great scope of mobile banking in India as the number of mobile users increasing. There are some banks that provide SMS based mobile banking services. There are various types of their activities that can be done through the mobile banking services. In this adoption rates are very low even in the case of education customers. Mobile banking has the potential to bring a whole host of people that have no/little access to land lines/ internet connections onto the electronic platform and innovate way to generate financial inclusion. To do so successfully will be require customer training, technology stabilization and managing carefully the 'know your customer' issues.

### 1.1 OBJECTIVES OF THE STUDY:

- To know the level of usage of mobile banking.
- To understand the attitude of the users making banking through the mobile.
- To know the consumer's satisfaction towards the e-banking.
- To know about the level of awareness of e-banking among the people who use this service.

### 1.2 LIMITATIONS OF THE STUDY:

- The study was conducted in Coimbatore city. So the findings and conclusion drawn are applicable to Coimbatore city.
- The sample size was restricted to hundred customers.
- The sample size is small, hence the result cannot be generalized.
- Resources like time and cost was a constraint.

### 1.3 STATEMENT OF THE PROBLEM:

Though Coimbatore has surpassed the software exports and technological innovations, the level of mobile banking users in the city is substantially low. Though the citizens for checking mails, browsing, chatting etc use mobile it is not used for banking transactions on large scale. The study is conducted to analyze the usage of mobile for banking purpose. The study is conducted to highlight the reasons for consumer's preference to mobile banking and measure their satisfaction level the study is titled "A STUDY CUSTOMER SATISFACTION ON THE USAGE OF MOBILE INTERNET BANKING".

### 1.4 NEED AND IMPORTANCE OF THE STUDY:

- To understand the profile of the customers availing mobile banking facility.
- To understand the attitude to users towards mobile banking contents.

## II CUSTOMER SATISFACTION IN MOBILE BANKING

The users of the mobile banking can be recharged their mobiles through this customer satisfaction. They can to be pay electricity bills and credit card bills through this mobile banking. The customers in mobile banking services are increasing day by day due to the securities measures taken by d banks. The mobile banking customers have been satisfied due to the measures taken to this

secure the mobile banking transaction. Customers can add as many beneficiaries in the list as they want. It saves huge of the amount of time which is incurred to add the beneficiary again and again.

Consumer selection factors include convenience, service facilities, reputations and interest rates. In mobile banking uses are concerned with security issues like financial frauds, account misuse and user friendliness issue.

There is a positive impact and mean relationship between the customer satisfaction and two variables (service quality and customer loyalty), and also there is negative relationship between security and customer satisfaction mobile banking is considered a era in banking, in which banks are spending considerable amount of money to have it available to their customers and cut their operations costs. Unfortunately, evidences have shown that a large number of customers do not use mobile banking for various reasons, despite its benefits. Reason of attitude with intention of customers behavior in acceptance of mobile banking.

Customers of their ability to distribute value adding services that are guaranteed of securities, and their ability to provide services with ultimate honesty especially with regard to customer's expectations, and prove without reasonable doubt that day really have good intensions towards empowering its customers.

### III BENEFITS OF MOBILE BANKING :

#### 3.1 THE BANKS:

Mobile banking services is better branding and better openness to the market. Those banks that would offers such services would be supposed as leaders in technology implementation .Therefore , is they would enjoy a better brand image .

The main goal of every there company is to maximize profits for its owners and banks are not any exception . Mobile banking provides through short messages . Customers have to, configure short message service(SMS). They have to active mobile messaging service(MMS) in the mobile phone at provided mobile banking.

#### 3.2 THE CUSTOMERS:

The main benefit of the bank customers' saving of time by the automation of banking services processing an introduction of an easy maintenance tools for managing customer's money. The main of Reduced costs accessing and using their banking services . According to their idea the main benefits of mobile banking are as follows:

1. Increased ease and timesaving- transactions can be made 24 hours per day, without requiring the physical interaction with the bank.
2. Quick and continuous access to information.
3. Better cash management . Mobile banking facilities speed up currency cycle and increases effectiveness of business processes as large variety of cash management instruments is available on internet sites of banks.

### IV ANALYSIS & INTERPRETATION OF DATA

From the simple percentage analysis it represents that that the majority of the respondents are belong to male gender and only 30% are female.

The respondents were chosen from all the age groups. There were 21% respondents from the age group ranging between 20-25 yrs; 46% of the respondents between 26-30 yrs; 19% of the respondents between 31-40 yrs; 4% of the respondents falling above the age group of 41 yrs. It is significant that the number of respondents in the age group of 26-30 years is optimum.

The majority of respondents were postgraduates, who have knowledge about mobile banking and ready to transact their bank accounts by using mobile. After the postgraduates and diploma holder were the respondents who are interacting. From the table, it can be said that salaries respondents 66% occupy the major portion of the total. And next are the students who are 16% occupy the second position and self-employed, housewife's and professional people are in next positions respectively.

It is well clear from that the majority of people 76%, who use mobile banking are well aware of it, and rest 24% are not because of the reason that they recently starts using the service and are new to it.

From the above table it is clear that significant number of customer uses mobile banking monthly and corresponds to 44% of the total. Weekly customers occupy 30% of the total respondents. But the remaining use net only when the need arises.

We can easily analyze that maximum number of the respondents 23 used mobile banking service by SBI, 15 and 13 respondents used ICICI and HDFC respectively, while 9 respondents used other banks as their service provider.

From the table it is clear that there is no significant majority. 20% of the respondents use mobile banking for a/c balance checking and operating between a/c such as money transfer. 14% of the respondents use mobile banking service to give instructions for bankers and to trade online. And very few people use mobile banking for ticket booking (4%) and 12% of them use to check recent transactions.

Most of the banks provide online password reset to change the passwords of customers. Which help the customer to change their account password from time to time to keep the account secure, so that the account security details cannot be guessed. And banks also provide free bill payment to encourage usage of internet banking and to earn goodwill for the bank.

From the analysis it is clear that many of the banks provide online password reset. Major number of customer 50% voted that their banker provide the password reset to easily remember their passwords. 28% of the banks provide free bill payment. And 22% of the banks provide security enhancement which is more important than others.

### V SUMMARY OF FINDINGS:

1. The survey shows that a majority of users were between the age group of 26-30. The internet banking do not seem popular among the above 41 age group with only 8% representing the sample size.
2. Among the mobile banking users a significant percentage i.e. 82% of the sample are post graduates and graduates and negligent percentage are diploma holders and others.
3. Majority of the users are the salaries class who form 66% of the sample size. The students are the next frequent user while self employed and professional formed the next category.

4. There are respondents who use mobile banking monthly (44%) , weekly basis (30%), daily basis (14%) and as and when required and the banker have to attract such customers towards frequent usage.
5. A note worthy section of the customer's use mobile banking to operate between accounts and to check their account balance (20%) while the others used it for giving instructions to bankers and online payment of (12%), account statement generation (12%).
6. With respect to facilities provided by the banks online password reset with 50% stood first in the minds of customers. Free bill payments 28% and security enhancement 22% comes next.
7. The survey shows that 34% of the users feel response time is the most important factor.
8. There was a highly positive response of 44% in the category of security.

#### 4.1 SUGGESTIONS AND RECOMMENDATIONS

1. The users among the female segment are quite low as compared to their male counterparts. The banks need to educate housewives and working ladies in order increase their customer base and to encourage the female segment to use this facility.
2. The mobile banking is popular among the youth. If trend continues then the banks would be catering only to the niche market, so efforts must be made to bring in the age group of 40 and above.
3. Only the elegant and educated classes of the country like the graduated and postgraduates do the mobile banking. The banks should also target the non graduates and business men.
4. The salaried part forms a majority of the population. The usage level among the students, professionals and self employed need to be increased to a large extent.
5. Above 40% of the users use mobile banking monthly. 15% of them use it daily this frequency of the usage need to be increased through internet advertising, promotional scheme, and promotional offers, value added services.

#### V CONCLUSION:

Banks can have a tie-up with others banks so that the customers can transact between accounts of various types of banks. Banks have two eliminate the fear of security from the customers mind, make it more user friendly. They also need to make the ways for retrieving the passwords in the case the customer has forgotten. Banks need to promote this facility at par with other products and services. The package needs to be updated quite frequently. Till date only a few banks have adopted mobile banking into its threshold, more banks should come up with such facilities. The above review shows that to fulfill the expectations of the consumers and to increase the mobile banking users, mobile banking services provider needs to increase the awareness about the mobile banking services. Banks and mobile services providers need to come together to bring a revolution in the field of mobile banking. There is also a need to generate awareness about this mobile banking. Because that more and more people use it for their benefit. There have been a number of advantages of mobile banking and these advantages led to the increase in the number of mobile banking customers today. Customers are highly satisfied with mobile banking system due to several reasons customers can avail various types of facilities through the mobile banking system. They can check the account customers are also highly satisfied because of the ease of transfer of payments. The customers used to stand a long queue in banks to deposit money to the account. The customer's feelings, complaints and the feedback cannot be accessed to directly facing the services. It has been positive impact on behavioral intentions of customer's acceptance of mobile banking.

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