



A STUDY ON MOBILE BANKING AWARENESS OF CUSTOMERS PERSPECTIVE WITH REFERENCE TO KOTHRUD, PUNE AREA

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ABSTRACT:

In today's business technology, banking is the backbone of each and every business and technology plays an important role. The role of technology is changing rapidly day to day, which is also promote the bank and financial institutions. Bank is one of the highest financial institutions which regularly explore use and benefits of technology provided to customers through number of services. Mobile banking is a service that helps the customer to handle financials transaction or operations with the help of mobile device. Mobile devices includes smartphone, tablets, etc. Mobile banking introduce the use smartphone or other devices to operate online banking transactions while far away from your computer, laptop or any other device, such as transfer money from one account to another account, electricity bill payments, gas bill payments, recharge mobile, online shopping, etc. Mobile banking is service which is added by bank or financial institutions that allow to its customers to operate financial or banking transactions by using smartphone or tablets. Mobile banking is available 24*7 for customers for financials transactions.

The bank offered mobile banking services to their customers to increase more customers and take benefits this services. Mobile banking is the one of the world's growing and fastest mobile technology. In this paper analyzes the study of mobile banking awareness of customer's perspective with reference to Kothrud, Pune area.

Keywords: Mobile banking, Bank, Technology, Financial institute, Services.

INTRODUCTION:

Cashless banking is the in one which all transactions are done using debit cards or credit cards, or electronic payments methods rather than the use of cash. There are number of benefits of cashless banking like

1. Quick and satisfaction of operations for customers, no time waste, no queue, no interaction with bank staff required for transaction
2. There will be efficiency increases as transactions cost beyond the economy should also fall down
3. Reducing operations of ATM machine through customer
4. It will reduce real estate prices because of control black money as lots of black money is devoted in real estate prices which raise the prices of real estate markets.
5. Cashless banking will control formation of black money
6. There will be higher efficiency in welfares programmes as money wired directly into the account holders. Thus money is transferred from beneficiary's bank account, the whole process becomes transparent. Transaction can be easily trace out and corruption

BENEFITS OF MOBILE BANKING

Mobile banking introduce the use smartphone or other devices to operate online banking transactions while far away from your computer, laptop or any other device, such as transferring money from one account to another account, electricity bill payments, gas bill payments, recharge mobile, online shopping, etc. Mobile banking is service which is added by bank or financial institutions that allow to its customers to operate financial or banking transactions by using smartphone or tablets. Mobile banking is

available 24*7 for customers for financials transactions. Financials transactions through mobile banking may allow for obtaining bank balance, list of latest transactions, money transfer from customers one account to another account, etc.

IMPORTANCE OF MOBILE BANKING

1. Security: mobile banking is very secure, risk free and safe with reference to mobile pin (m-pin). Mobile banking security helps you monitor your own bank account balance, transaction history effectively. In this mobile banking does not provide access to unauthorized users.
2. Speed: with the help of 4G technology, the customers make their banking transaction through mobile in the fraction of second.
3. Less expensive: mobile banking is very less expensive or cost effective and banks provides this services in low cost or free of cost to customers.
4. Convenient: Mobile banking provides the customers to anywhere, anyplace and anytime banking transaction with the help of services. This service is very fast, easy and convenient by each mobile or smartphone users.
5. Save time: mobile banking save a lots of time.
6. Economic development: More population In India, which has no bank account but with the help or reference of mobile banking awareness especially youth generation will open the bank account in any bank and helps in economic development.

SCOPE OF MOBILE BANKING AND NECESSITY OF RESEARCH

Based on survey, the following mobile banking scope were identified which would impact of mobile banking services or payments for small grocery shop with reference to Kothrud, Pune area in Maharashtra

1. Smartphone or Mobile compatibility
2. Acceptance of mobile banking payments
3. Availability of banking services
4. Security issues
5. Quality of banking services
6. Customization of banking services

Since Pune is PAN India (metro city) the need was felt to understand the changes that are taking place for retail shopkeepers to change according to the scenario. Drastic changes are we taken place in payments of goods like online, debit/credit cards, wallet, etc. but the researcher

would like study the problem faced by shopkeepers by while changing the needs of the hour.

OBJECTIVES

This study plans to study the awareness of mobile banking services to the customer's perspective. The primary objective of this study is

1. To study the mobile banking service awareness to customers perspective with reference to Kothrud, Pune area.
2. To identify factors influencing the awareness and usage of mobile banking services in Kothrud, Pune area.

LIMITATIONS

1. The study is restricted to Pune area only. The research is conducted in Kothrud area only.
2. The study raw be further extended to other parts of Pune city. There is a further scope to expect the research as mobile banking is playing major role for cashless banking. But the question is how far society has accepted the changes. A change for settlement, safety, easy and quick transactions.

RESEARCH METHODOLOGY:

The research paper is based on both primary and secondary data. In this research paper the Primary data was collected through face to face interaction of the mobile banking customers and non- customers. In this research paper, recommendations and conclusions based on primary data. The paper is based on exploratory research for the present research. The main role of exploratory research is based on the new creative ideas. Through exploration research, the researcher develops ideas effective and more clearly, implement operational definitions, establish priorities and improve the design of research.

Research design: the data have been divided into two main categories- primary data and secondary data. The primary data have been collected through exploratory research like questionnaire with customer and non-customer of mobile banking. The secondary data collected form web sites, newspapers, journals and magazines and also research papers.

Primary data: the primary data for the research is collected from a survey in Kothrud in Pune, India. There is sample size is 100 respondents for research. The parameters for customer perspective in each research is shown in table

1. Operating of mobile banking

Respondents	Yes	No
100	61	39

Table 1: Have you think about mobile banking is easy to operate with mobile?

2. Awareness of mobile banking

Respondents	Yes	No
100	67	33

Table 2: Have you heard about mobile banking is available in India?

3. Interested in mobile banking service

Respondents	Yes	No
100	59	41

Table 3: Have you interested to enroll mobile banking service?

4. Usage of mobile banking service

Respondents	Yes	No
100	69	31

Table 4: Have you think about usage of mobile banking is more in daily life?

5. Experience of mobile banking

Respondents	High	Low
100	49	51

Table 5: How was your experience in operating mobile banking before?

6. Frequency of using mobile banking

Respondents	High	Low
100	70	30

Table 6: What is your frequency of using mobile banking services?

7. Performance of mobile banking

Respondents	Yes	No
100	61	39

Table 7: Has a good performance of mobile banking?

8. Security of mobile banking

Respondents	Yes	No
100	70	30

Table 8: Do you think that mobile banking is secure for operating?

9. Convenience of mobile banking

Respondents	Yes	No
100	61	39

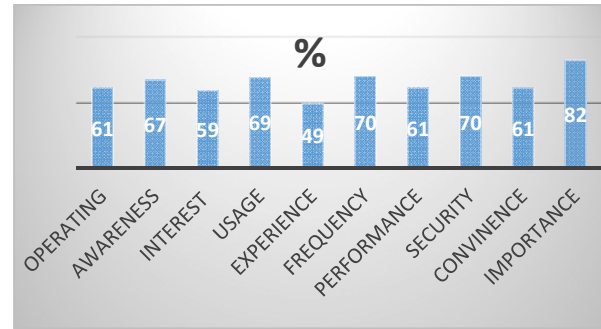
Table 9: Do you think that mobile banking service is a convenience?

10. Important to customer mobile banking

Respondents	Yes	No
100	82	18

Table 10: Do you think that mobile banking service is important to customer?

Following table and graph shows that awareness and usage factor of mobile banking with the percentage score of the respondents



Customer awareness and usage factor of mobile banking

Secondary Data: this research paper has been sourced from magazines and journals dealing with current issues in mobile banking awareness. Text books, reference books and Internet related to mobile banking and research methodology have been a major secondary source for the extraction of the expert's opinion.

RECOMMENDATIONS:

Based on the survey, it is found that most of the respondents are using mobile banking services through smartphone. However around 65 % of customers are using mobile banking and remaining 35% are not. The majority of the mobile banking service is comfortable without using online banking service and they are also interested to test the facility.

1. Mobile banking use is secure, very easy and convenient to handle the services to customers.
2. Customer should check transaction history details and statements anytime and anywhere and also make sure that there is no unauthorized transaction or access.

CONCLUSIONS:

Mobile banking is big platform of new technology which promotes banking functions in India through mobile technology and also helps increasing their customers. Now a days, everyone has smartphone or tablet but there is also need to create awareness about the mobile banking services which is very secure and safe without any efforts. This paper explores the awareness of mobile banking is the new era of technology which helps the banking industry grow at higher speed and also most important use is development of economic in India.

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