



# AN OVERVIEW OF MOBILE BANKING SERVICES OF AXIS BANK IN MANDYA CITY

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## ABSTRACT

*The Banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role on the functioning of an economy. It is very important for economic development of a country. Mobile phones are playing great role in Indian banking. This paper focused on the benefits availed from the mobile banking provided by AXIS bank and analyses the satisfaction level from the mobile banking services. Small attempts have been made to understand the benefits of the mobile banking.*

**KEYWORDS:** Axis Bank, Customer Satisfaction, Electronic System, Mobile Banking,

## INTRODUCTION

Mobile banking is an electronic system that provides most of the basic services through the smart phone. Mobile phones are playing great role in Indian banking. The Banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role on the functioning of an economy. It is very important for economic development of a country. The term mobile banking refers to the use of mobile as a channel of offering and delivering banking services which includes traditional services such as funds transfer as well as new services such as online and electronic payments. In fact, Mobile banking is defined as doing bank transactions via mobile phone.

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely 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. Mobile banking is usually available on a 24hour basis. Some financial institutions have restrictions on which

accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted.

Mobile banking is dependent on the availability of an internet or data connection to the mobile device.

## REVIEW OF LITERATURE

**Muhsina Jannat Imran Ahmed (2015)** have identified that the most influential factors for customer satisfaction of mobile banking of second -generation banks in Bangladesh and analyze the relationship between customer satisfaction and the selected factors that influence customer satisfaction and effects of demographic characteristics on the selected service quality dimensions.

**Romario Gomachab (2018)** have explained that the Mobile banking is a new way of banking, as it makes it easier for consumers to access their finances, even from rural/remote areas. For the commercial banks to improve on the current mobile banking services they provide to the consumers they should first find out what the expectations of consumers are and whether they are satisfied with the current services provided by the banks.

**H.Manjula Bai (2019)** have studied that to know about the role of Mobile Banking in Modern days and other modern services provided by the ICICI Bank and study about the factors that influenced the customers to use mobile banking, the benefits, limitations and future prospects of Mobile Banking.

**Ashvini Sanjay Khot (2019)** have described that Mobile banking technology is the third era of technological innovation of banking sector after phone and net banking. The Mobile Banking is growing fast because demonetization of economy, the customers are opted for online banking and M- banking facilities provided by the bank and the world's second largest subscriber base in mobile sector therefore this leads to increases the mobile banking users in India and to investigate the effect of mobile banking on customer satisfaction in banks.

**Janmejy V. Shukla, Dileep Kumar Singh (2020)** have studied that the Customer awareness for Mobile Banking Services and most influential factor of M-Banking for customer satisfaction and barriers for adopting Mobile Banking Services.

## OBJECTIVES OF THE STUDY

- To Study about the Mobile Banking services and other modern services provided by the AXIS Bank.
- To Study about the factors that influenced the customers to use mobile banking.
- To find out the facilities those are provided by Mobile Banking services.

## RESEARCH METHODOLOGY

For the purpose of study data is collected in two ways one is primary and other is secondary.

### Primary Data

Primary data was collected by distributing questionnaire to the customers of AXIS Bank.

### Secondary Data

Secondary data was collected from various articles, newspapers, magazines, and websites.

### Sample Size

A total number of 100 respondents were selected for the purpose of collecting information on the study and convenience sampling method has been used.

## ANALYSIS AND INTERPRETATION

**Table No. 1: Demographic Profile of the Respondents**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Age		
	a) Below 25 years	48	48.00
	b) Between 25 to 40 years	38	38.00
	c) Above 40 years	14	14.00
2.	Gender		
	a) Male	54	54.00
	b) Female	46	46.00
3.	Educational qualification		
	a) Post graduate	48	48.00
	b) Graduate	40	40.00
	c) Matriculation	12	12.00
4.	Occupation		
	a) Student	44	44.00
	b) Employees	28	28.00
	c) Businessman	22	22.00
	d) Others	6	6.00
5.	Income level		
	a) Below Rs.15000	20	20.00
	b) Rs.15000 to Rs.25000	40	40.00
	c) Rs.25000 to Rs.35000	22	22.00
	d) Rs.35000 above	18	18.00

Table No. 1 represents the demographic profile of respondents. 54 male respondents and 46 female respondents are using mobile banking it represents that compared to female respondents, highest number of male respondents they are adopting mobile banking services. Based on age pattern of respondents majority of 48 respondents are below 25 years and 38 respondents are between 25 to 40 years, 14 respondents are above 40 years has followed mobile banking practices and Educational qualification of the respondents 48 respondents belongs to post graduates and 40 respondents belongs to graduates and 12 respondents belongs to matriculation. The higher number of Post graduates respondents have adopted mobile banking facilities

compared graduated respondents. In the context of occupation of the respondents majority 44 respondents are belongs to students, 28 respondents are belongs to employees, 22 respondents are belongs to businessman and 6 respondents are belongs to others. Majority 40 respondents or customers income level of between 15000 to 25000 this group of customers they access more mobile banking services.

**Table No. 2 Classification of respondents on the basis of preference on features of mobile banking**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Customer Service Option	52	52.00
2.	Digital payments	14	14.00
3.	Secure Sign in	22	22.00
4.	Alerts and notifications	12	12.00
	<b>Total</b>	<b>100</b>	100

From the above table it is clear that, among 52% respondents prefer Customer Service Option, 22% of respondents prefer Secure Sign in, and 14% of respondents prefer Digital payments, 12% of respondents prefer Alerts and notifications. This shows that, most of the respondents prefer Customer Service Option.

**Table No. 3 Classification of respondents on the basis of opinion about mobile Banking service**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Time savings	32	32.00
2.	Easy to Use	48	48.00
3.	Difficult to Use	14	14.00
4.	Need for usage Training	6	6.00
	<b>Total</b>	<b>100</b>	100

From the above table it is clear that, 100 respondents are using mobile banking services, 48% respondents have felt that it is easy to use, 32% respondents have felt that it is **time savings**, 14% respondents have felt that it is difficult to use, and remain 6% respondents have felt that need for usage training.

This shows that, majority of them are felt that mobile banking is easy to use because the procedure for usage of mobile banking is very easy and understandable one.

**Table No. 4 Classification of respondents on the basis of purposes of using Mobile Banking services**

Sl. No.	Particulars	No. of respondents	Percentage
1.	Deposit	16	16.00
2.	Money transfer	44	44.00
3.	Payment	32	32.00
4.	Withdrawal	8	8.00
	<b>Total</b>	<b>100</b>	100

From the above table it is clear that 44% of respondents are using money transfer services in mobile banking, 32% of respondents are using for payment purpose, also 16% of respondents are using for **Deposit** purpose, 8% of respondents are using for withdrawal purpose.

This show that majority of them are using mobile banking for money transfer because it's very easy and convenient.

**Table No. 5 Classification of respondents based on satisfaction level about use of mobile banking services**

Sl. No.	Particulars	No. of respondents	Percentage
1.	<b>Highly satisfied</b>	<b>24</b>	24.00
2.	<b>Satisfied</b>	<b>48</b>	48.00
3.	<b>Average</b>	<b>16</b>	16.00
4.	<b>Dissatisfied</b>	<b>8</b>	8.00
5	<b>Highly Dissatisfied</b>	<b>4</b>	4.00
	<b>Total</b>	<b>100</b>	100

From the above table it is clear that, out of 100 respondents, 48% respondents have felt that it is satisfied, 24% respondents have felt that it is highly satisfied and 16% of respondents have felt that it is average, 8% of respondents have felt that it is dissatisfied and remaining 4 respondents have felt that it is highly dissatisfied.

This shows that, majority of the respondents are satisfied with mobile banking service

## FINDINGS

Following are the major findings extracted from the analysis:

- Mobile banking services are majorly accessed by students.
- The major user of mobile banking comes under the age group of below 25 years age and majority of them are student community.
- It is observed that, majority of the customers are using mobile banking services of AXIS bank for the purpose of money transfer.
- Majority of the customers have preferred mobile banking services because it is easy and convenient to use.
- Customers opined that AXIS mobile banking service is satisfactory.
- Mobile banking is one of the time saving technology services.

## SUGGESTIONS

- AXIS bank should improve their customer's relationship management.
- AXIS Bank has to create a trust in the mind of customers about security of their accounts.
- The technical services of the AXIS bank must be improved.
- Give proper training to customers for using mobile and for other modern banking services.
- Awareness about various services available through the mobile banking should be created.

## CONCLUSION

AXIS bank is providing very good services and they are maintaining the good relationship between the customers, they are also providing modern banking facilities like Mobile banking and internet banking, Electronic Clearing Services helps the customer to make easy transaction. In this study, it came to know that AXIS bank is providing good mobile banking services to its customers. So AXIS bank has to promote mobile banking services to its customers much better. To conclude, many people are satisfied with mobile banking services of AXIS bank in Mandya city.

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