

AN CUSTOMER PERCEPTION TOWARDS MOBILE BANKING SERVICES

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Abstract- Mobile Banking services provide more personal and near relationships. This paper examines consumer satisfaction of a new electronic payment of service as mobile banking and the factors influencing the adoption of mobile banking services. The advent of internet has great contact on the electronic banking. By using internet, banking is no time limit and geographic. This type of banking is partially web-based banking subsidiary with the difference is that web banking services. Commercial bank was considered first introduced bank and service. Internet banking also extended with the development of web applications. These papers are classified into five main categories: m-banking overview and conceptual issues, Features & Benefits of Mobile Banking, Current operating practices of commercial bank, and Mobile banking/payment practices in their Commercial Banks and Challenges in strategic, legal and ethical issues. It is expected that the comprehensive list of references and assessments presented in this paper will provide a useful anatomy of young m-banking literature to anyone who is interested in m-banking and help stimulate further interest.

Index Terms- Mobile Banking and adoption, Customer Satisfaction, mobile technology, Customer response. Service quality

I. INTRODUCTION

The forces of deregulation, advancing technology and general trend towards the globalization have vastly increased their competitive pressures within the financial services market that has in turn affected both the structure and operation of financial service providing firms like banks. Banks are providers of financial services, financial intermediaries and key participants.

Banks now operate in a situation of keen competition in their financial service activities, the

deposits, extending credit line or in selling additional services. With the liberalization of the banking sector and entry of more players, banks need to market oriented with new and innovative schemes, at competitive prices available at the place the customer needs them and delivered with efficiency and quality of service.

The primary objective of this study:

- Focus on the adoption and customer satisfaction of mobile banking services by consumers
- Identify factors influencing the adoption and usage of mobile banking in canara bank.

The personal characteristics of mobile banking users analysis of were found to be important determinants of their adoption decisions. This finding provides the financial services in banking industry with a better understanding of customer perceptions and satisfaction of mobile banking services and helps them plan their marketing strategies and promotion approaches for mobile banking services in the future.

II. MOBILE BANKING CONCEPT

Mobile Banking is a system of providing financial services to a customer to carry out banking transactions on the mobile phone through a cellular service-provider. Banks have to provide facilities to their customers whenever they are in need and wherever they are. We can rather call this facility as —Any where and any moment bank, but it is services limited to only information about a person's account and not the cash services.

Mobile banking services of in operates through short messages. Customers have to, Short Message Service (SMS). They have to activate Mobile Messaging Service (MMS) in the mobile

phone. Mobile banking is one of the important channels through which the customers can be migrate from front office operations to indirect channels, in order to save their valuable time as also that of the executives working in the bank.

The time saved can be effectively utilized for business development and cost reduction. Cellular phones have gain in advantages of mobile banking. So much importance in the present day life that a person can't survive with out this communication channel. Once upon a time, a mobile phone was a luxury, but now it is necessity. In every state the number of consumers using cell phones is increased to unexpected levels. At least 90% of these customers have bank accounts in various banks which uses technology and avail themselves of mobile banking services. Therefore, banks have chosen mobile banking as one of the best methods for channel migration of customers. Customer also pleased to have these services.

III. LITERATURE REVIEW

Consumers using these services have been focus in a large body of current research, nevertheless customer behavior in mobile banking context have remained rather uncharted territory. This paper aims at filling that gap by shedding light on the general usage of mobile services and in particular on influence of demographic characteristics on usage. The survey was conducted among Ghaziabad bank customers. The paradigm shift, from traditional branch banking to electronic banking; the newly emerged channels; rapidly increasing penetration rates of mobile phones are among other the motivators of this study. The approach employed is practical and provides insights drawn from the quantitative empirical survey.

The newly emerged mobile banking services represent an innovation where both intangible service and an innovative medium of service delivery employing high technology are present. Thus, concepts of innovation and diffusion of innovation are even more intricate as technology and service aspects have an effect on the characteristics of mobile banking services

Traditionally research relating to the customer adoption of innovation has tended to concentrate on socio-demographic and psychographic

attributes of potential adopters. Even though these kind of personal characteristics of a consumer have found to be predictors of adoption [1], an increasing body of research has demonstrated that it is the perceived attributes of innovation itself rather than the personal characteristics that are the stronger predictors of the adoption decision

According to Rogers (2000) the perceived innovation characteristics are supposed to provide the framework how potential adopters perceive an innovation. Research that has investigated the product characteristics of innovation has generally endorsed evaluating the innovation along the product characteristics that involve five constructs; relative advantage, compatibility, complexity, treatability and observability.

Vyas (2009) stated that Indian banks will target non- online banking users who may lack regular access to desktop internet but are very likely to own a mobile device, thus reporting great potential of Mobile banking in India. This report of Vital Analytics suggested huge potential of Mobile banking in India, as it found that urban Indian customers' checking account balance is the most frequently cited reason for using Mobile banking. 40 million Urban Indians used their mobile phones to check their bank account balances followed by viewing last three transactions.

A multi-phase approach to the literature review process was adopted, following established procedures and criteria adopted by other scholars in the IS field (Dibbern et al., 2004; Dahlberg et al., 2007; Finney and Corbett, 2007; Dezdar and Sulaiman, 2009; Okoli and Schabram, 2010). The aim of this research was to build on the literature review that was conducted by Dahlberg et al., (2007) as their review of m-payment literature spanned from 1999 to 2006 and it continues to be a highly cited paper. Similar to Dahlberg et al., (2007),

IV. OBJECTIVES OF STUDY

- To find out the facilities Mobile Banking Services Provided by bank.
- To study the advantages and disadvantages of Mobile Banking Services.

- To find out the use of Mobile Banking Services.
- To Understand the Customer Perceptions towards mobile banking.

Main Services of Mobile Banking

- Mini-statements and checking of account history
- Alerts on account activity
- Access to loan statements/card statements.
- Insurance policy management
- Pension plan management
- Payments and Transfers
- Domestic and international fund transfers
- Mobile recharging
- Commercial payment processing
- Bill payment processing
- Personalized alerts and notifications on security prices Support
- Check (cheque) book and card requests
- Exchange of data messages and email, including complaint submission and tracking

Facilities Available on Mobile Banking

Balance Enquiry: The service provides all customers, the available balance in his/ her default/ operative account that are linked to the customer identification number. The maximum number of accounts one can access is five.

Cost Transactions: This type of transaction provides the customer with the information about last five debits/ credits made to the account.

Cheque Book Request: Instead of going personally to the bank, the customer can request for a cheque book to be mailed to his or her address as per the records of the bank. This saves his/ her valuable time.

Bill Payment: for those companies which register with the bank for this service, the payment is made on request on mobile banking.

Change of Primary Account: the customer has the option to change the primary account to another new account number for carrying out transactions.

Help: Customers can know the transaction codes for various types of transactions through this option. Mobile phone bank-users will be alerted

about outward clearing cheque realization, classified cheque returns, alert on term deposits qualified, on loan installment due, standing instructions failed on account of insufficient balance in the account, etc. Bank initiates alert messages on minimum balance in the account and also about the utility bills which are due for payments. The services in mobile banking by each of the cellular service providers are tailor-made and customized for each bank that provides mobile banking service to its customers.

Top-up mobile talk time by refilling through the ATM network. Fill up the prepaid mobile phone through the ATM/SMS. Have separate letter of undertaking with other telecom companies also and sell this product to earn commission. It is highly potential income-generating products for banks, since the banks get commission on the transaction amount.

The main advantage to the customer is that he can refill his mobile for any amount he desires. The process of refilling is automated and completed online. If all other banks also integrate this facility, it will be boon to all the mobile phone banking customers to avail themselves of the services without any interruption. Banks should innovate such services to make the product of mobile phone banking more and more popular as a vehicle for channel migration and focus attention on additional business.

V. RESEARCH DESIGN

The data have been grouped into two main categories - primary and secondary data. The secondary data have been compiled from newspaper, journals, magazines, and web links and also research papers. The primary data have been collected through an descriptive research – Questionnaire with user and non user of mobile banking basically Businessmen, servicemen, professionals, students etc.

VI. SAMPLING

A convenient sample size of 160 respondents from canara bank was used. A proposed sampling method was used to consciously select customers who meet the criteria of having used internet banking services for the few years.

VII. HYPOTHESIS:CHI SQUARE TEST

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	98	60.9	61.3	61.3
	Female	62	38.5	38.8	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

H0: There is no significant difference between gender and frequently of mobile banking services.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Facilities	160	99.4%	1	0.6%	161	100.0%

Gender * Facilities Crosstabulation

			Facilities					Total
			Money transfer	Balance enquiry	Top up	Ministatement	Others	
Gen der	Male	Count	13	43	28	7	7	98
		Expected Count	10.4	53.3	19.0	7.4	8.0	98.0
	Female	Count	4	44	3	5	6	62
		Expected Count	6.6	33.7	12.0	4.7	5.0	62.0
Total		Count	17	87	31	12	13	160
		Expected Count	17.0	87.0	31.0	12.0	13.0	160.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.167 ^a	4	.001
Likelihood Ratio	20.533	4	.000
Linear-by-Linear Association	.192	1	.662
N of Valid Cases	160		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.65.

VIII. INTERPRETATION

Table value is 5.991. Thus the table value is less than calculated value is H1 is accepted.. The calculated value is 0.001 which means 0.1 and it significant at this level of significant 0.000 at degrees of freedom 4.

In SPSS, If the significant value is less than 0.05, then H0 is Accepted & H1 is Rejected.

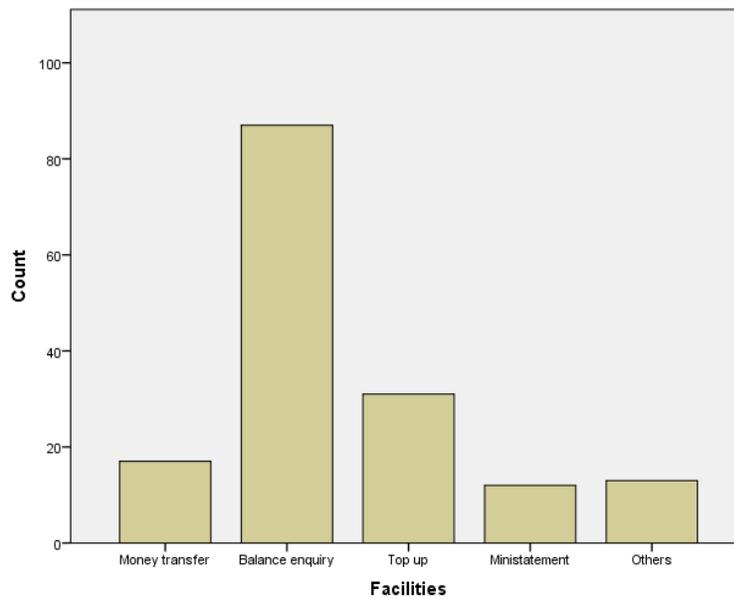
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.473	2	.237	.990	.374 ^b
	Residual	37.502	157	.239		
	Total	37.975	159			

a. Dependent Variable: Gender

b. Predictors: (Constant), Facilities, Promotes

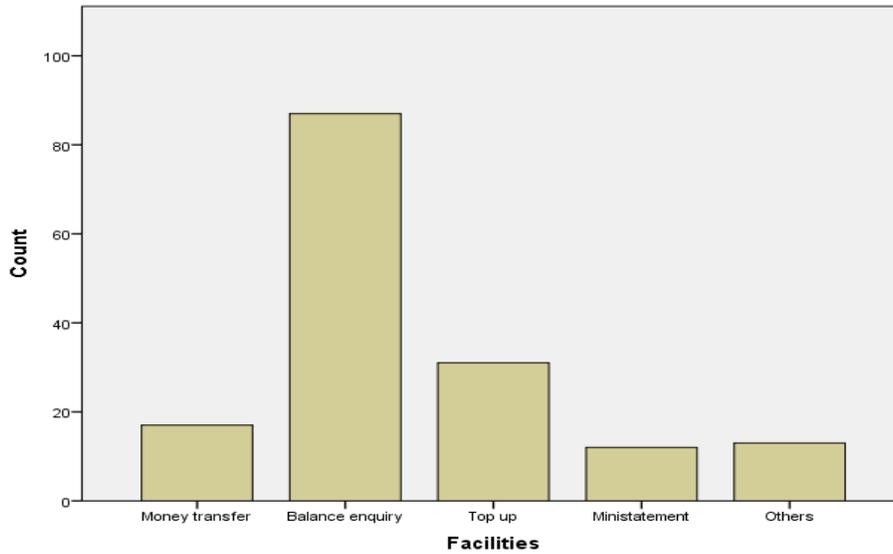
Graph 1



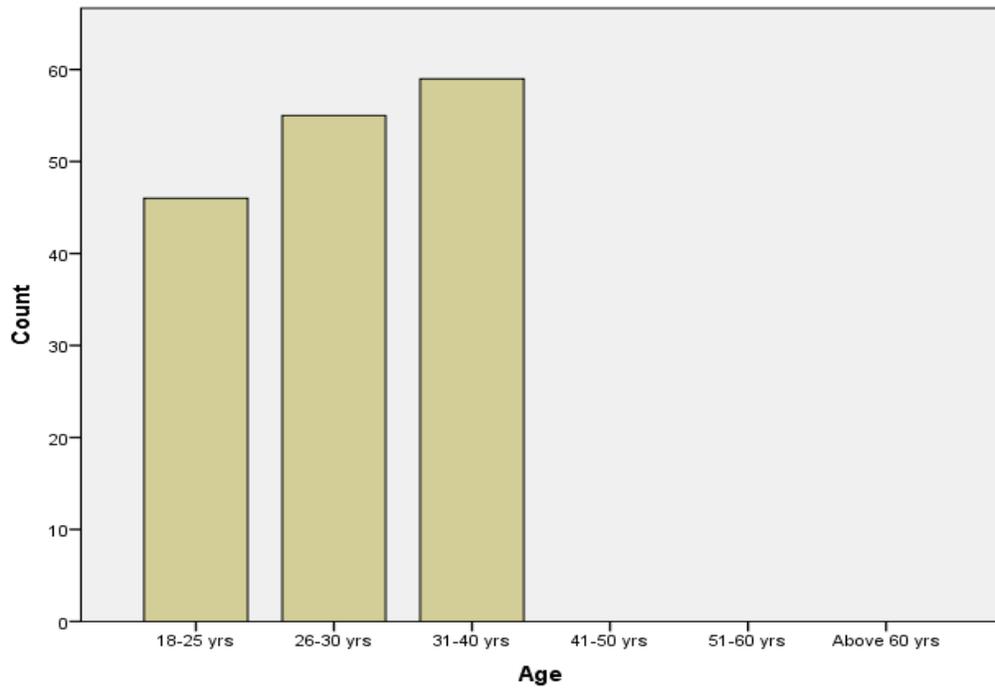
Facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Money transfer	17	10.6	10.6	10.6
	Balance enquiry	87	54.0	54.4	65.0
	Top up	31	19.3	19.4	84.4
	Ministatement	12	7.5	7.5	91.9
	Others	13	8.1	8.1	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

Graph 2



Graph 3



Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Facilities, Promotes ^b	.	Enter

a. Dependent Variable: Gender

b. All requested variables entered.

Model Summary

Model		R Square	Adjusted R Square	Std. Error of the Estimate
1		.112 ^a	.000	.489

a. Predictors: (Constant), Facilities, Promotes

ANOVA^a

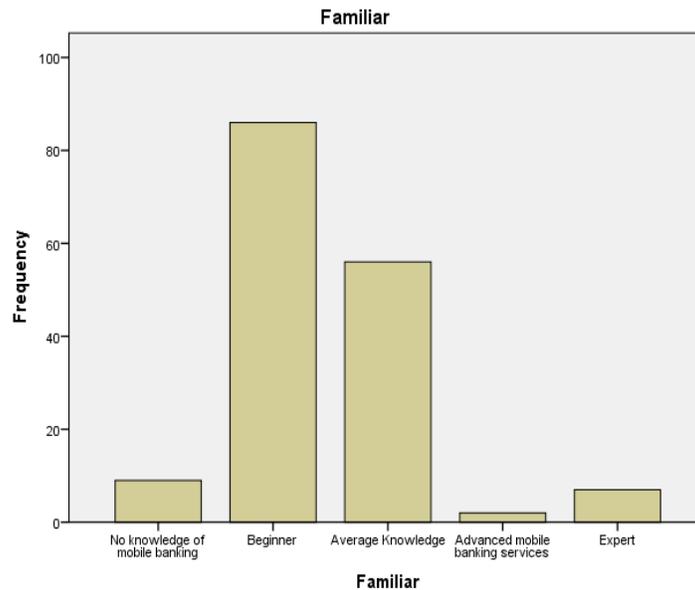
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.473	2	.237	.990	.374 ^b
	Residual	37.502	157	.239		
	Total	37.975	159			

a. Dependent Variable: Gender

b. Predictors: (Constant), Facilities, Promotes

H0: There is relationship between facilities of mobile banking & promotes of services.

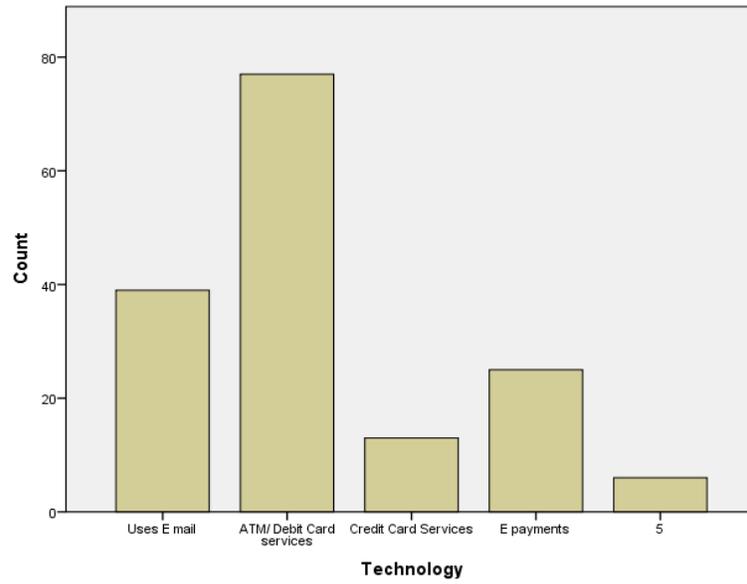
Graph 4



Familiar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No knowledge of mobile banking	9	5.6	5.6	5.6
	Beginner	86	53.4	53.8	59.4
	Average Knowledge	56	34.8	35.0	94.4
	Advanced mobile banking services	2	1.2	1.3	95.6
	Expert	7	4.3	4.4	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

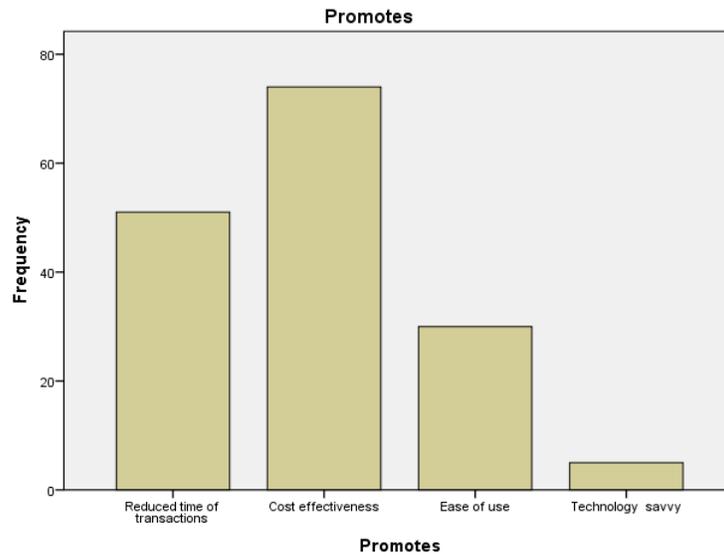
Graph 5



Technology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Uses E mail	39	24.2	24.4	24.4
	ATM/ Debit Card services	77	47.8	48.1	72.5
	Credit Card Services	13	8.1	8.1	80.6
	E payments	25	15.5	15.6	96.3
	5	6	3.7	3.8	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

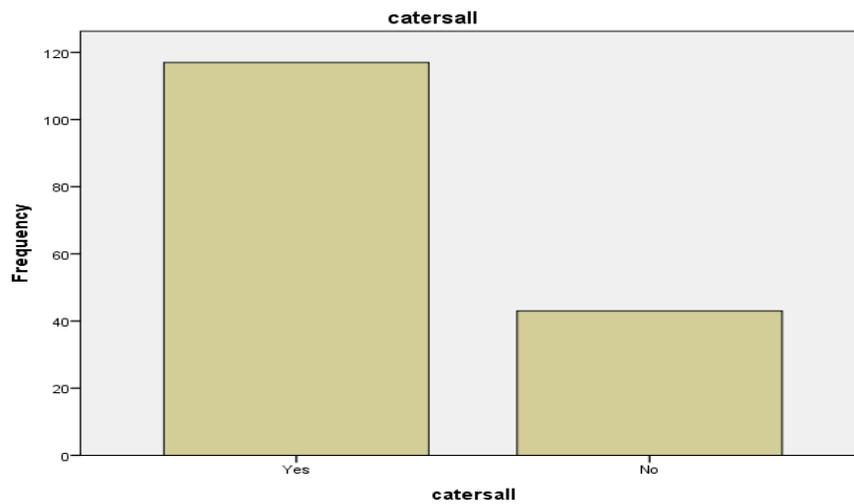
Graph 6



Prompt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	49	30.4	30.6	30.6
	Often	98	60.9	61.3	91.9
	Sometimes	6	3.7	3.8	95.6
	Rarely	7	4.3	4.4	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

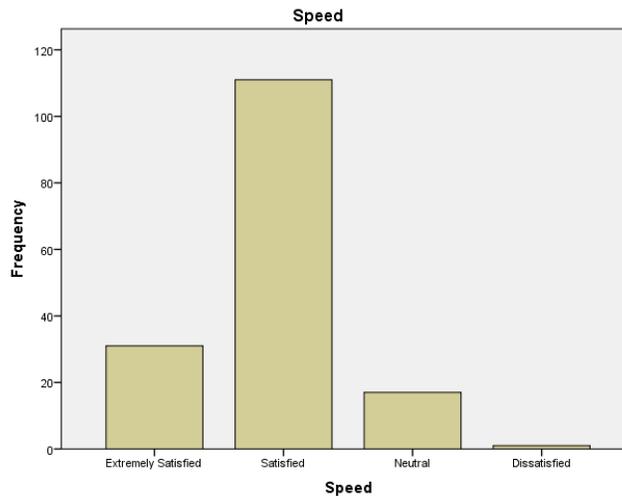
Graph 7



catersall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	72.7	73.1	73.1
	No	43	26.7	26.9	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

Graph 8



Speed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Satisfied	31	19.3	19.4	19.4
	Satisfied	111	68.9	69.4	88.8
	Neutral	17	10.6	10.6	99.4
	Dissatisfied	1	.6	.6	100.0
	Total	160	99.4	100.0	
Missing	System	1	.6		
Total		161	100.0		

IX. CONCLUSION

This study to evaluate and describe Customer satisfaction with canara bank in Trichy District . As more and more customers adopt the internet for their banking transactions, it becomes important for management of banks to be innovative in their approach to customer requirement. Customers

'evaluation of useful feedback to management for strategic decisions.

This paper has established through empirical data that understanding consumer evaluation to the important areas that needs more innovative research attention. While the findings of this paper could be learned by researchers and practitioners, it is cautioned that some generalizations based on this paper may not be

applicable since the findings are limited to the case of banks involved in the study.

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