



**MOBILE BANKING SERVICES AND ITS EFFECTIVENESS AMONG CUSTOMERS OF STATE BANK
SPECIAL REFERENCE TO POOKKOTTUR PANCHAYATH IN MALAPPURAM DISTRICT OF KERALA
STATE**

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Abstract

The banking system in India played a critical role in the growth and development of economy. During the past three decades Indian banking system has several outstanding achievements to its credit. The most important one is its extensive reach. The present day customers demand instant, anytime and anywhere banking facilities. Even though a variety of multiple E-banking delivery channels are operate in the state, the scope of the study is confined for popular e-banking channel ie /mobile banking-providing bank services via mobile phone. Many banks provide various Mobile banking services to customer via mobile phone include bank account, credit card, demand loan and other services like details of transactions, apply for bank products, cheque requests, provisional income tax certificates, status of service requests, loan agreement copy, balance details holding, final income tax certificates, fund transfer etc. This paper tries to analyze awareness of mobile banking services, factors which influence customer for mobile banking.It also tries to find out the difficulties faced by them while using mobile banking services

Keywords :- Mobile Banking, WAP, SMS.

Introduction

Many banks have launched mobile services in India to convenient their customers. Customers can do their banking operations sitting anywhere, any time.It is discreet personalized and on phone. The mobile banking services are available over four modes. Viz

1. Application based
2. WAP based
3. SMS based.

1. Application based mobile banking services. The service is available on Java enabled mobile phone over SMS/GPRS. Where the user is required to download application software on mobile handset.
2. WAP (wireless application protocol) based mobile banking services. The service is available on Java /non Java enabled mobile phone with GPRS connection. No need to download or install the application software
3. SMS based mobile banking services -Fund transfer enquiry services cheque book request, provisional income tax certificates are facilities provided by banks.

Definition

Mobile banking refers to the use of smart phone or other cellular device to perform online banking task while away from home computers such as Monitoring account balances, transferring funds between accounts, bill payment and locating ATM.

Statement of the Problem

Mobile banking is a trend of era in the banking industry. So many banking services have been provided by both private and public sector bank. But these services are not being fully utilized by the customers. So there are many reasons why it happens. So there is need to identify the reasons for adoption, non adoption and rejection of their services

Aims and Objectives

- 1.To identify the effectiveness of mobile banking services
- 2.To identify factors affecting willingness of mobile banking services
- 3.To assess the problem faced by the user

Methodology

For the study both primary and secondary data were used to data collection.

Primary data - Primary data collected by conducting interview with respondents.

Secondary data -where collected from Magazine Brochure news paper, bank website

Sample Size: Sample size for the study is 60

Analysis and Interpretations

For the purpose of analysis and interview of conducted among 60 respondents they are from customers of different bank. Under this study for measuring effectiveness various dimensions of customers of banking were checked they are awareness, frequency of using mobile banking, mobile banking services, factors affecting willingness of mobile banking services, the dimension are given in the table.

Table. 1awareness

Gender awareness	Male	Female
Aware	40	20
Not aware	10	10
Total	50	30

Interpretation

From the above table we can conclude that male customers are aware of mobile banking services than female customers

Table.2Frequency of Using Mobile Banking

Frequency	No. Of persons
Always	20
Weekly	10
Monthly	15
Rarely	15
Total	60

Interpretation

From the above table we can conclude that 33 percentage of respondent always using mobile banking services

Table.3 Mobile Banking Services Used

Mobile banking services used	No.of persons
Balance enquiry	25
Fund transfer	18
Details about previous transaction	12
Apply for bank service	4
Locate ATM	1
Total	60

Interpretation

From the above table we can conclude that customer use mobile banking services for balance enquiry and fund transfer.

Table.4 Factors considered for mobile banking for customer.

Under this study various factors analyze for measuring willingness of mobile banking such as security, good performance, lower service charge, convenience quick service.

No	Factors	Most important	Important	Neutral	Less important	Leased important
1	Security	20	15	12	8	5
2	Good performance	18	20	14	5	3
3	Lower service charge	28	15	10	4	3
4	Quick service	30	20	8	2	0
5	Convenience	33	20	9	0	0

Interpretations

Analysis shows that customer gives high preference to convenience ,quick service and security so on.

Table 5 Problems In Mobile Banking

Problem	Often	Rarely	Never
Bad network coverage	45	10	5
Security	20	30	10
Faulty transaction	5	10	45

Interpretations

Above table depicts that mobile banking customers faces the problem of network coverage frequently.

Table6 Reason For Not Using Mobile Banking Services

Reasons	No. Of persons
Not available through by bank	1
Too new concept	8
Concerned about security	5
Never heard of mobile banking	4
Others	2

Table7 Satisfaction Level of Customers

Satisfaction level	No. Of person.
Highly satisfaction	25
Satisfied	16
Average	15
Dissatisfied	4



Interpretation

From the above table about 68 percentages of mobile banking customers are satisfied only 5 percentages dissatisfied with mobibanking.

Findings

1. Most customers are aware and interested in mobile banking services.
2. Main problem faced by the customers are bad network coverage and security
3. Mobile banking services improve the efficiency of service in banking sector.
4. Some customers have no idea about mobile banking.

Suggestions

1. Ensure safety security privacy
2. These services should be made compulsory. It should not optional. So that such services should be accessible by all customers.
3. There should be some special facilities to handle customer graveness.

Conclusion

This study is conducted to examine the efficiency of mobile banking services. It has been conducted among 60 customers of different banks. From the study we got information about the problem faced while using, reason for not using and satisfaction level of customers.

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