



A CASE STUDY ON “MOBILE BANKING IS A BOON TO BANKING CUSTOMERS DURING THE COVID-19 PANDEMIC SITUATION”-WITH SPECIAL REFERENCE TO THE SBI CUSTOMERS OF MANGALORE CITY

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-----ABSTRACT-----

COVID-19 pandemic has affected all types of business functions. Due to lock down during COVID-19 pandemic situation all bank branches were closed. People were forced to stay home and allowed to work from home. This situation lead to changes in the way of living in people's life. In banking sector Mobile Banking technology has been adopted to provide banking services, which facilitate their customers to avail banking services from anywhere at any time. However, people were not more in the usage of these services. COVID-19 situation forced customers to use Mobile Banking services in a increasing manner for various purposes specifically among existing users. Along with that, New Mobile banking registration has increased during the lockdown period. Previously, customers were using mobile banking services only for checking accounts but now they also use for making payments, fund transfer, recharge etc., This paper studies an impact of COVID-19 pandemic situation on Banking Customers in usage of Mobile Banking services among customers of Mangalore region. To study how mobile banking applications is boon to customers during COVID-19 pandemic situation.

KEY WORDS: COVID-19, Pandemic situation, Lockdown, Mobile Banking, Boon.

1. INTRODUCTION

Banking Sectors play an important role in economic development. Change in technology as influenced banks to shift from traditional banking into Digital banking. Government of India is emphasizing more on the need and importance of a cashless economy and rely on digitalization. Introducing Jan Dhan Yojana is one of the main reason is to digitalization economy. Mobile banking is one of the ways of providing services to customers, which has been used as the latest mode for delivering banking services. Mobile banking allows customers to prefer banking transactions through mobile apps without visiting banks. Customers are using mobile banking not only for checking account balance but also for making payments, fund transfers, recharge, bill payment, etc.

COVID-19 pandemic has a great impact on our economy. All types of business functioning are affected badly which in turn they are all facing a huge losses. On other side, all other business activities are highly depend on banking business. Worldwide spread of COVID-19 has hampered the bank operations too. The World Health Organization has advised people to maintain social distancing, which inspired consumers to do contactless activities but on the other side, this pandemic has increased in usage of digital banking. There was a slow migration over a time from branch banking toward digital banking. However, during this pandemic situation has made faster. Even though some consumers were in use of online banking still many of them were not in use of mobile banking. But COVID-19 situation has made customers to look into more convenient alternative than branch banking or online banking. This led them to use Mobile banking. Not only the existing user of mobile banking as increased usage but also new mobile banking registration has increased tremendously. This study is an attempt to emphasize on usage of mobile banking is a boon to banking customers during the COVID-19 pandemic situation.

Mobile Banking

Mobile banking applications is a latest technique, which is convenient of doing banking activities



anywhere and anytime using their mobile devices such as smartphones and tablets. Mobile wallet application must be downloaded. Bank account details, Debit card or credit card details must be linked to mobile app through which mobile banking services can be operated using a mobile device. This makes banking transactions easy and convenient to operate with a mobile device without carrying cash or plastic cards. Mobile-banking services include Checking Account details, Mini statements and Account History, Alerts on account activities, Monitoring term deposits, Access to loan and/or card statements, fund transfer, Fund transfers between customer-linked accounts, Fund transfers to other accounts, Bill payments, Credit card payments, mutual fund/equity statements, Investment Portfolio management, Real-time stock quotes, Personalized alerts and notifications on security prices, Cheque book and card requests, Complaint filing and tracking, ATM location finder.

Most of the banks and private companies are providing mobile banking services through mobile applications like Google pay, phone pay, pay tm, Baroda m-Connect, SBI Buddy, Mobikwik, Jio Money, Axis bank Lime etc. Mobile banking is used not only to check balance but also to transfer funds, making payments, purchases, recharge etc

2. LITERATURE REVIEW

(SKINNER, 2007) Digital banks must be compelled to advise clients concerning finance by providing sturdy customer engagement through remote channels then, instead of KYC, Digital Banks have to be compelled to specialize in apprehend Your Customer's Context (KYCC). This can be the leverage of location-based services combined with information leverage of the customer's desires, desires and challenges. The Digital Bank thus, engage their clients through the customer's most popular access.

(Jasmine, 2015) The analysis of the study has assessed customer level of angle, perception and satisfaction on the net services is influenced by the 3 factors. They are -By providing higher, heterogeneous and customized on-line services to fully fill the wants and desires of the purchasers, adopting associate degree acceptable and stable policy towards the fees} and costs, guaranteeing the effective usage of the skilled experience possessed by the banks, adopting refined user friendly technologies and making a trust within the minds of the purchasers on the net services of banking establishments.

(KanchanaNaidu, 2016) study shows that, Perception may be a result of 2 forms of inputs, they are Physical stimuli and past experiences. As per study, paper reveals that SBI Bank is one of the most important public sector banks within the country with a lot of customers and is providing innovative e-banking services wherever as HDFC bank Ltd is additionally one amongst the favoured non-public sector banks within the country enjoying widespread technology, primarily based network and complete image. SBI and HDFC bank Ltd each bank is adopting excellent e-banking services or the purchasers.

(Gokila, 2017) Study found that majority male customers and comparatively younger respondents are a lot of usage of e-banking services. The average perception and satisfaction level toward the technology based banking services is a smaller amount than the purchasers of Coimbatore town expected.

(Aradhana Gandhi, 2017) study found that high perceived Risk involved in Mobile Banking usage acts as a main reason for less adoption of Mobile Banking among customers. Examined within the study that client rate Perceived the quality and the perceived relative advantage over all alternative factors once it involves victimization Mobile Banking.

3. OBJECTIVES OF THE STUDY

1. To study the demographic profile of respondents.
2. To determine the impact of COVID-19 situation on Mobile Banking usage.
3. To analyze the mode of banking activities conducted by respondents during COVID-19 and before COVID-19.
4. To know the various purposes for which Mobile banking are in usage.

4. RESEARCH METHODOLOGY

In this study, both primary data and secondary data have been used. Primary data are collected from respondents using the questionnaire and personal interview method. Secondary data have been collected through various websites, Newspapers, Books and E-Journals.

5. SAMPLE DESIGN

Primary data have been collected from 120 respondents who use mobile banking services and they are selected by adopting convenient sampling method. Respondents are customers of State Bank of India (SBI) of Mangalore city only.



6. STATISTICAL DESIGN

The Data collected from respondents are coded, tabulated and analysed into logical statements using percentage analysis. Descriptive statistical tool –Percentage method is used to know findings of the study.

7. GEOGRAPHICAL AREA

Respondents for the study has been selected from State Bank India customers of Mangalore city.

8. RESULTS

- Table 1 shows that majority of respondents are more female than male. Majority respondents are between the age group of 26–35 & 36–45. The Majority of respondents are post graduated. 39% of respondents are government employees, 29% are in private, 20% are doing business and 12% are homemakers. 42% respondents are above Rs.100000 income group, 33% of respondents 50001–100000 income group and 25% are in 25000–50000 income group. There is no significant relationship between demographic profile with Mobile banking usage.
- Table 2 shows 38% of respondents using Mobile Banking from less than 1 year, 30% of respondents using for more than 3 years, 20% of them using 2–3 years and 13% are using approximately 1–2 years.
- Table 3 shows 90 respondents are using Mobile Banking mainly due to COVID-19 pandemic situation, 85 respondents feel easy to operate, 70 of them says 24/7 banking and 70 respondents are mainly using as it saves time and cost.
- Table 4 shows that 37% of respondents never used mobile banking before COVID-19 situation, 15% of respondents rarely used mobile banking and 20% of them used mobile banking very often.
- Table 5 shows the majority of 40% of respondents using mobile banking very often during COVID-19 situation, whereas 28% of them using sometimes, 19% of them using mobile banking always and 15% respondents are using rarely.
- Table 6 shows that the majority 95% of respondents use Mobile Banking for making bill payment, 80% of respondents used to recharge mobile, 55% of respondents use for shopping, 35% of them to check account balance, 28% of respondents to transfer fund and 16% of them to make deposits.
- Table 7 shows that 48% of Majority respondents feel simple in using Mobile Banking and 0% of them feels extreme difficult.

9. SUGGESTION

1. Banks should provide regular feedback to those customers who are already using Mobile Banking to win their confidence.
2. Banks should provide sufficient information to customers for mobile banking usage.
3. Operating Mobile banking must be made easy with few steps so customers are highly influenced toward digitalize.
4. Banks should assure and take necessary steps to protect customers data and privacy.
5. Waive the transaction and processing fees to encourage customers to increase in the usage of Mobile banking services

10. CONCLUSION

COVID-19 crisis has increased Mobile Banking usage. Due to this pandemic situation, more customers are transforming toward mobile banking. Therefore, banks should improve the digital engagement levels and make it simpler to operate mobile banking. This step taken by banks will increase the Mobile banking usage among the different groups of customers. Banks should encourage and guide customers to operate mobile banking for all types of banking activities. The transformation is possible only when everything moves toward digital. The government has started many programs toward digital that support banks to go for digitalization. Therefore, banks along with government support must transform into digitalization.



11. TABLES

TABLE-1: Demographic Profile of sample with frequency distribution

Variable	Frequency	Percentage	Variable	Frequency	Percentage
Gender			Occupation		
Male	50	42%	Government	46	39%
Female	70	58%	Private	35	29%
Total	120	100%	Business	24	20%
Age			Homemaker	15	12%
18-25	21	17%	Total	120	100
26-35	30	25%	Income		
36-45	30	25%	25000-50000	30	25%
46-60	29	24%	50001-100000	40	33%
above 60	10	9%	Above 100000	50	42%
Total	120	100	Total	120	100

Table 2: Usage of Mobile Banking

Variables	Frequency	Percentage
Less than 1 year	45	38%
1-2 years	16	13%
2-3 years	24	19%
More than 3 years	35	30%
Total	120	100

Table 3: Reasons for using Mobile Banking

Variables	Frequency
COVID-19 situation	90
Easy to operate	85
Save time & cost	70
24/7 banking	70

Table 4: Mobile Banking Usage before COVID-19

Variables	Frequency	Percentage
Always	15	13%
Very often	20	17%
Sometimes	22	18%
Rarely	18	15%
Never	45	37%

Table 5: Mobile Banking Usage during COVID-19

Variables	Frequency	Percentage
Always	23	19%
Very often	48	40%
Sometimes	34	28%
Rarely	15	13%
Never	0	0%



Table 6: Purpose for which Mobile Banking services is used

Variables	Frequency
Check account balance	35
Fund transfer	28
Bill payment	95
Deposits	16
Shopping	55
Mobile recharge	80

Table 7: Difficulty faced in using Mobile Banking

Variables	Frequency	Percentage
Very simple	14	12%
Simple	58	48%
Moderate	30	25%
Difficult	18	15%
Extreme difficult	0	0%

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