



A STUDY ON CUSTOMER AWARENESS AND USAGE OF E-BANKING SERVICES THROUGH MOBILE PHONES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mrs. N. Ramya

*Assistant Professor, Department of commerce with Professional Accounting,
Dr N.G.P Arts and Science College, Coimbatore*

N Promoth

*Student of III B.com (PA), Student of commerce with Professional Accounting,
Dr N.G.P Arts and Science College, Coimbatore*

ABSTRACT

Mobile communication has increased so much in today's world that people are using and doing mobile transaction at a large scale. Mobile commerce is one of the top most emerging concepts which is coming into the market. Mobile banking is a subset of electronic banking which underlies not only the determinants of the banking business but also the special conditions of mobile commerce. It is the latest and most innovative service offered by the banks. The major banks in India are increasingly providing services through electronic channels such as ATMs, internet banking, Tele-banking and mobile banking. The research is an attempt to study the consumer awareness on mobile banking & perception about the same. For the purpose of the study a convenient sampling survey was conducted among 120 respondents in Coimbatore city with the help of e-questionnaire. The tools used for this study are simple percentage analysis, ranking analysis and Likert Scale.

INTRODUCTION

The world is changing is changing at an increasing rate and technology is considered to be the key driver for these changes around us. Slowly but steadily, the Indian customer is moving towards new banking services like internet banking and mobile banking. Day by day increasing change in technology world, it leads to improve e-banking services of various banks. Now-a-days people are educated more than olden days, today human lives become machine oriented and they don't have enough time to visit bank branch than ever before. Mobile phones usage has spread in a very broad manner both in developed and developing countries.

The consumer's acceptance of the usage of mobile banking services depends on many factors, including motivating factors that drive towards the acceptance of such usage such as: (Pursuance, speed of transaction, communication ease of use and assurance). These five

factors included in the research represent the motivating factors that the study proves their positive impact on the usage of mobile banking services.

Banking systems always have an important role to play in every country's economy. It is vital for any nation as it provides for the needs of credit for all the sections of the society. India is not only the world's largest independent democratic country but it is also an emerging economic giant. The growth potential of India is based on its strong banking institutions. The infusion of information technology in the banking sector has completely revolutionized how the banking sector operated. In order to survive in the new globalized world, banks had to opt for this new change. Banking in India has been through a long journey. It has seen a number of changes due to the technology and innovation. Arrival of cards, introduction of Electronic Clearing Service (ECS) introduction of Electronic



Funds Transfer and concept of online banking and mobile banking are the various novelties which took place in the banking sector. Now all the banks have started with the concept of multi-channels, like ATMs, credit cards, debit cards, telephone/mobile banking internet banking etc., The role of banking has now changed from a mere financial intermediary to service provider of various financial services under one roof acting like a financial supermarket.

STATEMENT OF PROBLEM

The e-banking offers various service to the customer's and the facilities of internet banking services can be carried out from their comfort of their home and office with only the usage of internet. The e-banking services help to check the accounts and do all the transactions through online 24/7 without any hassle. They can transfer funds to other accounts maintained with any bank in the world, hence this study focuses on the different services of e-banking and customer's convenience towards it.

OBJECTIVES OF THE STUDY

- To evaluate the awareness of e-banking services through mobile phones among the consumers.
- To identify how frequently e-banking is used by the respondents.
- To determine the factors that motivate the customer to use e-banking services through mobile phones

RESEARCH METHODOLOGY

SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filed by the respondents. The e-questionnaire comprises of close ended.
- Secondary data was also collected for the study books, journal and magazines were referred for this purpose from the library to facilitate proper understand of the study

Research Design

- Sample technique
A convenient sampling technique was adopted for data collection
- Sample size
Sample size taken in this was 150 people
- Area of the study
The area of the study will be confined to Coimbatore city

Tools for analysis

- Simple percentage analysis
- Rank correlation
- Likert Scale Analysis

LIMITATIONS OF THE STUDY

- The study confined 120 respondents.
- The data was collected with 3month time period.
- The consumer's attitude may change in future

REVIEW OF LITERATURE

Dr. N. Yesodha Devi, J. Nancy Sebastina, Dr. V.S Kanchana (2011) Researched a study on customer awareness, opinion reasons for opting mobile banking. The study is based on primary data collected 249 respondents by means of a questionnaire. Random Sampling Technique was applied and statistical tools like Percentage Analysis, ANOVA and T-test, Kendall's coefficient of concordance was carried out in order to reveal the results of the study.

Rashmath Safeena, Hema Date, Abdullah Kanmani and Nisar Hundewale (2012) examined Technology Adoption and Indian Consumers: Study on Mobile Banking. This study deals with the term M-Commerce. The major finding is that bank consumers are likely to adopt mobile banking when it is easy to use. The result of this study shows that perceived usefulness, perceived ease of use, consumer awareness and perceived risk are the important determinants of mobile banking adoption. The Study concludes that majority of consumers are accepting online banking because of many favorable factors.

Prof. Amit P. Wadhe and Prof. Shamrao Ghodke (2013) has done a study on consumer awareness & perception towards usage of mobile banking. The main objective of this study is to find out whether consumers are aware of mobile banking. The result of was found to be that the consumers in the age group of 18-25 years are the ones to adopt mobile banking. In all other groups there is less acceptance of mobile banking.

T. Geetha & V. Malarvizhi (2015) Banking institution are facing competition not only from each other but also from non-banking financial intermediaries as well as from alternative sources of financial. The paper investigates the factors which are affecting the acceptance of e-banking services among the customer and also indicates level of concern regarding security and private issues in India context. Primary data collected from 200 respondents through a structured questionnaire. The findings shows that if



banks provide them necessary guidance and ensure safety of their accounts, customers are willing to adopt e-banking.

- Percentage Analysis
- Ranking Analysis
- Likert Scale Analysis

DATA ANALYSIS & INTERPRETATION

The collected data were grouped, edited, tabulated in a master table and analysed using the following statistical tools.

PERCENTAGE ANALYSIS

TABLE SHOWING WHY HAVE YOU EVER USED ONLINE BANKING SERVICES BY THE RESPONDENTS

S. No	Categories	No. of Respondents	Percentage (%)
1	Do you have internet	45	37.5
2	Don't trust internet services	21	17.5
3	Online services don't enable me to do what I went to do	22	18.3
4	I prefer to have personal human related	17	14.2
5	Find the process too difficult	15	12.5
	TOTAL	120	100

INTERPRETATION

The table shows that 37.5% of respondents do not have internet, 17.5% of the respondents don't trust internet services, 18.3% of the respondents online services me to what I want to do, 6% of the respondents I prefer to

have personal human related.15% of respondents find the process too difficult.

INFERENCE

Majority 37.5% of respondents do not have internet.

RANKING ANALYSIS

TABLE SHOW WICH TYPE OF SERVICES MOSTLY YOU USING

S. No	Particulars	1	2	3	4	5	6	7	8	TOTAL	RANK
1	Balance and transaction history services	15 (8)	18 (7)	12 (6)	15 (5)	16 (4)	14 (3)	9 (2)	3 (1)	756	2
2	Online fund transfer	20 (8)	17 (7)	13 (6)	13 (5)	8 (4)	15 (3)	17 (2)	3 (1)	788	1
3	Card to card fund transfer	13 (8)	14 (7)	17 (6)	12 (5)	5 (4)	5 (3)	11 (2)	13 (1)	667	4
4	Lock /activate debit card ATM	10 (8)	10 (7)	10 (6)	13 (5)	9 (4)	17 (3)	10 (2)	19 (1)	615	6
5	Request a cheque book	15 (8)	10 (7)	9 (6)	10 (5)	14 (4)	11 (3)	9 (2)	14 (1)	645	5
6	Shopping	9 (0)	6 (7)	8 (6)	10 (5)	11 (4)	17 (3)	17 (2)	12 (1)	584	7
7	Share payment	4 (8)	11 (7)	17 (6)	7 (5)	10 (4)	8 (3)	20 (2)	10 (1)	589	8
8	Railway pass /ticket	12 (8)	17 (7)	10 (6)	16 (5)	15 (4)	7 (3)	9 (2)	10 (1)	694	3

**INTRODUCTION**

From the table, it is understood the online fund transfer is ranked 1, balance transaction history services is ranked 2, railway pass /ticket is ranked 3, card to card transfer is ranked 4, request a cheque book is ranked 5, lock active debit card ATM is ranked 6, shopping is ranked 7, share payment is ranked 8,

INFERENCE

The online fund transfer have been rank 1 by the customers are mostly using.

LIKERT SCALE ANALYSIS**TABIL SHOWING PERCEIVENCESS OF INTERNET BANKING SYSTEM**

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SACLE VALUES(X)	TOTAL
1	Strongly agree	5	41	205
2	Agree	4	37	148
3	Neutral	3	31	93
4	Disagree	2	9	18
5	Strongly Disagree	1	2	2
	TOTAL		120	466

$$\begin{aligned} \text{LIKERT SCALE} &= \frac{\sum(fx)}{\text{Total number of respondents}} \\ &= \frac{466}{120} \\ &= 3.8 \end{aligned}$$

INTERPRETATION

The likers scale value is greater than the mid value (3) these the respondents are agree with the factors with the factors.

INFERENCE

The respondents are agreeing with the factors.

FINDINGS**SIMPLE FROM PERCENTAGE ANALYSIS**

- Majority 63.7% of the respondents are male
- Majority 40.8% of the respondents are in the group of 20 to 30 years.
- Majority 73.3% respondents are unmarried.
- Majority 71% of the respondents are in the family of 3 to 5 members.
- Majority 62.2% of respondents are at UG level.
- Majority 45% of the respondents are unemployed.
- Majority 45% of the respondents are having monthly income of less than Rs.10,000.
- Majority 56.7% of the respondents are using of e banking from multiple restaurants.
- Majority 37.5% of respondents are do not have internet.
- Majority 39.2% of respondents are once per month.

- Majority 37.5% of respondents are Better information and 24 hours services
- Majority 65% of the respondents are satisfied the using of e banking from multiple restaurants.
- Majority 45% of the respondents are encourage of rewards.
- Majority 31.1% of the respondents are SBI.

FINDING FROM RANK ANALYSIS

- The online fund transfer have been rank 1st by the customers are mostly using

FINDING FROM LIKERT ANALYSIS

- The respondents strongly agree with the perceivenceess of internet banking system
- The respondents strongly agree with the new technology.
- The respondents are not satisfied with the factors.

SUGGESTIONS

1. Online consumers are mainly concerned on safety issues, so the banks should educate their customers on the safety use of their passwords and pin numbers and it should insist the consumers that they change the passwords and



pin numbers frequently so no unauthorized fraudulent practices happen in the e-banking.

2. To increase the awareness of consumers banks should advertise and conduct special awareness programs to make e-banking services more popular among consumers.
3. Bank's should try to give proper training or other solution to solve this problem and try to improve their service level.
4. If banks takes more efforts in reaching to consumers and give information about mobile banking, then more consumers will use mobile banking.

CONCLUSION

The result of the study shows that perceived usefulness, consumer awareness and perceived risk are the important determinants of mobile banking adoption. Majority of the consumers are aware that mobile banking is now available in India, but very few are aware and familiar with various banking transactions that can do with the help of mobile banking, also majority of the consumers have heard about mobile banking but very few have actually used it. Consumer awareness has significant impact on entreat to use in mobile banking. Consumer's are interested because they have heard about it somewhere and think that with the help of mobile banking, they can do there banking transactions anywhere and anytime. Consumer' soften come to know about new products or services through unofficial channels like family, friends and colleagues and through Internet. Thus, word of mouth is one of the strong communication channel which provide information to various consumer groups. On the whole it can be said that technology is now enabling consumers to do their banking transactions just by clicking some buttons on mobile or by sending SMS. So this is acting as a pull fact or to increase adoption of banking.