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Consumer Satisfaction towards Mobile Banking in Alangulam Taluk

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Abstract

Mobile banking is the always say that Anytime, Anywhere Banking. It has always been known as M- Banking. Most of the Consumers Used in mobile Banking in Performing Balance sheet, Account, Transaction, Deposit, Money transfer, purchase, Payments, Bills payable, and Fees paid for school and colleges. In recent days most of people also start the using for mobile banking is the is the convenience, time saving, easy to use. Technology-enabled handheld devices are the future of banking. Bank-integrated mobile apps offer the most convenient and secure options for your banking and non-banking needs. The apps are extremely easy on the phone OS, they take very little storage space and don't save any of your information either. Private banks even offer a 'Lite' version of the popular banking app that allows you to conduct a host of transaction even on a slow to almost absent internet connectivity! To experience the best in the Mobile Banking app, look for a Bank in the Play Store (Android users) or App Store (iOS). This is the one of the zero paper usage of the mobile banking system. This paper attempt to find out the consumer perception towards mobile banking in Alangulam Taluk. The research is required data were collected from 100 respondents in Alangulam Taluk. I have used in convenient sampling. I have used to statistical tools for chi –square test.

Keyword: Mobile Banking, Consumer Satisfaction, Transaction, payments, problems, Satisfaction.

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INTRODUCTION

Mobile Banking is a service provided by a bank or other financial institution that allow its customers to conduct financial transactions remotely Using a mobile device such as a smart phone or tablet. According to this model mobile banking system can be said to consist of three interrelated concepts are mobile accounting, Mobile brokerage and mobile financial information services. Every bank provides the mobile banking is used by many customers in all over the world. Bank and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as purchasing stocks, remitting money. This service is often referred to as mobile banking, or m-banking. Definition of Mobile Banking: This is the Use of Mobile phones in carrying out financial transactions. Timaru and Buse define mobile banking as the provision and availing of banking and financial services with the use of mobile telecommunication services. Other people are not limited by time or space, access tom electronic activities. For example, people who are stuck in traffic or waiting in the queue Will be enabled to buy their favorite Internet-based activities or managing their daily transactions through mobile Banking applications .Consumers can know a special comfort that can improve their quality of life. By making services more comfortable, the customer will be more loyal. As a result, Communication facilities with mobile Banking applications to provide a comfortable

Objective of the Study

- To Find Out the consumers while using mobile banking services
- To Find Out the Consumers Problem Faced by the Mobile Banking
- To Find Out the Consumers Satisfaction to Mobile Banking

Statement of the Problem

Mobile banking has the certain Problem Such as lack of knowledge to operate the technology, set-up cost, legal issues, lack of relationship among bankers and consumers, security and privacy issues. mobile banking customer is mostly faced the problems of the forget the password, changing the pin number, missing the mobile to the lot of problem faced by the consumers in mobile banking.

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Research Methodology

Sources of data: Both primary and secondary data were used for this study. The primary data was collected for the mobile banking users. And secondary data were collected for the various journals, books and websites.

Sample Technique: Convenient sampling method is used for selection of respondents.

Area Sample Size: the sample size 100 respondents were selected for this study in Alangulam Taluk only.

Statistical Tools: This data collected was analyzed through questionnaire by using the percentage analysis, Ranking Method and Chi- Square Test.

Review of Literature

S. Laforet and X. Li (2005),[1] the study related to "Consumers' attitudes towards online and mobile banking in China", Mobile Banking is the main advantage this service offers is that the customer can do their transactions or pay their bills at any hour during the day which saves their valuable time. The system is cost effective as facilities are provided at a very low cost compared to the procedures that have to be followed in banking.

Y. S. Wang, H. H. Lin and P. Luarn, (2006)[2] the success of mobile banking in Sri Lanka remains an issue. Therefore, mobile banking services and customer satisfaction are two critical issues in the banking sector. Many researchers point out that there is a gap in the practical knowledge available in testing the relationship between customer satisfaction and mobile banking services.

K.C.Lee and N. Chung (2009)[3], According to Lee and Chung, mobile banking would completely change the way that customers do bank transactions when electronic banking systems start providing efficient automated banking services through wireless networks.

Results and Discussion

Table: 1 P**roblem faced by the mobile Banking**

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S.No	Problems in Mobile Banking	No. of Respondents	Percentage
1	Poor Network	17	17.0
2	Lack of Knowledge	29	29.0
3	Invalid User ID and Password	24	24.0
4	High cost	9	9.0
5	Inadequate Knowledge	21	21.0
	Total	**100**	**100.0**

Source: Primary Data

INFERENCE:

The Table 2 indicates that 29 percent of the respondents faced to the problems in Lack of Knowledge in mobile Banking. 24 percent of the Respondents facing the problem in Invalid User ID and Password in mobile banking. 21 percent of the respondents facing the problem in Inadequate Knowledge in mobile banking. 17 percent of the Respondents facing problem in Poor Network in mobile banking. 9 percent of the Respondents facing the problems in High Cost in mobile banking..

Table:2 Security Problems Faced by the Mobile Banking Consumers

S.No	Security Problem	No. of Respondents	Percentage
1	My mobile Getting hacked	36	36.0
2	Losing my Mobile phone	22	22.0
3	Malware or Viruses	15	15.0
4	Company Misusing my Personal Details	27	27.0
	Total	**100**	**100.0**

Source: Primary Data

INFERENCE:

The Table 3 indicates that 36 percent of the respondents faced to the Security problems in My Mobile Getting Hacked in mobile Banking. 27 percent of the respondents facing the

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Security problem in Company misusing my Personal Details in mobile banking. 22 percent of the Respondents facing the Security problem in Malware or Viruses in mobile banking. 15 percent of the Respondents facing the Security problem in losing my Mobile Phone in mobile banking.

Table:3 Satisfaction of Mobile Banking in consumers

S.NO	Satisfaction of Mobile Banking	No. of Respondents	Percentage
1	Cost Savings	8	8.0
2	Time Saving	17	17.0
3	24*7 Hours Access	23	23.0
4	Any time, Any where Using	24	24.0
5	Easy to Use	28	28.0
	Total	**100**	**100.0**

Source: Primary Data

INFERENCE:

The Table 4 indicates that 28 percent of the respondents Satisfaction, Easy To Use in mobile Banking. 24 percent of the Respondents satisfaction on Anytime, Anywhere Using Mobile Banking. 23 percent of the Respondents satisfaction on 24 Hours Access in Mobile Banking. 17 percent of the Respondents satisfaction on Time Saving in Mobile Banking. 8 percent of the Respondents satisfaction on Cost Saving in Mobile Banking.

Table:4 Level of Satisfaction of Mobile Banking

S.No	Level of Satisfaction	No. of Respondents	Percentage
1	Highly Dis Satisfied	3	3.0
2	DisSatisfied	9	9.0
3	Neutral	18	18.0
4	Satisfied	23	23.0
5	Highly Satisfied	47	47.0
	Total	**100**	**100.0**

Source: Primary Data

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The Table 5 indicates that 47 percent of the respondents Highly Satisfaction on mobile Banking. 23 percent of the Respondents satisfaction in Mobile Banking. 18 percent of the Respondents Neutral on Mobile Banking. 9 Percentage of the respondents are Dissatisfied in mobile Banking. 3 Percent of the respondents are Highly dissatisfied in Mobile banking.

Table:5 Usage of Mobile Banking Services

Ranking

S.No	Usages of Mobile Banking Services	1	2	3	4	5	6	7	Total Score	Mean Score	Rank
1	Money Transfer	64	22	10	2	2	0	0	7524	75.24	I
2	Balance Check	24	34	10	2	2	16	8	6444	64.44	II
3	Mobile Purchase	8	34	32	16	2	6	2	6082	60.82	III
4	Mobile Payment (Mobile Recharge, EB Bill payment etc.,)	12	24	20	20	22	4	8	4676	46.76	V
5	Deposits or Withdrawals	8	26	22	16	12	6	12	4746	47.46	IV
6	Chque book Required	22	8	6	8	14	26	6	4144	41.44	VI
7	Stop Cheque Book Required	2	26	6	10	22	26	8	4112	41.12	VII

Source: Primary Data:

The above table shows that, most of the Respondents where using mobile banking Money transfer is goes to First Rank, Second Rank goes to the Balance check the mobile Banking, Third rank goes to the Mobile Purchase, Fourth Rank goes to the Mobile Payment (Mobile Recharge, EB bill etc.,) Fifth Rank foes to the Deposits or Withdrawals, Sixth Rank goes to the cheque book required, Seventh rank goes to the stop cheque Book Required.

Table: 6 Gender wise Level of Satisfaction of Mobile Banking

Gender	Level of Satisfaction			Total
	Low	Medium	High	
Male	14	8	35	57
Female	21	18	4	43

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Total	**35**	**26**	**39**	**100**

Source: Field Study

Null Hypothesis(H_0):

There is no significant difference between the Gender of the Respondents and their level of satisfaction with regard to mobile banking.

Table:7 Computation of Chi – Square value

Row & Column	**O**	**E**	**(O-E)**	**$(O-E)^2$**	**$(o-E)^2/E$**
R1CI	14	19.95	-5.95	35.402	1.774
R2CI	21	14.82	6.18	38.192	2.577
R1C2	8	22.23	-14.23	202.493	9.108
R2C2	18	15.05	2.95	8.702	0.578
R1C3	35	11.18	23.82	567.392	50.750
R2C3	4	16.11	-12.11	146.652	9.103
Total	**100**				**$\sum^2$=73.89**

Source: Computed:

$X^2 = 73.89$

Degree of freedom = (r-1)x(c-1)

= (2-1)x(3-1)

= 1 X 2

= 2

Calculated value = 73.89

Table Value for 2 degree of freedom at 5%

Level of Significance = 5.991

The above Table reveals that the calculated value is greater than the table value 5% level of significance. Therefore, the Null Hypothesis is Rejected. So the research concluded that there is no significant difference between the gender of the respondents and their level of satisfaction with regard to the reason for Mobile Banking.

Findings of the Study

- More than 59 percent of the Male respondents are using the Mobile Banking.
- More than 29 percent of respondents are using Mobile banking in Transfer of Money.
- More than 29 percent of the respondents are facing the problem of Lack of Knowledge in Mobile banking.
- More than 39 percent of respondents are facing the Security problem in mobile banking is My mobile Getting hacked.
- More than 28 percent of the respondents are satisfied with Easy to use Mobile Banking.
- More than 27 Percent of the respondents are Highly satisfied in Mobile Banking.

Conclusion

"The Busy Beans Never Sleep". Mobile Banking is the convenient banking services to the customers In anytime, anywhere banking information can be transacted through online in Mobile phone. The all departments, customers have also utilized these mobile banking services. Mobile banking services are very useful one in the easy going technological world. This paper clearly analyzed that the consumer satisfaction towards mobile banking in Alangulam Taluk. Consumer's purpose of uses in mobile banking, problem faced by the mobile banking, security problem faced by the mobile banking, satisfaction of mobile banking and Level of Satisfaction of Mobile Banking is analyzed. Finally it concludes that the Maximum Number of Respondents highly satisfied in Mobile banking and most of the Respondents mobile banking used to the purpose fund transfer for the basis of this study in Alangulam Taluk.

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