



## A STUDY ON CONSUMER AWARENESS & PERCEPTION TOWARDS THE USAGE OF MOBILE BANKING IN ANAND DISTRICT

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### Abstract

Technology plays significant role in the banking industry. Today banking is one of the big financial institution continuously explores the immense opportunities of technology enabled services to give ease and better customer experience. India is still in the beginning stage of mobile banking growth and development. Rivalry and changes in technology and customer life style in the last 15 years have changed the banking industry. The changes that have taken place impose tough standards of competition and compliance.

India is the second largest telecom market in the world having 481 million internet users and because of that banking sector have huge opportunities to turn this customer in to internet banking. However, mobile banking has not become the choice of millions of people but still there is hope for that and that's why the purpose of this research is to explore the mindset of customer towards Mobile banking and to evaluate the selected issues in mobile banking form urban consumer's perspective and perceived utility of mobile banking in comparison to retail banking and online banking among the mobile banking users and non-users.

**Key Words:** *M-Banking, Awareness, Perception.*

### Introduction:

Mobile banking is also known as M-Banking, is the process of conducting Banking Services transaction using mobile device connected through wireless networks. The Mobile Devices includes Cellular (Mobile) Phones, handheld Computers such as Palmtops, Pagers, Smart Phones, Personal Digital Assistant (PDA) & Laptop Computers. M-Banking sometimes referred to a next generation M-Banking which allows users to access internet without any wired connections or computer.

The main Significance of Mobile Banking is that the people of remote area can also access the banking services at ease. This has become possible with the reach of mobile devices in the rural areas where the device can be purchased starting from few hundreds. The penetration of mobile in India has made rapid change in communication system. Apart from the reach of communication device; revolution in mobile technology like 2G, 3G, 4G are created more market where the potential

people are adopting the latest technologies.

### **Review of Literature**

**Miss. R. Elavarasi and Dr.S.T.Surulivel (2014)** indicated about the various e-banking services provided to customers and had also identified satisfaction level among customers about internet banking. The data analysis shows that age, educational qualification, occupation, income level of customer are significant factor that decide usage of e-banking services of various banks in the study area.

**Sandhya Ragaur (2014)** said that in today's scenario people are using and doing mobile transaction at a large scale. Mobile banking is a subset of electronic banking. It is the latest and most innovative services offered by the banks through electronic channels such as ATM, Internet banking, tele-banking and mobile banking. The research is an attempt to study the consumer awareness on mobile banking.

**Ubadineke, Francis.N (2009)** indicated that advances in information technology and telecommunications are resulting in new delivery channels for bank products and services in the developing countries.

### **Scope of the Study**

The scope of this study is wider .here this study is limited to Anand district only so it is also can be done in other parts of the state and Country. Through this a much insights about the perception of Indian consumer we can study.

## **RESEARCH METHODOLOGY**

The study is aimed to evaluate perceptions and opinions of urban mobile banking users. For this a cross sectional descriptive design was adopted with ad-hoc quota sampling. Sample was comprised of 100 mobile banking users (Male 35% and Female 65%) of Anand District, Gujarat, India. Here in this research descriptive research design have been used for the completion of study.

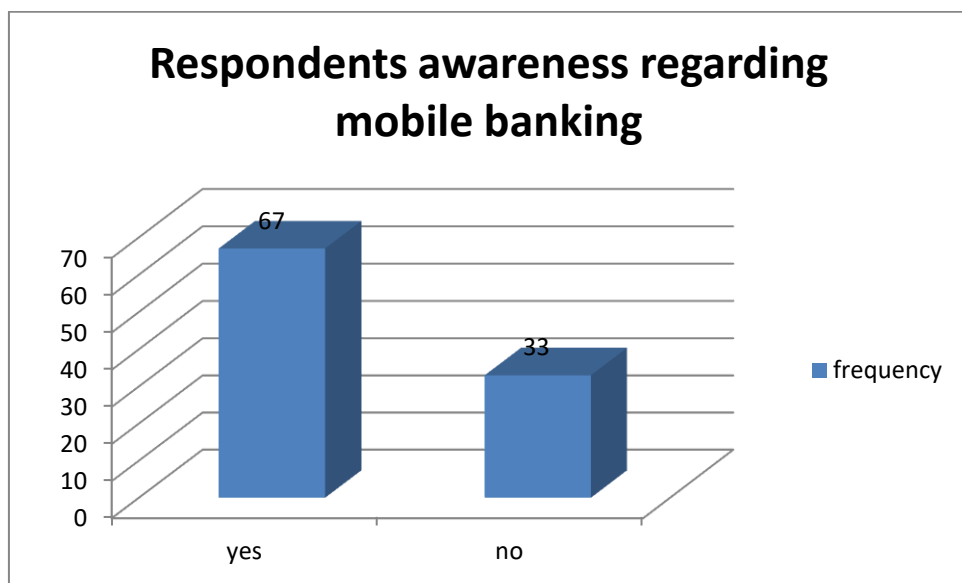
## **OBJECTIVES OF THE STUDY**

To evaluate the selected issues in mobile banking form urban consumer's perspective.  
To Analyze the perceived utility of mobile banking in comparison to retail banking and online banking among the mobile banking users and non-users.

## DATA ANALAYSIS AND INTERPRETATION

### Awareness of mobile banking

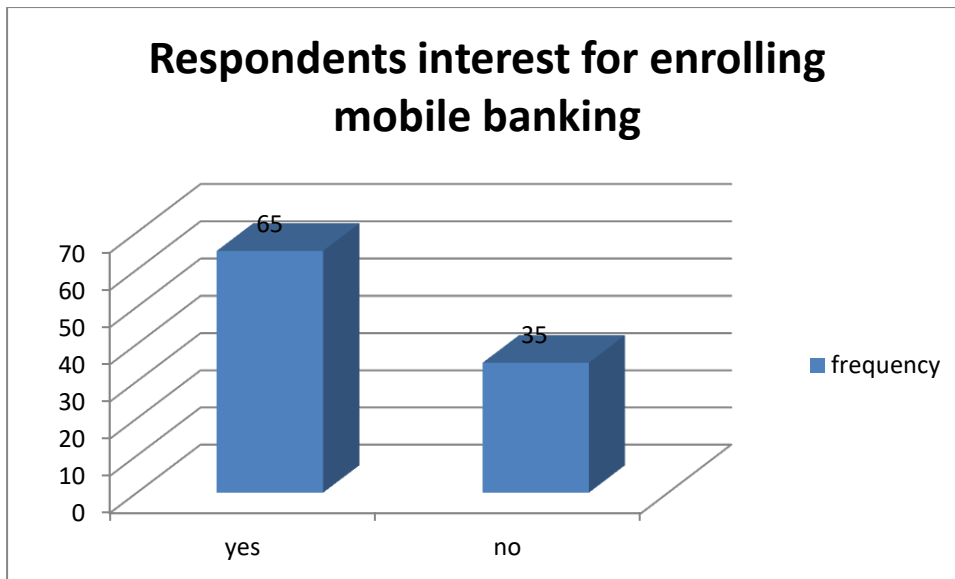
Sr.no	Particulars	frequency	Percentage
1	yes	67	67%
2	no	33	37%
	Total	100	100%



The above graph clearly shows that 67% of respondents are aware of mobile banking and 33% of respondents are not aware of mobile banking.

### Customers interest of enrollment for mobile banking

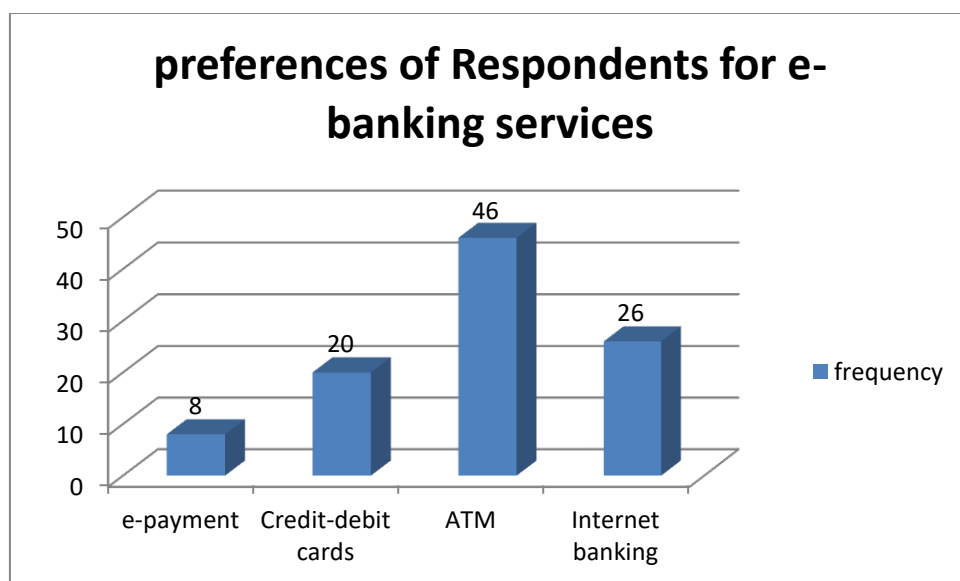
Sr.no	Particulars	frequency	Percentage
1	yes	65	65%
2	no	35	35%
	total	100	100%



The above chart clearly shows that majority 65 respondents is ready to enroll the mobile banking services but rest 35 respondents were not ready to avail the services.

#### Customers preference regarding e-banking services

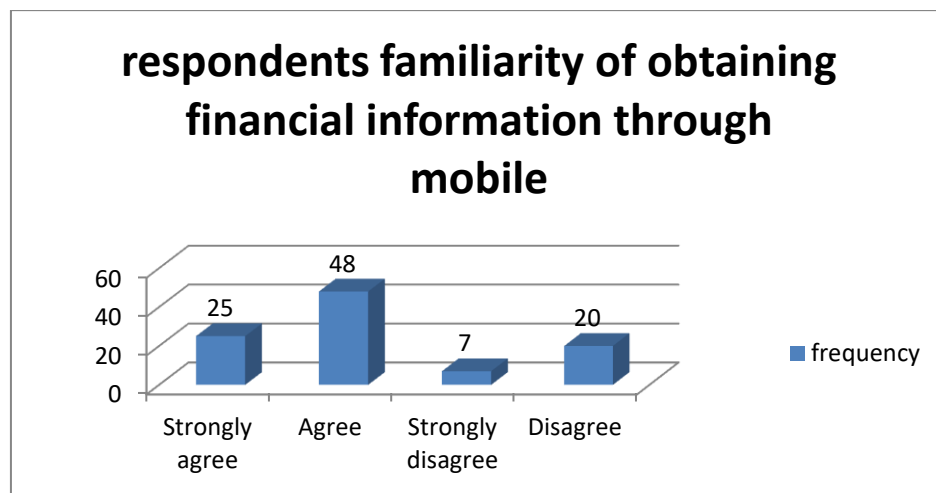
Sr.no	Particulars	frequency	Percentage
1	e-payment	8	8%
2	Credit-debit cards	20	20%
3	ATM	46	46%
4	Internet banking	26	26%
	total	100	100%



The graph shows that the respondents response regarding e banking services. In which 46% of respondents prefer ATM facility while 26 % were prefer Internet banking. Very less respondents prefer 8% interested in E payment.

**Familiarity with obtaining financial information through my mobile device.**

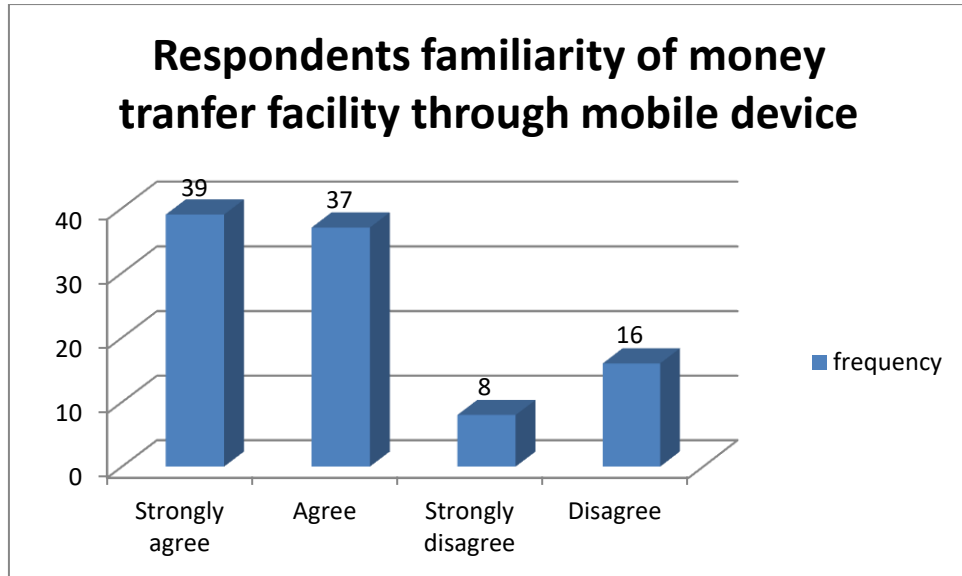
Sr.no	Particulars	frequency	Percentage
1	Strongly agree	25	25%
2	Agree	48	48%
3	Strongly disagree	07	07%
4	Disagree	20	20%
	Total	100	100%



The above graph shows that 48% of respondents agree that they are familiar in obtaining financial information through their mobile device while 25% strongly agree that they were familiar in obtaining financial information through their mobile device and 20% of respondents are not familiar in obtaining financial information through their mobile device.

**8) I am familiar with Money transfer facility through mobile device.**

Sr.no	Particulars	frequency	Percentage
1	Strongly agree	39	39%
2	Agree	37	37%
3	Strongly disagree	08	08%
4	Disagree	16	16%
	Total	100	100%



The above chart shows that 39% of respondents agree that they are familiar with money transfer facility through their mobile device, while 37% of respondents strongly agree with the same but 16% of respondents disagree that they were familiar with money transfer facility through their mobile device

## FINDINGS

- From this study it is observed that majority of respondents i.e 67% are aware of mobile banking.
- Majority of the respondent's i.e 65% had shown their interest to enroll for mobile banking.
- E-banking provide various services out of which majority of respondents i.e 46% prefer ATM services.
- It is observed that majority of respondents are familiar to obtain financial information and also money transfer facility through their mobile devices.

## SUGGESTIONS

- Customers should be motivated to use more or other e-banking services.
- Proper training should be given to customers for using e-banking services.
- They should be explain regarding the benefits of using various e-banking services.
- Majority of the bank customers using ATM services for their consumption so here it is an opportunity for the banker to do marketing of various banking services through ATMs .
- Mobile is good option for creating awareness regarding the various services rendered by the banks to their customer.

## CONCLUSION:

As Far As Banking is Concern Customer is a key for success in the business world. For the satisfaction it is prime responsibility of the banks to inform customers about various schemes and services rendering to them, so today mobile is a tool through which they can spread awareness and ATMs is also best medium of information sharing to all the end user.

So here it is conclude that technology is that best medium to attract and retain the customer which gives plenty of advantage to banking industry.

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