



A STUDY ON CUSTOMER AWARENESS AND USAGE OF NET BANKING THROUGH MOBILE PHONES

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ABSTRACT

The world is changing at an increasing and technology that is considered to be the key driver for these changes around us. An analysis of technology and its use shows that it has permeated in almost every aspect of our life. Many activities are handled electronically due to the acceptance of information technology at home as well as at work place slowly by steadily. Nowadays the Indian customers are moving towards the internet banking. Internet banking system is a system that has been developed in order to help clients with their day to day transactions. The system of online transactions has become popular.

KEY WORDS: Net banking, banking transactions, online, customers

1. INTRODUCTION

E-banking or Online banking is a generic term for the delivery of banking transaction and products through the electronics channels such as the telephone, the internet etc. This paved a way for the budding concept of E-banking .

It facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking transaction considerable. Business relies on efficient and rapid access to banking information for cash flow reviews, auditing and daily financial tractions processing E-banking to eliminates immediate rushing to the bank and to make financial decision with update information.

A number of authors and experts have defined E-banking services as a contemporary facility that provides conventional bank products and services through a new medium. The most recent technological advancement is the evolution of e-banking. Various alternative modes of providing banking products are evolved and gained popularity in recent past, such as, tele-banking, Automated Teller Machines, e banking, credit & debit cards.

2. STATEMENT OF THE PROBLEM

The Technology-based self-service has greatly changed the way business firms and consumers

interact with their bankers. Moreover, modern day consumers feel it both time consume costly and unsafe when dealing with banks. So they prefer to utilise more E-banking services such as internet banking, RTCGs services, core banking, mobile banking and ATM facilities. Technology based services offered by banks highly facilitate them to solve their banking financial problems without moving from their premises either office or home. But, so far, less literature, survey and empirical research work has been conducted in the past that has analysed the banking customers' perception and utilisation pattern of e-banking services.

3. OBJECTIVES

- To Eknow the socio economic characteristics of the customer of E-banks.
- To know the awareness of E-banking transactions among the customer.
- To find out the reason for preferring E-banking transactions through mobile phone.
- To know satisfaction level experienced by the user in E-banking transactions through mobile phone.
- To find out the opinion of the respondents regarding the various problems of E-banking transactions.



- To give valuable suggestion to improve the awareness and usage of E-banking transactions.

4. NEED OF THE STUDY

Today the customers demands the services of bank 24 hours. Now in this modern age the entire banking structure has been changed due to widespread internet technology. Now all the business like commerce, trade, import, export, purchase and sales of goods is relying upon electronic banking. By using the advance electronic technology the banking services are fast and economical

5. LIMITATIONS

- With respect to actual population the sample size were too small. This might affect the final result.
- Since the responses were only from part of Coimbatore, the report cannot be generalized for other areas.
- The time taken for this study was also limited and it was the major constraint to complete the work entirely.

6. TOOLS OF THE STUDY

The tools used for analysis are

- Simple percentage Analysis
- Ranking Analysis
- Weighted average analysis

7. RESEARCH METHODOLOGY

A research design is purely and simply the framework for a study that guides the collection and analysis of data. The research design is descriptive in nature

AREA OF THE STUDY

The study is undertaken in Coimbatore city

SAMPLE SIZE

The study is restricted to 130 respondents

SAMPLING TECHNIQUES

Convenience sample technique is used for the study

PERIOD OF THE STUDY

The period of the study is 3 months i.e. January 2021-March 2021

METHODS OF DATA COLLECTION

Questionnaire method is used to collect the data from respondents

SOURCES OF DATA

The study is based on primary data and secondary data

The primary data had been collected from the respondents through respondents.

The secondary data had been collected from articles, books, magazines and newspapers

8. NET BANKING

The information technology has revolutionized various aspects of our life. The world at large is rapidly entering into the net age. Internet or simply net is an inter connection of computer communication networks covering the whole world. The growth and expansion of internet and information technology have facilitated the emergence of e-commerce. When the business and commerce tend to be electronic modern banking can never remain isolated. Hence E-banking implies performing basic banking transactions electronically. Internet banking/E-banking is a method of banking that allows a customer to perform banking transactions through a bank's website hosted in the internet. This is called virtual banking, online banking. It denotes the provision of banking and other related services through the extensive use of IT, without direct resource to the bank by customers.

9. CONCEPT OF E-BANKING

Liberalization and de-regulation process, which started in 1991-92 has made a drastic change in the Indian banking system. From a totally regulated environment, we have gradually moved into a market driven competitive system.

In today's era, one cannot think about the success of any service industry including banking industry without information technology. It has increased the contribution of banking industry in the economy. Financial transactions and payments can now be processed quickly and easily in fractions of seconds. Every second development in Information Technology (IT) and its acceptability by the commercial banks in India has enabled them to use IT extensively to offer their products and services to customers apart from just back office processes. Banks with latest information technology techniques are more successful in the cut throat competitive market in these days. Further, they can generate more and more business opportunities resulting in greater profitability. Information technology revolution in banking sector has not only provided improved service to the customers, but also reduced the operational cost (Talwar 1999).

10. FINDINGS OF THE STUDY

1. Majority (55%) of the respondents are male.
2. Most (35%) of respondents are in the age group of 20-25 years.
3. Majority (53%) of the respondents are unmarried.
4. Majority (62%) of the respondents are graduated.
5. Most (29%) of the respondents are employed.



6. Most (42%) of the respondents are belong to the group of Rs. 10000 to Rs. 30000.
7. Majority (62%) of the respondents are nuclear family.
8. Majority (58%) of the respondents have 3 to 5 members in their family.
9. Majority (98%) of the respondents are aware of the E-banking transactions.
10. Majority (68%) of the respondents stated the private sector bank is technologically advanced.
11. Majority (50%) of the respondents holding savings account.
12. Most (35%) of the respondents are come to know about E-banking transactions through friends and relatives.
13. Most (36%) of the respondents are using E-banking transactions for less than 1 year.
14. Most (42%) of the respondents are using E-banking transactions for money transfer.
15. Majority (91%) of the respondents are satisfied with electronic bank transaction.
16. Most (47%) of the respondents are using E-banking transactions due to time saving.
17. Majority (67%) of the respondents are not requested check book through online.
18. Majority (60%) of the respondents having problems while e banking transaction through mobile phones.
19. Most (26%) of respondents are using e banking transactions in network problems.
20. Majority (63%) of respondents are ready to recommend e banking transaction through mobile phones to others.
21. Majority of the respondents preferred time saving factor in rank, in which influence e banking through mobile phones.
22. Majority of the mean score level 4.23for the use of money transfer of the respondents.

11. SUGGESTIONS

The study of revealed the most of customers hesitate to use internet banking as they feel it is unreliable. Hence, banks should conduct awareness programs stressing on the safety issues and educate the customers about the steps to be taken to ensure safety while banking through the internet. Online customers are mainly concerned on safety issues, so the bank should educate their customers regarding how to use their passwords and pin numbers and customer should change the passwords and pin numbers frequently so no authorized fraudulent practices happen in e-banking.

EFT/NEFT should also be used for bill payment like mobile bills, electricity bills as millions of customers required such kin in services. Further it

also covers the LIC policies premium and payments. MIRC code with branch, bank location is familiar to millions of account holders in the country but shifting to IFSC code (internally used within the systems) from MIRC code is quite difficult for the customers to understand, so still IFSC code gin the popularity both code must co-exist.

As the use of internet is increasing day by day so the internet banking is also rapidly followed by the customers. To make E-payment services more adaptable among the customers bank should provide more services through internet banking fir query as well as for transactions purpose.

13. CONCLUSION

The result of the study shows that perceived usefulness, customer awareness ans perceived risk are the important determinants of the mobile banking adoption. Majority of the customers 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.

Consumer awareness has signified 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 the e-banking transactions anywhere and anytime. Consumer's often 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 some SMS.

E- banking has transformed not only the banking relationships but transformed the whole banking industry. The e-banking, therefore taken as a mandate by the banks rather than just an additional feature in most of developed nations, as it is the economical medium to cater the banking customers. Today banking is not restricted to the traditional physical banking system, where banking staff need to be there personally to enable banking transactions. But till there are strong requirements of customers-awareness regarding e-banking facility prevails in India and it can be served through proper scanning and analysis of the market.

Through E-banking, customers can process any banking transactions without even visiting bank branch at any time, anywhere and this is known as "anywhere banking". Providing E-banking is no more considered as an additional feature of a banking



institution, but now it has become an essential feature of a bank.

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