

Impact of Mobile Banking on Expansion of Banking Services-A Study Selected of SBI Branches in Hyderabad, Telangana

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Abstract - Indian culture is okay taking society, so banks are a significant monetary establishment that secures the money related risk of the overall population. Business of Banking has changed from the customary model of lining the users to the cutting-edge technology-based method of transactions that are accessible at some random purpose of time on quickly and anyplace, gave the individual has arrange access to benefit the services from the separate banks. Situations of the banking area are changing quickly because of changes in technology. Technology is a main impetus in the worldwide age and is taking over inside and out; internet & mobile banking are only a couple of instances of the ever-creating technological progressions. M-banking is an upheaval that is driven by the world's one of the quickest developing areas – technology of mobile communication. As of late, banking services start through mobile show up for a huge scope as has gotten perhaps the most recent service advertised. In this Article, we analyzed the M-banking Impact on expansion of Banking Services with special reference to SBI Branches in Hyderabad, Telangana.

I.INTRODUCTION

The Indian banking industry has changed into one of the promising enterprises that offer services through different channels with the assistance of data frameworks and technology. Technological changes have regularly been identified with financial development as brief services in different parts during the last 200 years. In the Information Technology (IT) based period, mobile telephone clients (purchasers) and business, just as an interpersonal organization, is coming to understanding the estimation of the mobile device and its use alongside application in their day-by-day business and non – business exercises and developments. Mobile Banking has been in presence for over 10 years. Internet banking gives whenever anyplace access to clients with respect to offices of

banking services. The technological mediations have decreased the banking time separated from offering a free banking condition that permits the customers to bank anyplace, whenever.

Mobile banking is still underused in spite of its points of interest, (for example, universality and instantaneousness) and the generous interests in it. Its appropriation rate is lower than anticipated. Analysts and professionals are keen on the elements that postpone or even forestall it is across the board selection. Regularly, mobile-banking services incorporate the accompanying:

- Accounts Fund Transfer
- Enquiring History of Account and getting Mini statements
- Accounts' Activities Alert
- Card Statements and Loan Assessments
- Payments of Bills
- Real-time stock quotes
- Portfolio management
- Payments of Credit Cards
- Insurance policy management
- Security Prices Notifications and Personalized Alerts

Advantages of Mobile Banking

- In Mobile banking, the client can move assets from your bank account to another bank account with a cell phone just with the assistance of the internet, from anyplace to all over.
- Part of the intrigue is the capacity to get to your account on a mobile device at whatever point you wish. Dissimilar to a bank office, you can utilize a mobile banking application to check in with your account 24 hours, seven days per week with

certain special cases, for example, arranged support refreshes.

- Mobile Banking is a naturally benevolent method of banking. Convey paperless proclamations legitimately into customers' email addresses, while sparing the expense of paper, printing, and conveyance. The less wastage of paper makes this arrangement condition inviting.
- Managing your accounts through a mobile application likewise places you responsible for your cash and encourages you to better check your money related standing.
- Mobile banking is protected and secure. Every legitimate bank and money related establishments use encryption to shield and secure your protection and personality data on mobile applications.
- It disposes of the time lost in truly heading off to the bank. A customer can plan and get payments, move cash and check account balances in no time.

Disadvantages of M-banking

- Regular clients of mobile banking after some time can collect noteworthy charges from their banks.
- The consumer may encounter a charge from the financial organization for utilizing the service.
- Mobile banking is not accessible on each device. Third-party mobile banking programming is not constantly bolstered. A few banks do not give mobile banking by any means. Others expect you to utilize a custom mobile banking application just accessible on the most mainstream smartphones.
- There is always a risk of inappropriate texts and risks.
- Although you can do a considerable amount with an online bank account, for example, making stores, check balances and take care of tabs, there are restrictions to the sorts of services you can get to.
- Old age gentry does not always come up with new technology.

II. REVIEW OF LITERATURE

Koo & Wati (2010) in their exact research among 100 clients of Mobile banking services (staff, understudies, and Faculties) in Indonesia discovered huge worries

on the security of financial transactions at the hour of utilizing and impact of trust on the appropriation of such services. The examination further inferred that clients' trust in the M-banking environment is impacted by data quality with respect to the apparent convenience of M-banking services, which thusly influence clients' fulfillment.

Devi and Malarvizhi (2010) in their paper entitled "Customers' view of E-Banking: Factor Analysis" researched the degree of mindfulness and the desires for the customers towards Electronic Banking utilizing the factor investigation. Six variables were distinguished as impacting elements of the selection of Electronic Banking. The components incorporate consumers' fulfillment towards the expense and quality, the subsequent factor being the issues experienced by them and the third factor is the dependability on banks. The fourth factor stands for bank's effectiveness in conveying the services, the fifth factor is the negative factor on Electronic Banking utilizations which incorporate high shrouded cost, and the 6th factor is the availability. At long last they inferred that the customers were a lot of happy with the nature of electronic Banking services, yet they faced specialized just as regulatory and procedural issues. Among the E-Banking devices, just the ATMs are exceptionally well known, so the banks must take sternest endeavors to advance the other E-Banking items as well.

Uppal, R K (2010), appeared in his examination that 'Mobile banking' is a standout amongst other elective channels accessible to customers for speedy, right, and productive service whenever and anyplace. This paper attempted to investigate the degree of M-banking in the banking industry of India where PDA clients are expanding at an unforeseen rate. Based on the investigation, the paper reasoned that the private area banks are on the top in giving the M-banking services to their customers and have high gainfulness when contrasted with other bank bunches under examination aside from outside banks.

Sohel Ahmed et al., (2012) utilized an expressive research configuration to investigate the explanations behind the appropriation of M-banking services among 120 bank customers in Bangladesh. The examination found that the dominant part of the respondents believes that M-banking services spare time and costs not exactly the customary banking services offered by these banks. Additionally, the

investigation announced that these customers utilize Mobile banking for 'Broadcast appointment top-up' service. The investigation reasoned that the probability of M-banking services is very high and given a few proposals to progress.

Bharti (2016) demonstrated that the impact of mobile banking on the fulfillment of customers that are utilizing the service. The investigation just centered around highlights of e-banking on customer desires and fulfillment. Contrasted with different examinations, this investigation just saw e-banking highlights and not so many factors of M-banking. It additionally demonstrates that to satisfy desires, banks should expand M-banking mindfulness.

III. STUDY AIMS

Objectives for this Research Study are stated as follow:

1. To understand the concept of M-banking and its services
2. To analyze impact of M-banking on expansion of banking services

IV. RESEARCH METHODOLOGY

This research was done to analyze M-banking effect on expansion of banking services. Different measurable apparatuses utilization was done through a survey group and the information was accumulated. The Research was done in 3 branches of SBI in Hyderabad, Telangana. The employees of SBI Branches were interviewed to fulfill the Impact. Questionnaire method was used to gather information from the Respondents. 50 customers of the branches were choosing as Respondents. Statistical Methods will be used to evaluate the Results.

V. ANALYSIS AND INTERPRETATIONS

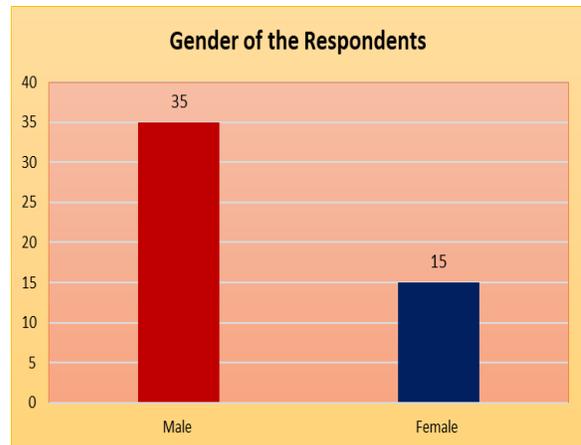
The gathered information was examined utilizing the SPSS software form 18.0 and the accompanying outcomes were found:

5.1 RESPONDENTS PROFILE: DEMOGRAPHICS

Table 1: Profile of the Participants

Particulars		No. of Respondents
Gender	Male	35
	Female	15

Total		50
Age	Twenty to Twenty-Five Years	10
	Twenty-Six to Thirty Years	20
	Thirty-One to Thirty-Five Years	15
	Thirty-Six to Forty Years	5
Total		50
Occupation	Government Employee	5
	Private Employee	20
	Business	10
	Student	15
Total		50
Qualification	Graduate	24
	Post-Graduate	18
	Doctorate	8
Total		50
Bank Visits per Month	1-5 Times	35
	6-10 Times	13
	Above 10	2
Total		



Out of the 50 Respondents, 35 were make and remaining 15 were females.

Figure 1: Gender of the Respondents

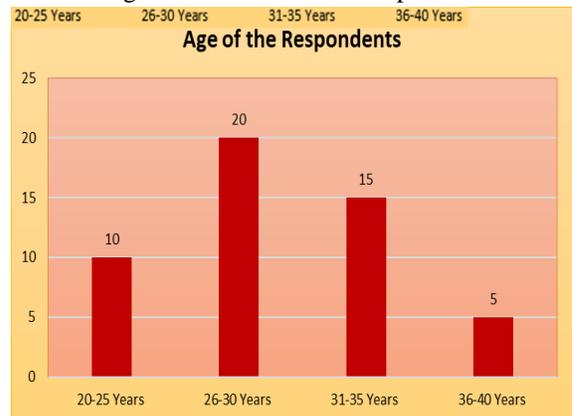


Figure 2: Respondent's Age

Out of the 50 Respondents, 10 were from the Twenty to Twenty-Five years Age group, 20 were from Twenty-Six to Thirty Years old. The minimum was 5 Respondents from Age group of Thirty-Six to Forty Years. 15 were from the Age group of Thirty-One to Thirty-Five Years.

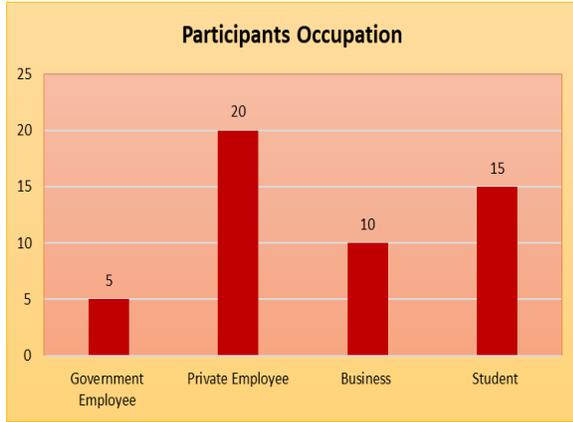


Figure 3: Occupation of the Participants

This shows that maximum Participants were Private Employees, 20. Minimum were 5 Respondents were of Government Jobs. Apart from this, 15 were students and lastly 10 were of Business Background.

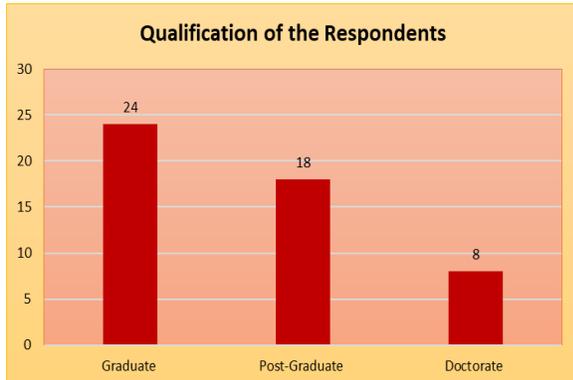


Figure 4: Qualification of the Participants

All the respondents were qualified, 8 of them were Doctorate and 18 were post-graduate and 24 were graduates.

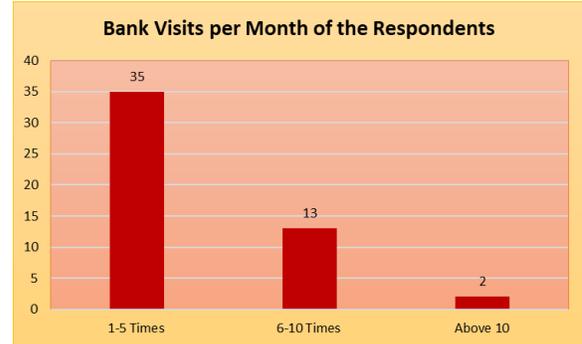


Figure 5: Bank Visits per Month of the Participants

The results depicts that only 2 of the Participants visited more than ten times in a month, 13 respondents visited about 6 to 10 times and lastly 35 visited for around 5 times.

5.2 M-BANKING SERVICES UTILIZATION

Table 2: Mobile Banking Services used by Respondents in one month.

Services	No of Respondents
Request of Cheque Book	1
Accounts Funds Transfer	6
Payment of Bills	15
Debit or Credit Alerts	4
Enquiry of Balance	10
History of Account	2
Enquiry for Online FDs and RDs	1
Alerts for Minimum Balance	2
History of Transaction Alerts	2
Financial Services Enquiry	5
Enquiry for Interest Rates	2
Total	50

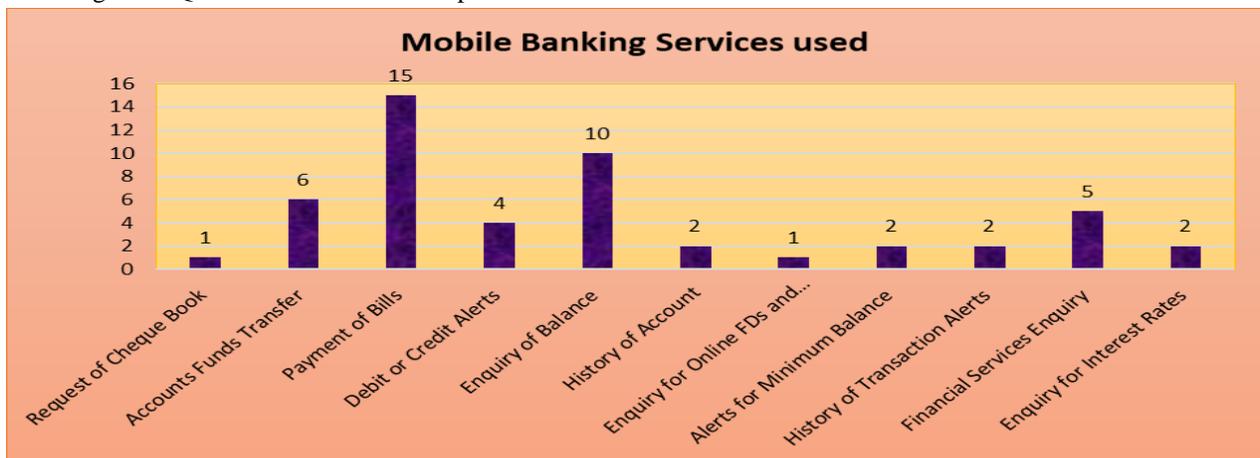


Figure 6: Mobile Banking Services used by Respondents in one month

5.3 SATISFACTION WITH MOBILE BANKING SERVICES

Table 2: Statistical Analysis of Satisfaction Level of Respondents

Comments	Mean	Std. Dev.
Mobile Banking Applications Services are safe	2.544	1.365
Mobile Banking Applications Services saves Time	3.607	1.358
Mobile Banking Applications Services are easy to use	3.918	0.986
Payments are easily done through Mobile Banking	3.521	1.029
M-banking services are reliable	3.442	1.180
Transferring Money is more reliable through M-banking	2.975	1.277
M-banking services are cheap in comparison to other platforms	3.566	1.198
M-banking Provides a system that completes all transaction	4.259	1.065
I think that M-banking is full secure	3.520	1.016
Personal and sensitive information is never compromised in M-banking	3.563	1.119
I am fully satisfied with the M-banking Services	3.412	1.344
M-banking is far better than	3.766	1.077

Table 3: Bartlett's &KMO Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.678
Approx. Chi-Square	859.105
Bartlett's Test of Sphericity	df
	67
	Sig.
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5.4 IMPACT OF M-BANKING ON EXPANSION OF BANKING SERVICES

M-Banking has been proved quite a savior in Banking Industry. There have been many considerable changes after that in banking services hype. Now, after the analysis from the Respondents of the selected 3 branches of SBI Bank in Hyderabad. We found the following development percentage in the usage of Services usage. The results are stated below:

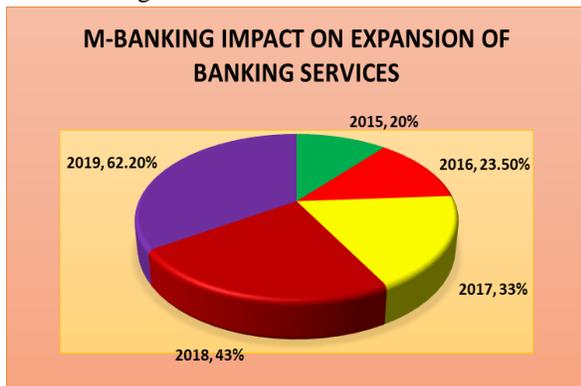


Figure 7: Development in Banking Services due to Mobile Banking Applications

The figure shows that in years there has been a very positive M-Banking effect on the Banking Services in all the three Branches of SBI bank in Hyderabad. In the first year enquired, it showed that only 20% of

customers used M-banking services, but through all these years there has been an increment like in 2016, they grew up to 23.5%, in 2017 it became 33%, in 2018 it was 43% and in 2019 the percentage was 62.2%.

VI. CONCLUSION

Technology moves quickly, however, do as well we. Principal advantages of mobile banking is the accommodation of having banking services close at hand. Banking is turning into an increasingly more technology-insightful industry to a great extent because of mobile innovations. Governments should consider mobile to be as a vehicle to accomplish financial consideration, particularly among the provincial and poor populaces of their nations; and instead of leaving it to revenue-driven firms who see this as a chance to develop and arrive at new customers. From the customers' viewpoint the benefits of mobile banking service as far as comfort to perform transactions in banking whenever anyplace and simple approach to utilize. In this way, Security is guaranteed, as banking transactions are scrambled, and secret key ensured.

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