

A Study on Impact of Mobile Banking on Expansion of Banking Services -A Study Selected of Sbi Branches

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Abstract—The introduction of Internet banking is the most recent technological advancement that has had a significant effect on developing banking services. It has aided users' connections to their bank accounts at any point. Owners are in a position to conduct financial transfers, review account information, obtain bank statements, and pay their bills from wherever. However, the most significant impediment to the advancement of online banking is the need for a particular computer with a wired Internet link. It is not a problem in many developed countries, but it is a major issue for most emerging countries, such as India. M-banking is basically a workaround for Internet Banking's limitations. In today's world, the term 'mobile banking' has become extremely common. It simply refers to financial and non-financial activities that are carried out by logging into a bank's website via a cell phone, such as payments between accounts, reviewing account balances, and potentially paying bills. M banking is mostly carried out mostly via the internet on cell phones or through SMS, although it can also be carried out through the use of special services known as clients downloaded on mobile phones.

I. MOBILE BANKING

In India, the company banking sector has needed various financial technologies, such as changing their emphasis from traditional banking to technology banking in order to meet the needs of their customers and gain a competitive advantage. One such breakthrough is mobile banking. Mobile banking is described as the use of mobile phones to conduct various banking transactions such as fund transfers, deposits, balance inquiries, and bill payments.

Characteristics and Features of Mobile Banking

Mobile banking has transformed over the years. Banks not just provide mobile banking services to the clients of theirs as a convenience but also support the banking institutions to save cash. Some characteristics/features with mobile banking services are:

- *Saving money:* Many banks use the savings initiated from online transactions to provide clients better interest rates or maybe incentives for keeping the online accounts of theirs.
- *Saving the environment:* Mobile banking reduces the paperwork which would usually happen if a buyer walked into a bank. Thus, it will help in preserving the natural resources.
- *Cross selling:* Banks frequently use M banking as a platform for cross selling or perhaps up selling other financial services, such as, automobile loans, credit cards, etc. as it does not produce burden on buyers to think about such services.

Advantages of Mobile Banking

Mobile banking provides the following advantages:

- ✓ Mobile banking is functional, competitive and efficient. It reduces the amount of paperwork and decongests the banks.
- ✓ In Mobile banking, the user can transfer funds from your bank account to another bank account with a smartphone just with the help of the internet, from anywhere to everywhere.

Disadvantages of Mobile Banking

Mobile banking provides the following disadvantages:

- ✓ Mobile banking users are at risk of receiving fake SMS messages and scams.
- ✓ Mobile banking is not available on every device. Some banks do not provide mobile banking at all. Others require you to use a custom mobile banking application only available on the most popular smart phones, such as the Apple iPhone and RIM Blackberry. Third-party mobile banking software is

II. PROBLEM STATEMENT

The study works mostly centered on adopters of banking apps in this particular study. It's probable that non adopters might have different opinions on banking applications qualities. Banking applications characteristics might also have distinct impacts on the level of theirs of satisfaction, perceived innovativeness, and goal to work with. The sample used was little as a result of the time and materials that such research would usually need. The study was based on questionnaire methods of information collection. Therefore, the extent to which that study is actually solid is dependent on the reliability and validity of information collection methods. This review focused on mobile adoption only and doesn't extend to reviewing works on post adoption, continuance or re use of mobile technologies

III. OBJECTIVES OF THE RESEARCH STUDY

- To promote technology in banking business
- To encourage the customers to use Mobile Banking
- To create awareness among public, so that banking work will become easy for them
- To give idea to the financial institutions, commercial banks to identify the people who are not using this facility

IV. REVIEW OF LITERATURE

Gupta and Verma (2018) investigated the shifting landscape in Indian banking and discovered that, through numerous reforms, the banking sector continues to serve the society's critical needs. Through the passing of time, the banking sector's remarkable stability and adaptability to changing societal demands seems to have crossed the transformative era's threshold. 'Anywhere and anywhere banking,' 'Telebanking,' 'Internet Banking,' 'Web Banking,' 'E-Banking,' 'E-Commerce,' and 'E-business,' are both examples of creative consumer services. The main goal now is to depict a path that leads to the banking sector. Technology, global competitiveness, customers (population), policies (politics), governance, and economic conditions, according to the scientists, are the six main drivers of

a paradigm change in Indian banking. There are several driving factors that contribute to a paradigm shift in the Indian banking industry under each engine. Finally, they came to the conclusion that the Indian banking sector is regarded as one of the economy's most significant foundations.

Nandana Gopal R, Akshaya V S, Arjun A, and Abymon A are Nandana Gopal R, Akshaya V S, Arjun A, and Abymon A. (2020) People all over the world have been inextricably linked to mobile phones and their myriad innovations. Smart phone app engineers are coming up with innovative solutions that make people's lives simpler and faster as a result of the dramatic transition in technology and day-to-day developments of smart phones. The banking industry is one of the largest sectors that has gained from mobile technologies. This technology/digitalization has played a significant role in the successful promotion of this industry. Mobile banking is rapidly and in India because consumers find it to be a more convenient, comfortable, and suitable way to conduct banking transactions. The STATE BANK OF INDIA (SBI) is one of India's largest commercial banks and one of the world's largest discount banks. Furthermore, it has established itself as a major player in the digital arena. It has always been at the forefront of technological advancements in the field of digital banking. One such example is SBI YONO (YOU Just NEED ONE). SBI YONO is an SBI-provided unified digital banking network

The research method used in the present study is questionnaire method. It is used for data collection from the employees working in selected branches of SBI banks. The existing literature related to this study was reviewed to have knowledge of the subject before making the questionnaire.

The employees of bank and customers were considered as elements of population for the study.

Out of 100 respondents 50 were bank employees. And 50 were customers.

For the purpose of study, the main process includes the following points.

- Universe of the study
- Selection of the sample
- Selection of research tools
- Data collection
- Pre- testing

- Analysis of data
- Statistical tools employed for analysis and interpretation
- Limitation of study

SELECTION OF RESEARCH TOOLS AND DATA COLLECTION

Designing of questionnaire

There are two set of questionnaire- one for bank employees and another for the customers of banks.

Sources of data:

Primary data: The primary data collected by the researcher directly through questionnaires will be filled by Bank employees, and customers. This study dealt with the opinion of customers about Mobile Banking in Hyderabad, Telangana.

Secondary data: Secondary data will be collected from Magazines, Text books, Journals, E-Journal, Newspapers, internet. Various websites. And also, from bank websites.

Data collection: Bank customers working in State Bank of India (SBI) of Hyderabad will be considered as population of research interest.

V. SCOPE OF STUDY

1. The bank staff to making such policies that creates positive opinion about mobile Banking so the adoption of Mobile Banking will increase.
2. To promote technology in banking business
3. To encourage the customers to use Mobile Banking
4. To create awareness among public, so that banking work will become easy for them

VI. LIMITATIONS OF THE STUDY

1. This study is conducted on the limited customer of Hyderabad, Telangana.
2. Other aspects like computer literacy, nature of account, types of banks are not considered.
3. Time may play vital role but within time limit everything regards with subject Matter cannot be exposed.

6.3.7 HYPOTHESIS OF STUDY

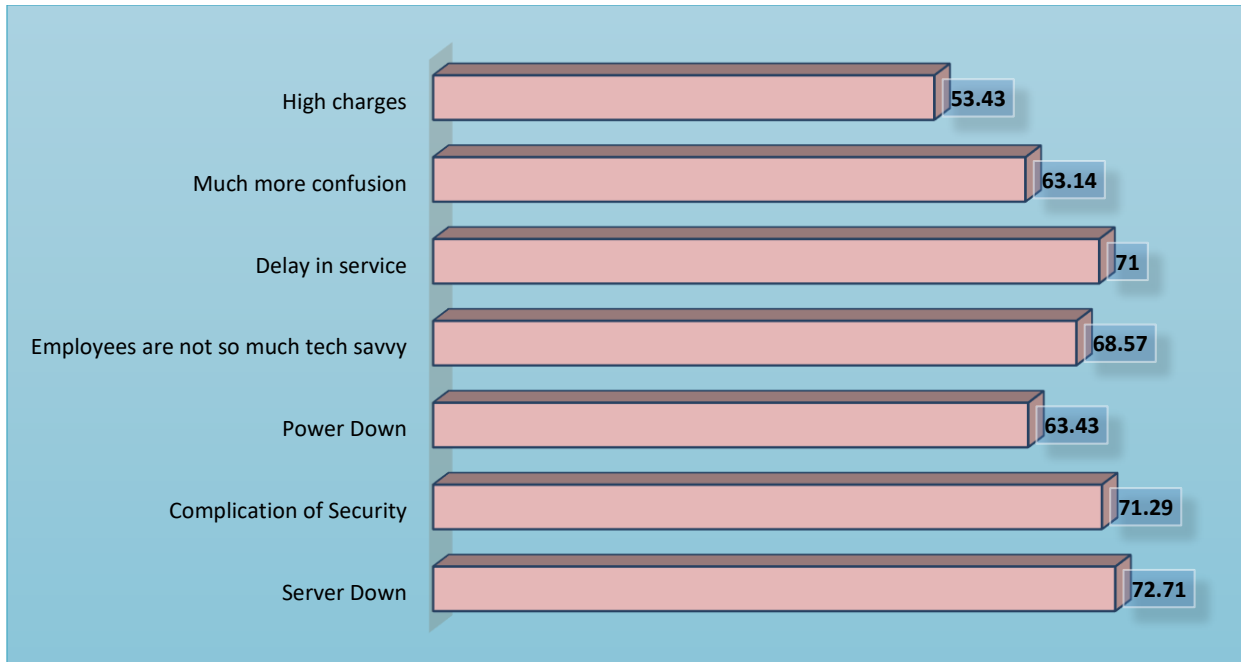
H₁: Mobile banking is not popular among public/Customers are less aware from mobile banking services.

H₂: Employees' attitude towards mobile banking.

H₃: Customer's attitude towards uses of mobile banking

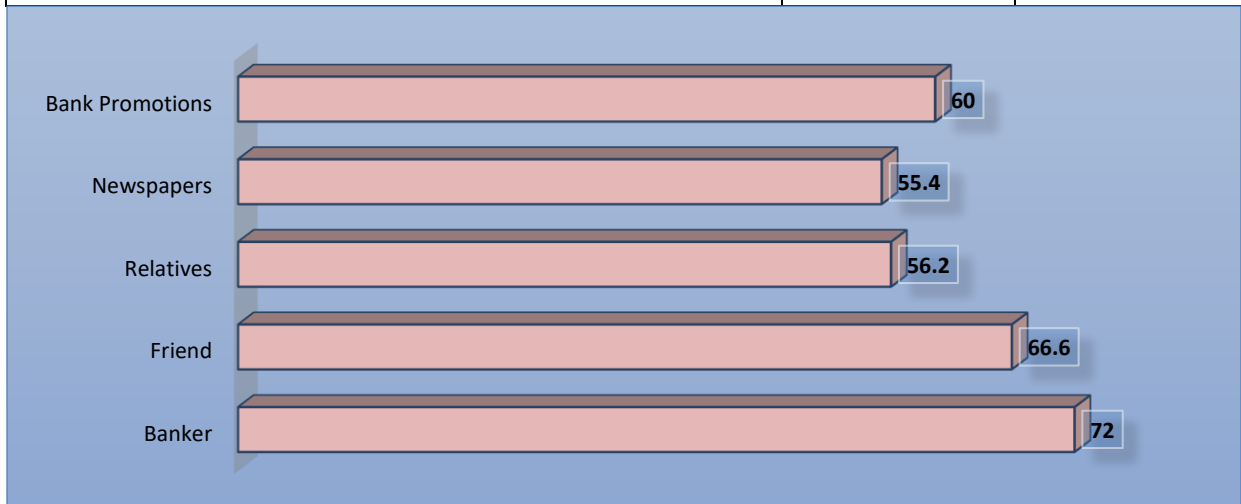
Type of Problem Felt Due to Mobile Banking

Problems	%	Rank
Server Down	72.71	1
Complication of Security	71.29	2
Power Down	63.43	5
Employees are not so much tech savvy	68.57	4
Delay in service	71.00	3
Much more confusion	63.14	6
High charges	53.43	7



Source of Information Regarding Mobile Banking

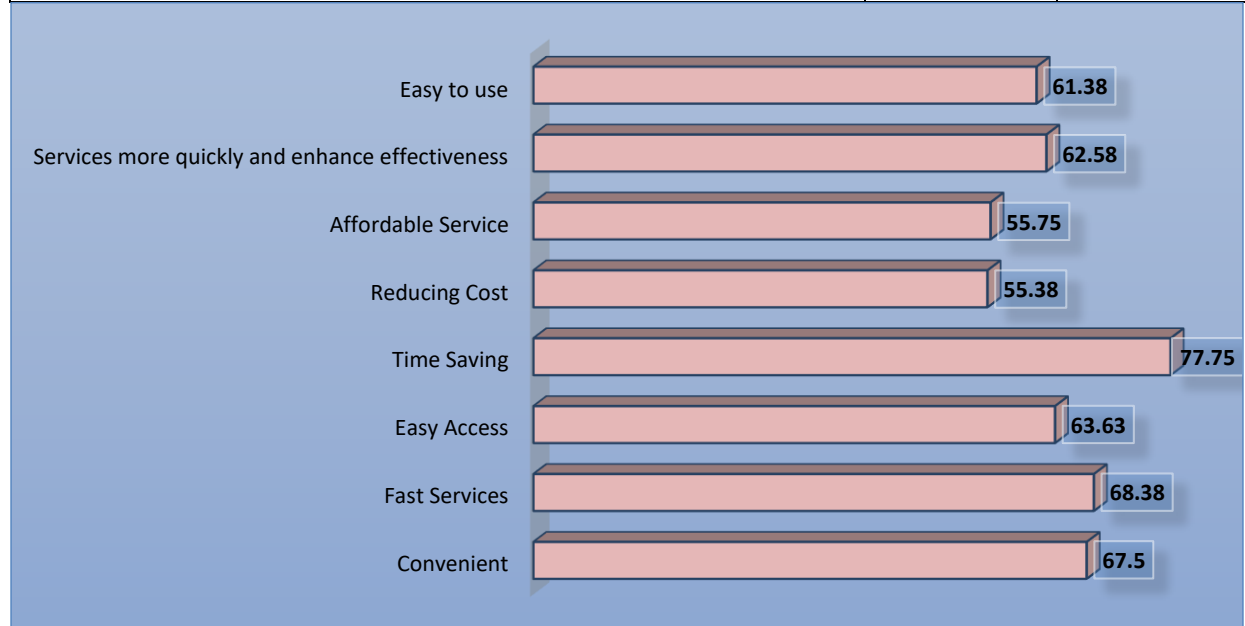
Source of Information	%	Rank
Banker	72.00	1
Friend	66.60	2
Relatives	56.20	4
Newspapers	55.40	5
Bank Promotions	60.00	3



Advantages of Mobile Banking

Advantages	%	Rank
Convenient	67.50	3
Fast Services	68.38	2
Easy Access	63.63	4
Time Saving	77.75	1

Reducing Cost	55.38	7
Affordable Service	55.75	8
Services more quickly and enhance effectiveness	62.58	5
Easy to use	61.38	6



Reliability and Descriptive Statistics of Measured Items of Behavioral Intention (Bi) Construct

Behavioral Intention	N	Mean	Std. Deviation	Cronbach's Alpha
Intend to use m-banking	100	4.94	1.42	.931
Increase my use of m-banking	100	5.02	1.45	
Frequently use of m-banking	100	5.00	1.48	
Recommend others to use	100	4.94	1.50	

Descriptive Statistics of Measured Items of Computer Self- Efficacy (CSE) Construct

Computer Self-Efficacy	N	Mean	Std. Deviation
Built-in help	100	4.96	1.55
Some-one else using m-banking	100	4.79	1.59

The recommendations are presented hereunder: -

- Banks must use a disclosure form to render mandatory statements of consumer threats, obligations, and liabilities while conducting business through mobile. Banks can also make their most recent financial statements available on the internet.
- Under the regular banking licence, the bank may be responsible for auditing, fraud prevention, and account protection, among other things. Banks must ensure that the service is fully compliant with the RBI's regulations.

VII. CONCLUSION

Wireless infrastructure and widespread use of mobile devices have generated enormous market opportunities, and banks have begun to capitalize on this trend by selling their goods and services by mobile phone, which could produce significant sales and give them a competitive edge. ZZ

The aim of this study was to build and present a model that illustrates why consumers choose to use mobile banking. Customers' intentions to use mobile banking and each of the six constructs, namely perceived ease of use, social impact, machine self-

efficacy, protection, confidence, and perceived financial cost, are all described in this model.

Hence concluding by it can be said that through people are well aware of mobile banking and see its benefits but due to issues of privacy, safety & reliability most of the customers are reluctant to use it.

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