

## **A study on consumers' awareness and satisfaction level on Mobile Banking Services in Ahmedabad City**

Mr. Ruhshad Anklesaria Student, IMBA Faculty of Management GLS University, Law Garden, Ahmedabad	Mr. Shalin Thakkar Student, IMBA Faculty of Management GLS University, Law Garden, Ahmedabad	Mr. Krushn Modi Student, IMBA Faculty of Management GLS University, Law Garden, Ahmedabad	Mr. Shwetik Mehta Student, IMBA Faculty of Management GLS University, Law Garden, Ahmedabad
--	--	--	--

### **Abstract**

Banking is the backbone of every Industry. India's banking sector is on a high-growth trajectory with around 3.5 ATMs and less than seven bank branches per 100,000 people, according to a World Bank report. The statistics are going to improve in near future as the Government aims to have maximum financial inclusion in the country. Policymakers are making all the efforts to provide a facilitating policy framework and infrastructure support to ensure meaningful financial inclusion. Apart from that, financial institutions are collaborating with other service providers (in the fields of telecom, technology and consumer product providers) to create an enabling environment.

The research focuses over the study of perception of people using mobile banking services in the Ahmedabad city. The research follows descriptive and causal sample design and includes analysis and Interpretation of the level of awareness and consumers' satisfaction level towards M-Banking Services. The data was collected from 103 people as a sample and their analysis was conducted using uni-variate analysis and chi-square analysis.

According to the research 96.6% of the respondents find mobile banking services user friendly, whereas 3.4% respondent do not find services user friendly. More than 80% of people are satisfied with the Mobile Banking services which are provided to them. Mobile banking is a growing industry and growing more and more with the advent of technology it can be expected that the mobile banking services and processes will only increase in future.

The research contributes to various sectors of the society and will be helpful to banks to analyse and develop the m banking services for Indian users.

During last few years, Mobile Banking Services are getting in trend as people are now accepting it with the passage of time. Still there is a need of making people aware of it and to take corrective actions regarding the problems faced in the Mobile Banking services.

**Keywords:** Mobile Banking Services, M-Banking Services

---

## Introduction:

The internet has changed the operations of many businesses, and has been becoming a powerful channel for business marketing and communication. The banking industry has followed this trend in recent years, and sometimes called “Mobile Banking” referring to all banking transactions now completing through internet applications. The advance of communication and computer technology and the availability of the internet have made it possible that one can do most banking transactions from a remote location even without stepping into a physical financial structure. Today, less than 30% of the same consumer financial transactions run through a branch office or the lobby of the main bank office.

Extant research has focused on monitoring the behaviour of people who use mobile banking but it has paid a little attention to understanding the impact of information technology usage behaviour due to cultural differences. People are the weak in today’s scenario also to link in with information technology, past research has shown that not all the users are predisposed to change their behaviour radically and adopt new channels of banking.



## Literature Review:

1. (Raj, 2018) In the research the researcher says that mobile banking plays major roles in the economy, based on the up gradation of the technology customer of the banks. Consumers' attitude towards mobile banking service is based on the expectation of the consumers like proper communication, limited duration the transaction process, interaction, user friendly, etc. Banking service of consumers is being effective with the help of mobile phones. Mobile Banking is use to save time, money and effort.

**Reference:** <https://www.researchgate.net/publication/326461246>

Website: Research Gate

Month: July

Year: 2018

2. (Lee, 2009) In this research, Mobile phones have grown to an extraordinary rate throughout the developing world in these years. They are now an essential element of Indian financial system. They help to overcome physical boundaries. And now they are also useful for financial works. Like bank transactions, money transfer, debit, credit and etc. The findings of the research are that today's people are giving preferences to mobile banking than physical bank system. They feel like mobile banking is more efficient, fast, safe and time saving instrument. They believe that it's good to do mobile banking services than to stand in big lines of the physical banks.

**Reference:** <https://www.researchgate.net/publication/326461246>

Website: Research Gate

Month: May

Year: 2009

3. (Vinayagamoorthy, 2012) The authors have discussed about the mobile banking and according to them it is a term that is used for performing various banking transactions like fund transfer, balance check, payments etc. via mobile phones.

**Reference:** <https://www.researchgate.net/publication/326461246>

Website: Research Gate

Month: August

Year: 2012

4. (Sohail, 2013) The research paper indicates that in today's world people are the important part of financial system. The usage of mobile banking is increasing day by day especially by the women users. They prefer mobile banking than traditional banks. They prefer the instrument on the basis of safety, easiness and privacy. The results of the study are, also non-users of this system but most of the women now prefer and also aware about mobile banking. There is a huge impact of society, culture and traditional thoughts on mobile banking. Some non-users may also believe that traditional banks are the best to work with but now a day's people have changed their mind set towards mobile banking.

**Reference:** <https://www.tandfonline.com>

Website: Taylor and Francis Online

Month: February

Year: 2013



5. (D., 2018) As per the research mobile banking is the third era innovation of banking financial services. The growth of mobile banking services is such a phenomenal. This replicates the awareness and preferences towards technology of the Indian people. The finding of the research paper is, especially in women's side, they mostly prefer mobile banking or online banking services rather than to do a task in traditional way. Mobile banking services are 24\*7 hours service that is the main benefit of the industry. This benefit attracts more and more customers who believes in traditional banking systems.

**Reference:** IOSR Journal of Business and Management

Year: 2018

6. (Ragaur, 2014) The researcher told about current scenario where transactions are mostly done through mobile phones at very large scale. Mobile banking is a part of Electronic banking. It is one of the best and very new in approach type service provided by bank till today via electronic means like Internet banking, Mobile banking, ATM, Tele banking. The study done by researcher was a try to know more about consumer awareness towards mobile banking.

**Reference:** International Research Journal of Commerce Arts and Science

Year: 2014

7. (Clark, 2008) The author says that mobile as medium gives convenient, quick and opinion-based services to the customer. Over this there is a large list of other mobile device which are facing big challenges to offer solution to mobile banking.

**Reference:** International Journal of Research and Management

Year: 2008

8. (Sharma, 2009) The researchers in their study have observed that Indian users using mobile banking are more consented for topics like security of financial funds, account misuse, financial frauds, application software installation due to lack of standardization.

**Reference:** Review of Business & Technology Research

Year: 2008

9. (Ravindran, 2012) The researchers in this journal of internet banking and commerce have done research of the reasons which have direct impact on decisions of the previous adopter of mobile banking services. The research has also shown that after selection of new technology, the users have gained trust in quality frame work of the services provided.

**Reference:** Journal of Internet Banking and Commerce

Year: 2008

10. (Hsiu-Fen-Lin, 2011) In this journal the authors have proved that the new technological advancements in banking sector services like mobile banking. The authors have also observed that there are some benefits of mobile banking which has helped the consumers to accept the m-banking service provided by banks.

**Reference:** International Journal of Information Management

Year: 2008

11. (Hundal.B.S, 2005) The study made an attempt to identify various stimulators, viz exhilarator, ease and inquisitiveness, development pace, compatibility and perceived risk regarding the adoption of mobile banking services. The study found that the customers feel more comfortable with mobile banking and are likely to adopt it because mobile banking service facilitate customers to access their bank accounts from any location, at any time of the day and it provide tremendous advantage, comfort and convenience to users. The author concluded that despite all the possibilities offered by the new electronic channels for banking services, there are various psychological and behavioural issues which appear to influence the acceptance of mobile banking and these need to be understood.

**Reference:** International Journal of Information Management

Year: 2005

12. (Zhong Wan, 2009) The authors say that the most competitive challenge is how to provide the banking services to the customer which is more convenient to them, awareness among people would be a catalyst but also upgrade the business innovation and based on these services the mobile banking is the future.

**Reference:** <https://www.ukessays.com>

Website: UK Essays

Month: March

Year: 2009

13. (Boyd, 2007) In order to provide mobile banking services the service provider has faced a challenge of security and privacy of customer, service provider has to promise users a level of security, a solution for this challenge has been made by mobile service provider is PIN and pass code to authorize valid customers and encrypted data for transfer along with the threat of password or PIN stolen if a mobile phone or wireless device is lost.

**Reference:** <https://www.ukessays.com>

Website: UK Essays

Month: March

Year: 2007

14. (Mahesh .K. Harma, 2009) The bigger barriers in way of mobile banking is interoperability, fraud and security, lack of awareness and understanding of benefits can achieve from mobile banking.

**Reference:** <https://www.ukessays.com>

Website: UK Essays

Month: March

Year: 2007

15. (Ahmed S. M, 2011) This study revealed that 61 % respondents think it saves time than traditional banking, the highest number of respondents use mobile banking for service, that is 21%, out of 120 respondents 56% replied it is less costlier than traditional banking, 100% respondents did agree that it is speedy, and 38% respondents are upper class.

**Reference:** <http://shodh.inflibnet.ac.in>

Website: Shodhganga

Month: September

Year: 2011

16. (Sudhakar A. M., 2011) With Mobile Banking – a revolutionary approach to banking transactions has created a strong connectivity between customers and the banks as both will transact with minimum cost and in minimum time. It is a timely and its cost effective services can deliver mobile money to non-banked poor people and will induce economic growth of the country.

**Reference:** <http://shodh.inflibnet.ac.in>

Website: Shodhganga

Month: October

Year: 2011

17. (Group, 2011) In developing markets women are an important potential customer base for mobile financial service providers. Women actively participates in household finance in some way women more actively participates in this then men. Women across all five countries in this study voiced their need for four key attributes in financial tools and services: convenience, reliability, security, and privacy. In this research they found out that women are often risk-averse when it comes to money management then men. So, they value convenient,



reliable, secure, and private financial tools. The service can be better to meet women's financial needs and can be more user friendly. Mobile banking operators can achieve more stability if they build and maintain the women's segment of the Mobile Financial Services market.

18. (BSR, 2018) In this research by increasing women's access to financial services and especially mobile banking service will be at last profitable to our nation only and it is possible that by using this financial instrument woman can grow more and more. The researcher says that with the comparison to men, women are lesser in business and with the usage of these there can be gender equality and women's empowerment and also there will be improve in lifestyle of the people. Other findings of the research are benefits like safety, privacy and more sophistication. For these things' companies should develop their products to meet women's needs.

19. (Essinger, 2011) The author says how with the change in the technology and M-Banking services have influenced people to use the services and be at ease by carrying out transactions with the same technology.

**Reference:** International Journal of Information Management

Year: 2011

20. (Leow, 2016) The author says that all these terms, "M-Banking", "Telephonic Banking", "Online Banking" refers to all the same thing as here the customers don't have to physically visit the banks so it saves time and resources.

**Reference:** International Journal of Information Management

Year: 2016

21. (Devi, 2011) The research paper says that majority of the person uses mobile banking whenever they require. Mostly in women they use more of mobile banking than the traditional banks. This is not based on monthly or annual income or based on public or

private banks. This is based on easiness, safety and privacy. We can say that with the comparison to men, women are lesser in business and with the usage of these there can be gender equality and women's empowerment and also there will be improve in lifestyle of the people.

22. (Hayat, 2009) The author recommended that for a banking regulator it is very necessary that they provide service which is very good, provides protection to customer, gives advice related to economic stability also provides advice related to security of transactions. They also should know about Anti-Money Laundering and Know-Your-Customer principles which always work should be applied to mobile banking.

**Reference:** Periodical Title: Financial Times

Month: July

Year: 2009

23. (Gupta, 2017) The authors have studied about new modes of transactions like ATMs, Internet and mobile banking which gives much required attention from the service providers side as a small problem in system will not take more time to spread as word of mouth is most dangerous fear of customers.

**Reference:** Periodical Title: Financial Express

Month: April

Year: 2017

24. (Simplic A. Asongu, 2017) The researchers have studies that relation between mobile banking and inclusive development which has growth as a quality, cover poverty. The solution found was mobile banking application plays an important part with response to problems of increasing growth and poverty faced by developing countries.

**Reference:** Book Title: Mobile banking usage

Year: 2017

25. (Baptista, 2008) The researcher has done a comparative study of user and non-user behaviour in five different countries which had specific focus towards Bop market and in order to gain normal advantage a large-scale mobile banking audience were taken into consideration. The research had worked for both MNOs and FIs to reach users and non-user.

**Reference:** International Journal of Information Management

Year: 2008

### **Objectives:**

The main objectives to conduct this research are as following:-

- Primary Objectives:-
  1. To study the level of awareness of the people about mobile banking services.
  2. To analyse whether the consumers are satisfied with mobile banking services.
- Secondary Objectives:-
  1. To make a comparative analysis between mobile banking services and traditional banking services.
  2. To analyse whether the mobile banking services are prominent in nature.

### **Scope of Study:**

- Area: Ahmedabad (Gujarat)

### **Hypothesis:**

H0 = There is no relationship between the awareness of consumers towards M-Banking Services and the age of the consumers.

H1 = There is a relationship between the awareness of consumers towards M-Banking Services and the age of the consumers.

H0 = There is no relationship between the awareness of consumers towards M-Banking Services and the gender of the consumers.

H1 = There is a relationship between the awareness of consumers towards M-Banking Services and the gender of the consumers.

H0 = There is no relationship between the satisfaction level of consumers towards M-Banking Services and the age of the consumers.

H1 = There is a relationship between the satisfaction level of consumers towards M-Banking Services and the age of the consumers.

H0 = There is no relationship between the satisfaction level of consumers towards M-Banking Services and the gender of the consumers.

H1 = There is a relationship between the satisfaction level of consumers towards M-Banking Services and the gender of the consumers.

### **Research Design:**

The research design is descriptive.

The research includes the study and analysis and interpreting the level of awareness and satisfaction level of consumers using mobile banking in Ahmedabad city. The research includes study and analysis and interpretation of level of satisfaction obtained by people of Ahmedabad using mobile banking.

### **Data Collection Method:**

#### **Primary Methods of Data Collection:**

Primary sources of data collection includes of data collection through questionnaires.

#### **Secondary Methods of Data Collection:**

Secondary methods of data collection includes of various articles from newspapers, magazines, blog-posts, books, etc. besides them published research papers are taken into consideration. All the secondary sources of data will be related to the topic and helps in understanding the awareness and satisfaction level of people using mobile banking.

### **Population:**

Population in a research study is the set or group of objects from which the samples are taken. Population shows the whole area of that city, state or country from where the research is conducted. The total population is 5.5 Million.

### **Sampling Method:**

Sampling method is an important parameter for any research. It means which technique is going to be adopted from different techniques that are available.

Non-probability convenience sampling is the method which is undertaken for this research.

### **Sampling Frame:**

Sampling frame can be referred to as a list of items or objects from which the sample will be drawn. In the research study that is conducted here, the sampling frame includes all the people of Ahmedabad city.

### **Data Collection Instrument:**

The data collection instrument in simple terms means the tools adopted for gathering the information or data regarding the study which will be than useful for knowing the statistics.

For this research project the instruments used is the method of Questionnaire.

### **Sample Size:**

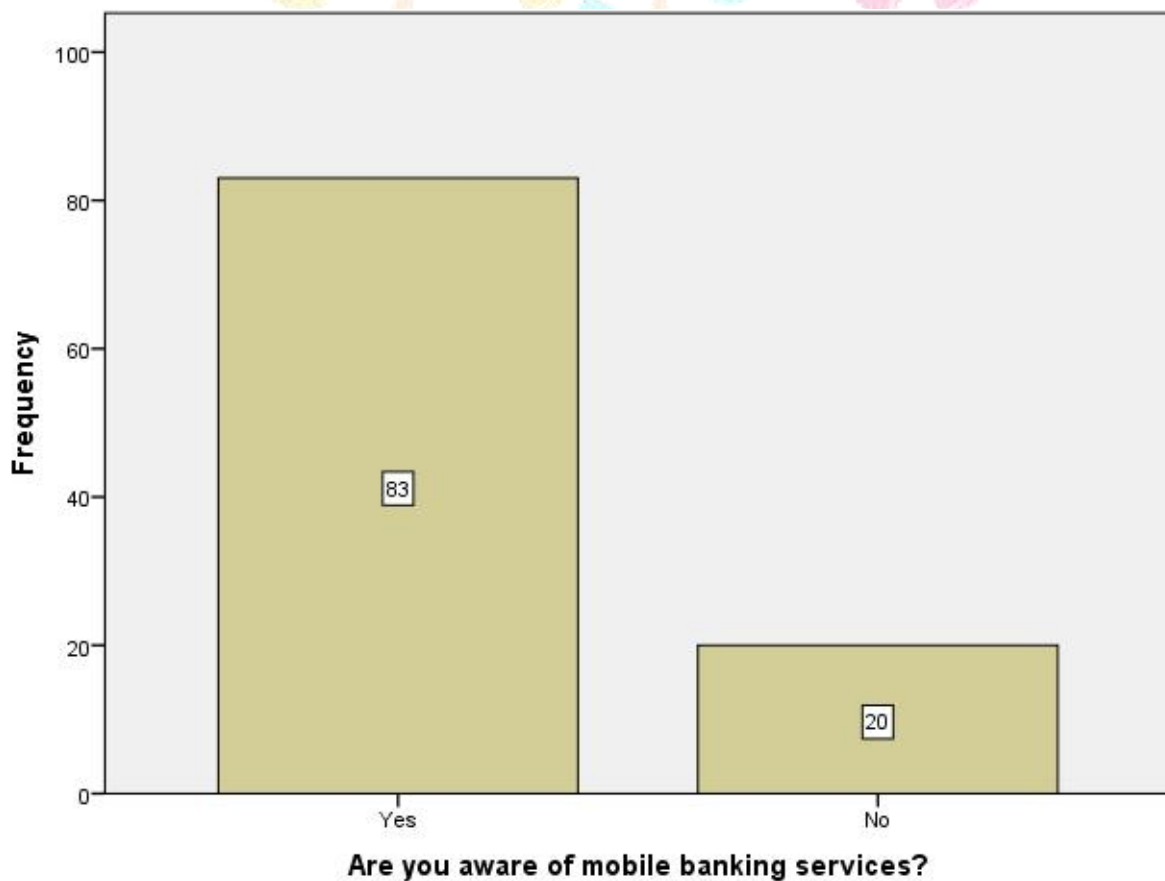
Sampling size means the number of people or objects or respondents that are taken into consideration for a particular research project. From the population that is been regarded in the project, the sample is meant to be taken.

The sample size in the research project is 103 people of Ahmedabad city. While considering the population, this number is appreciated as it will be enough to get valid response.

**Data Analysis & Interpretation:**

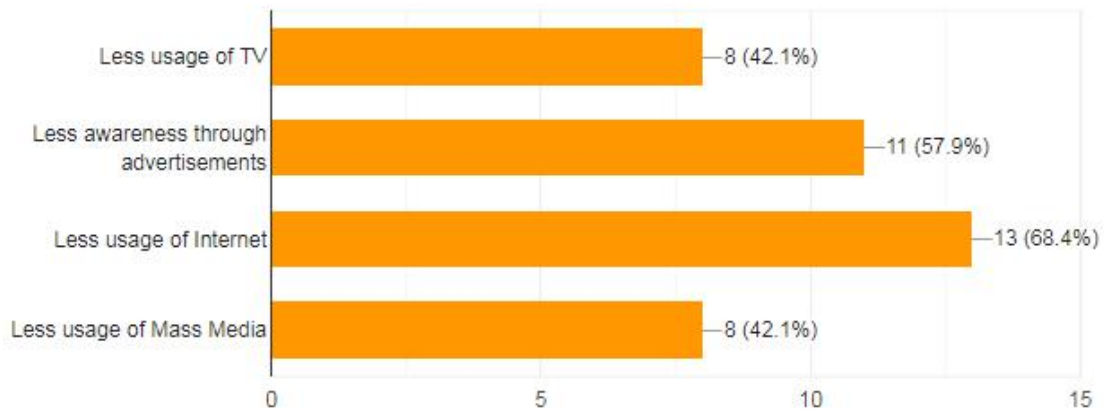
Q1. Are you aware of Mobile Banking Services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	83	80.6	80.6	80.6
No	20	19.4	19.4	100.0
Total	103	100.0	100.0	



**Interpretation:** Out of the total respondents of 103 people, 83 people say that they are aware of Mobile Banking Services. While, 20 people say they are not aware of Mobile Banking Services.

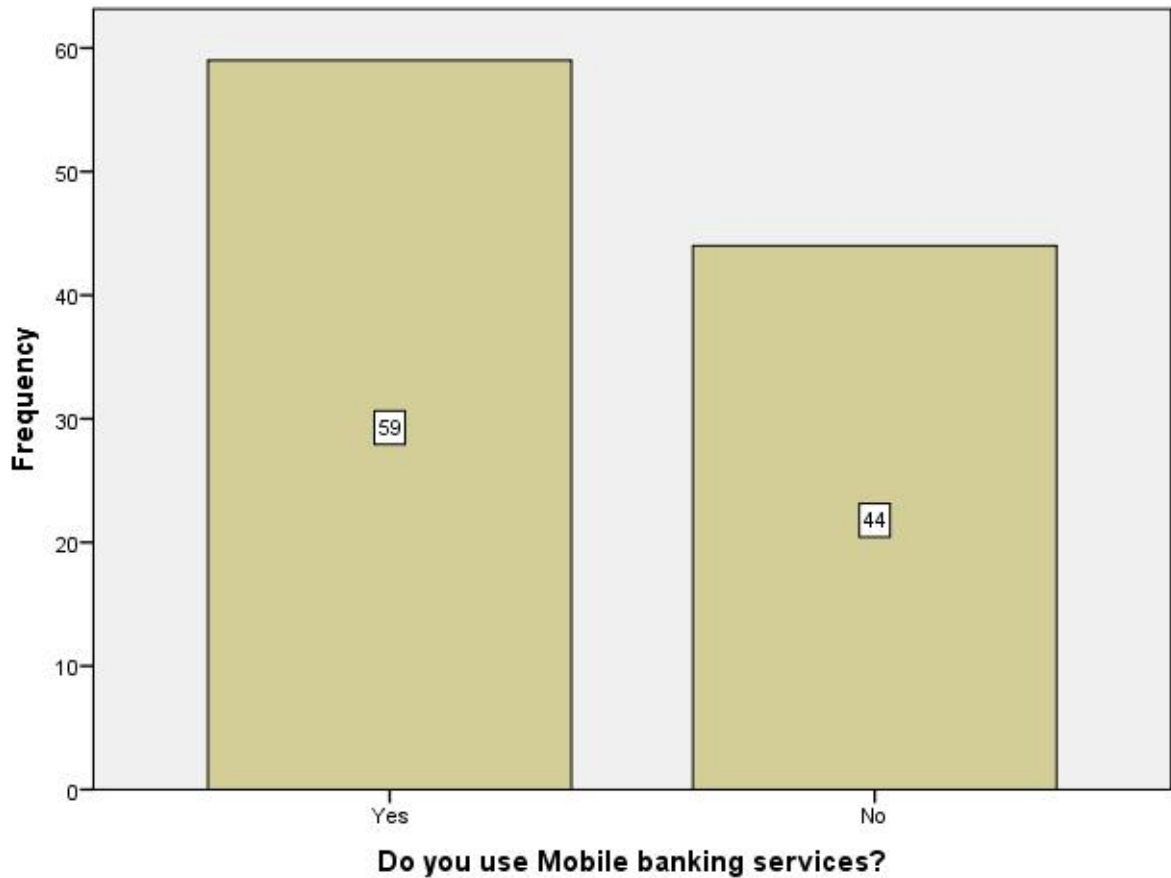
Q2. What are the reasons behind unawareness of Mobile Banking services? (Can tick multiple options)



**Interpretation:** 68.4% people are not using internet so they are not aware the Mobile Banking services. 57.9% people are not aware about Mobile Banking services as lack of awareness of it through advertisements. 42.1% people are not aware as less usage of TV and 42.1% people are not aware of it as less usage of Mass Media.

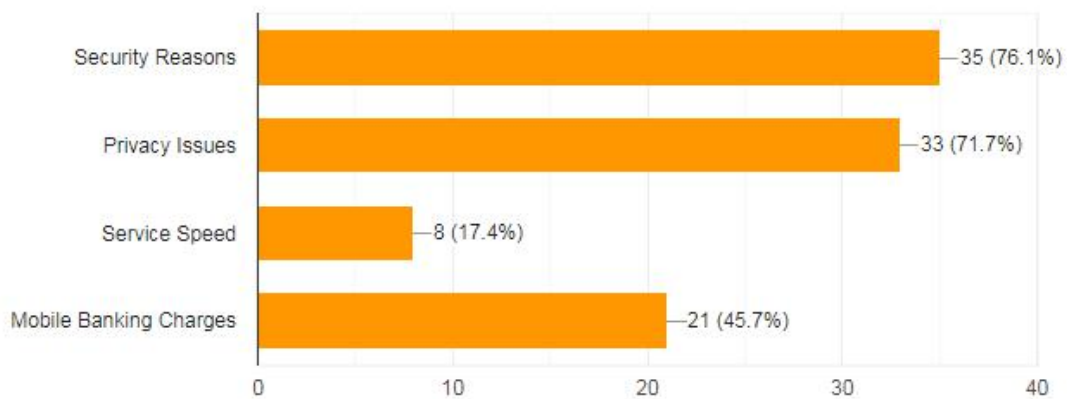
Q3. Do you use Mobile Banking Services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	59	57.3	57.3	57.3
Valid No	44	42.7	42.7	100.0
Total	103	100.0	100.0	



**Interpretation:** 59 people are using Mobile Banking services out of total 103 respondents. While, 44 people are not using Mobile Banking services out of total 103 respondents.

Q4. What are the reasons that stops you from using Mobile Banking services? (Can tick Multiple Options)





**Interpretation:** 76.1% people are not using Mobile Banking services because of Security Reasons, 71.7% people are not using Mobile Banking services because of Privacy Issues, 45.7% people are not using Mobile Banking services because of Mobile Banking Charges and 17.4% people are not using Mobile Banking services because of Service Speed.

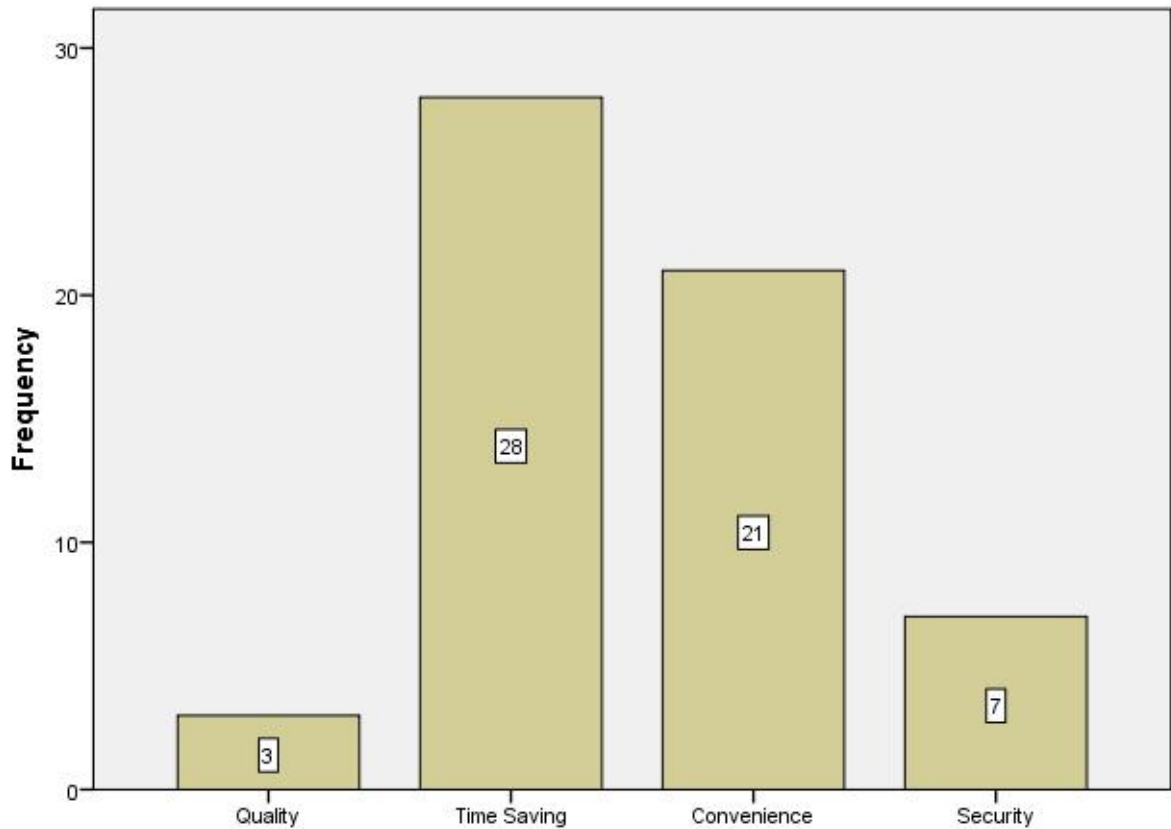
Q5. For which purpose do you use Mobile Banking services? (Can tick Multiple Options)



**Interpretation:** 71.1% people are using Mobile Banking services for Booking Travel Tickets/Movie Tickets, 71.1% people are using Mobile Banking services for Online Fees and Bill Payments, 69.7% people are using Mobile Banking services for Account Information and 53.9% people are using Mobile Banking services for Online Fund Transactions.

Q6. Which attribute of Mobile Banking services do you value the most?

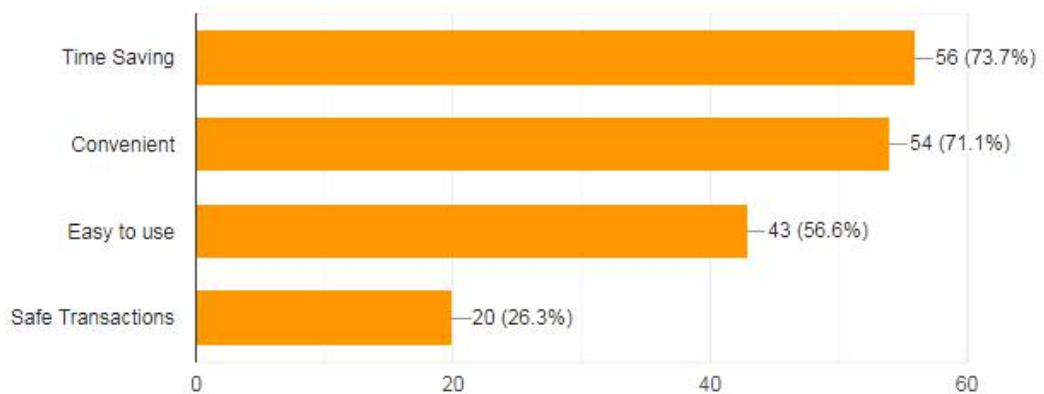
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	3	2.9	5.1
	Time Saving	28	27.2	47.5
	Convenience	21	20.4	35.6
	Security	7	6.8	11.9
	Total	59	57.3	100.0



**Which attribute of the Mobile Banking Service do you value the most?**

**Interpretation:** 28 people say Time Saving, 21 people say Convenience, 7 people say Security and 3 people say Quality is the best attribute of the Mobile Banking services.

Q7. For what reasons do you prefer Mobile Banking services than Traditional Banking services? (Can tick Multiple Options)

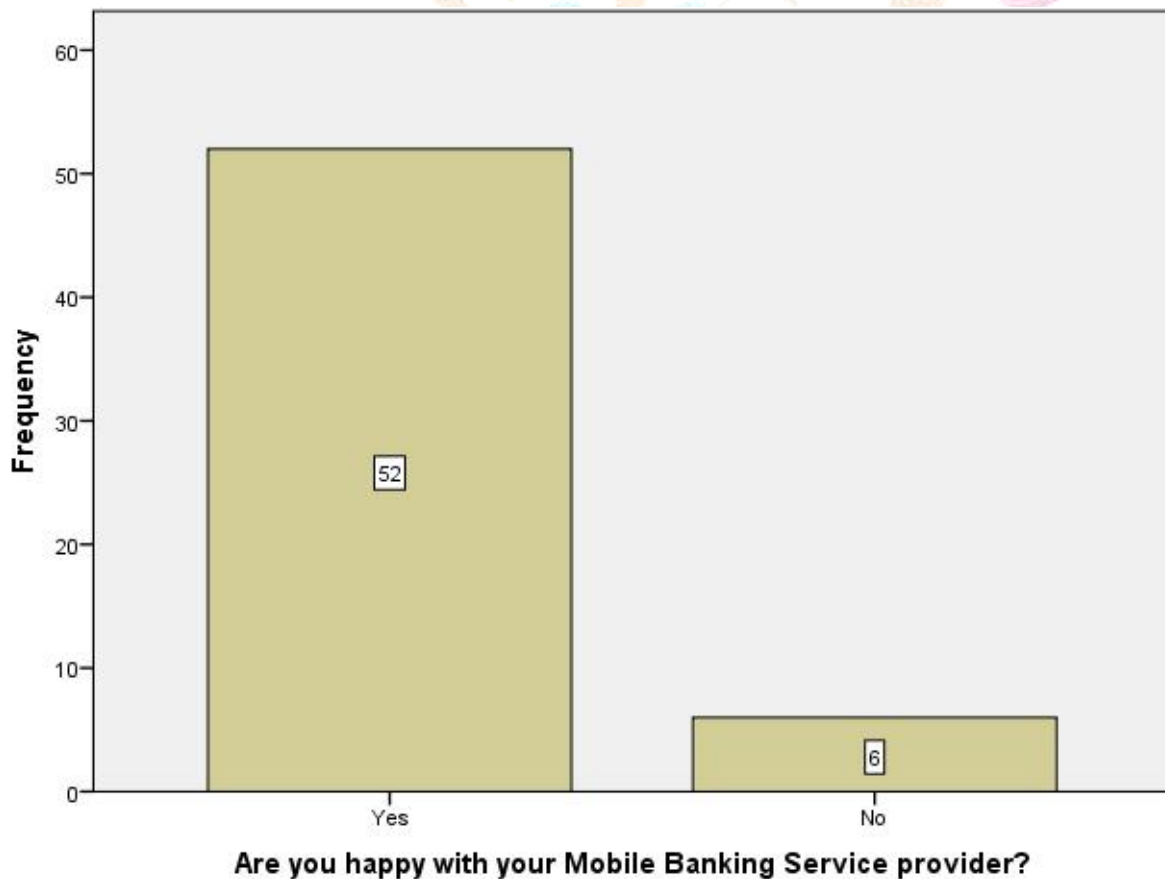


**Interpretation:** 73.7% people prefer Mobile Banking services than Traditional Banking services because of Time Saving, 71.1% prefer it because it is Convenient in nature, 56.6%

people prefer it because it is Easy to use and 26.3% people prefer it because of Safe Transactions.

Q8. Are you happy with your Mobile Banking service provider?

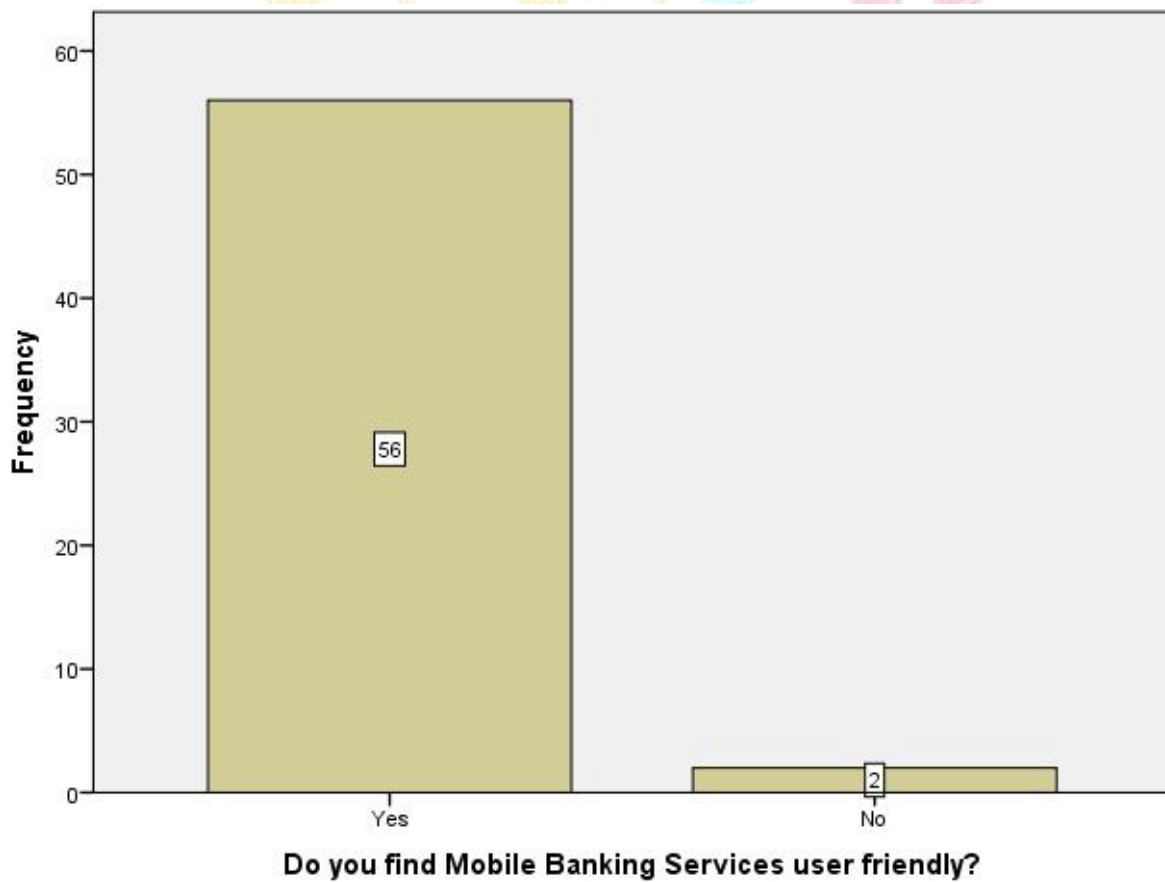
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	52	50.5	89.7	89.7
Valid No	6	5.8	10.3	100.0
Total	58	56.3	100.0	



**Interpretation:** 52 people say that they are happy with their Mobile Banking Service provider and 6 people say that they are not happy with their Mobile Banking Service provider out of the total 58 respondents.

Q9. Do you find Mobile Banking services user friendly?

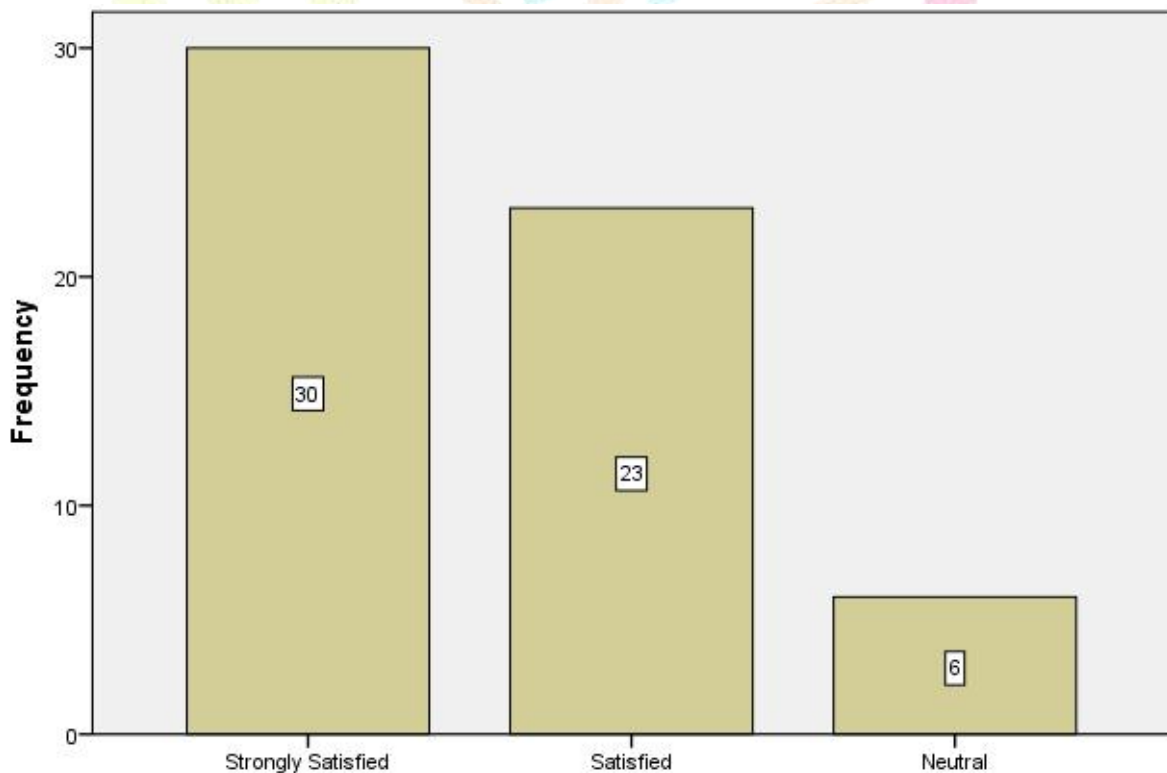
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	54.4	96.6
	No	2	1.9	3.4
Total	58	56.3	100.0	



**Interpretation:** Out of total 58 respondents, 56 people say that the Mobile Banking Services are user friendly and 2 people say that Mobile Banking Services are not user friendly.

Q10. On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how would you rate for the Mobile Banking services which you are using.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Satisfied	30	29.1	50.8
	Satisfied	23	22.3	89.8
	Neutral	6	5.8	100.0
	Total	59	57.3	100.0

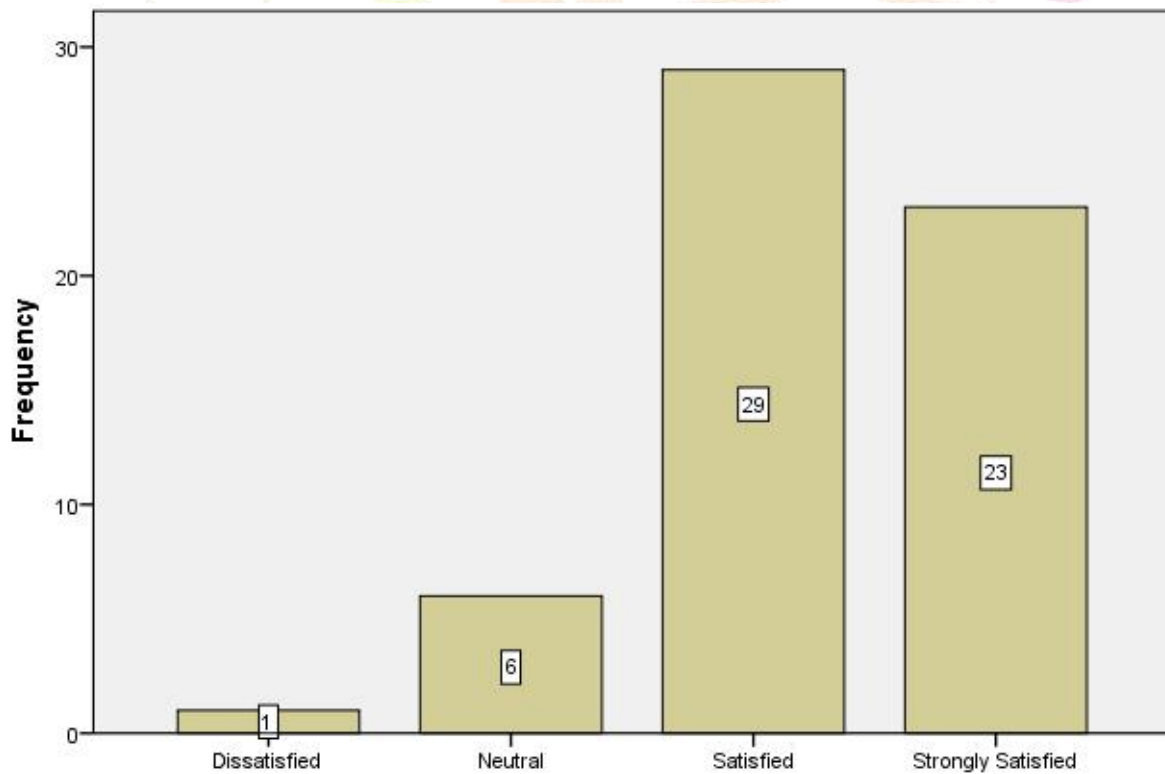


**On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how would you rate for the M-Banking Services which you are using.**

**Interpretation:** 30 people are Strongly Satisfied, 23 people are Satisfied and 6 people are somewhat Neutral in nature for the M-Banking Services which they are using.

Q11. On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how well does the Mobile Banking services meet your expectations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Dissatisfied	1	1.0	1.7	1.7
Neutral	6	5.8	10.2	11.9
Valid Satisfied	29	28.2	49.2	61.0
Strongly Satisfied	23	22.3	39.0	100.0
Total	59	57.3	100.0	

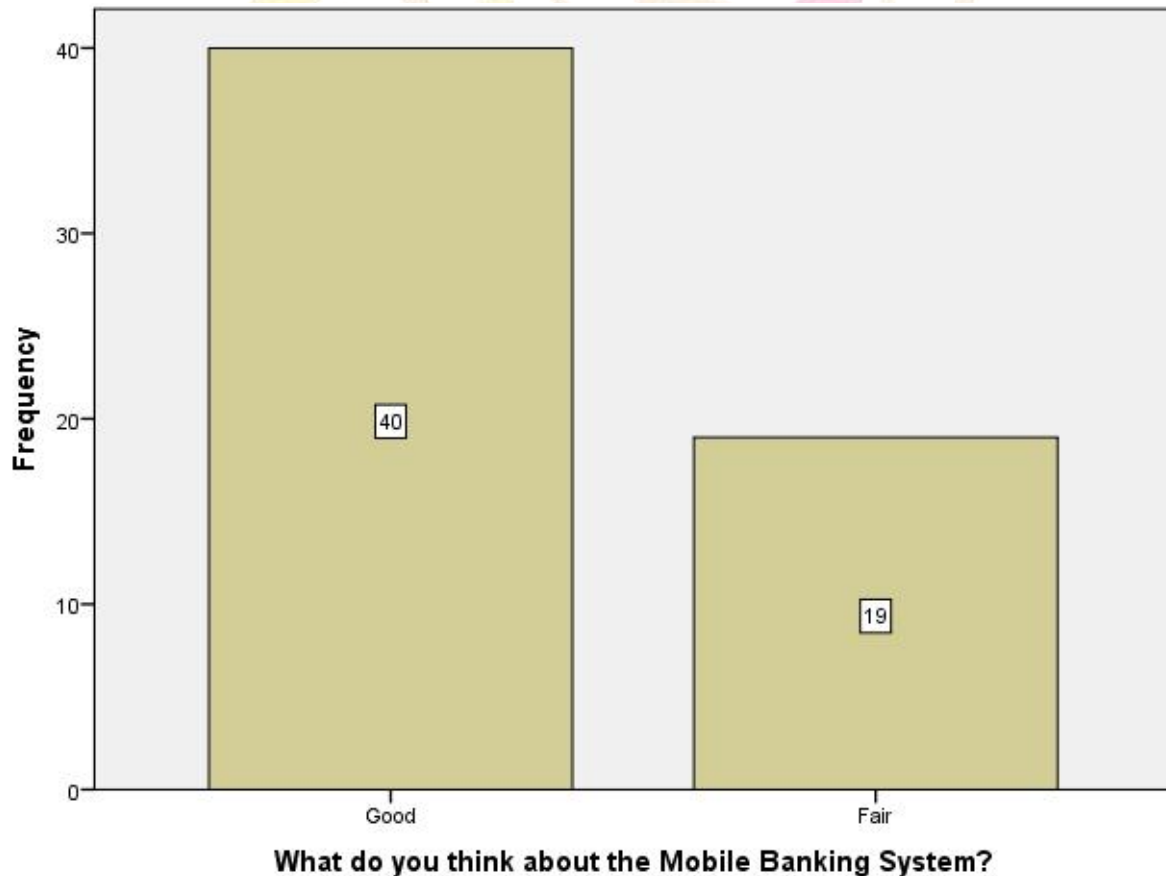


**On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how well does the M-Banking Services meet your expectations.**

**Interpretation:** 29 people are Satisfied, 23 people are Strongly Satisfied, 6 people are somewhat Neutral and 1 person is Dissatisfied in nature for the M-Banking Services.

Q12. What do you think about the Mobile Banking system?

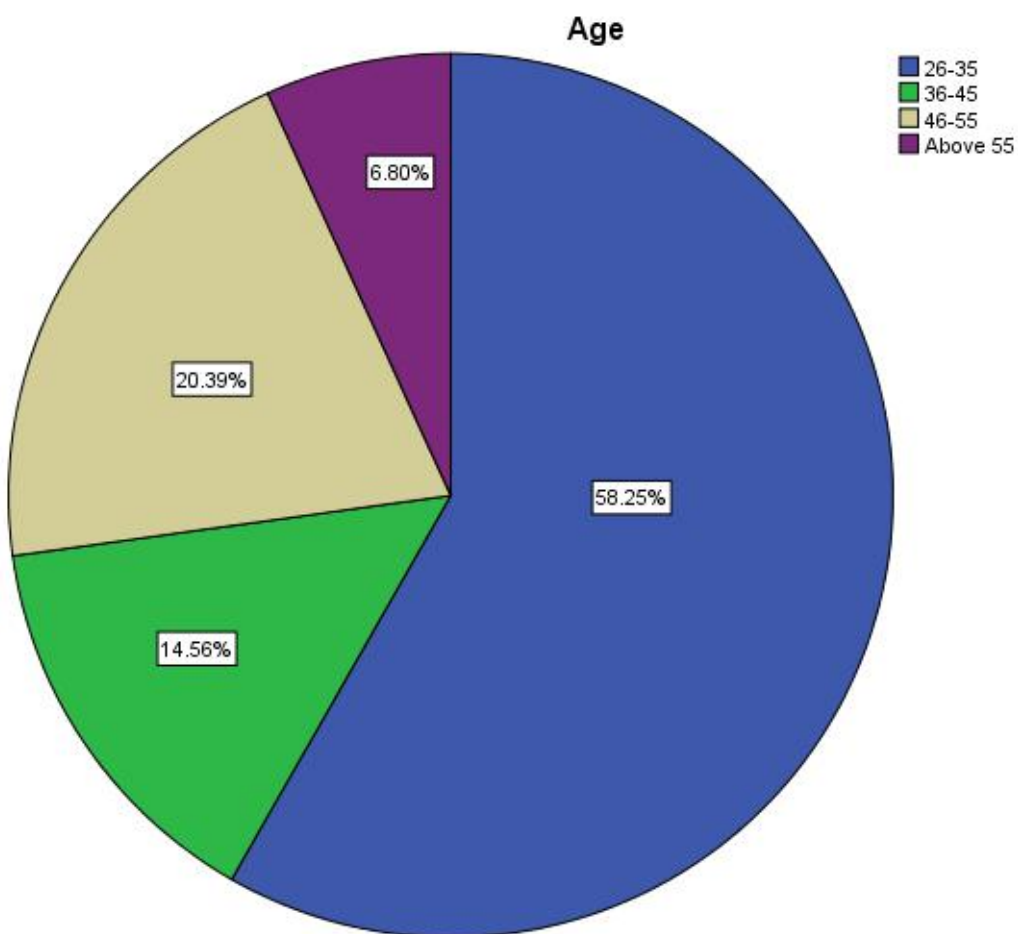
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	40	38.8	67.8	67.8
	Fair	19	18.4	32.2	100.0
	Total	59	57.3	100.0	



**Interpretation:** 40 people are saying that Mobile Banking services are Good in nature and 19 people say Mobile Banking services are Fair in nature.

Q13. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
26-35	60	58.3	58.3	58.3
36-45	15	14.6	14.6	72.8
Valid 46-55	21	20.4	20.4	93.2
Above 55	7	6.8	6.8	100.0
Total	103	100.0	100.0	



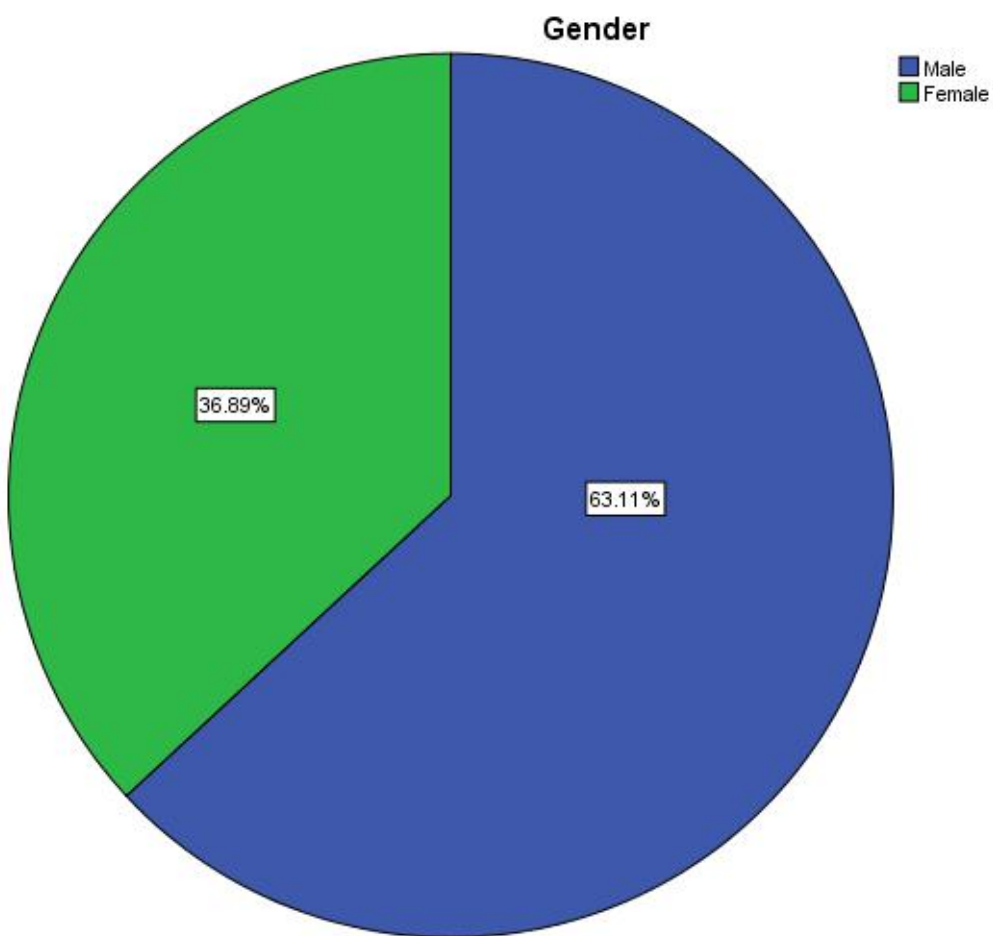
Research through innovation

**Interpretation:** 58.25% people are of 26-35 age group, 20.39% people are of 46-55 age group, 14.56% people are of 36-45 age group and 6.80% people are of Above 55 age group.



Q14. Gender

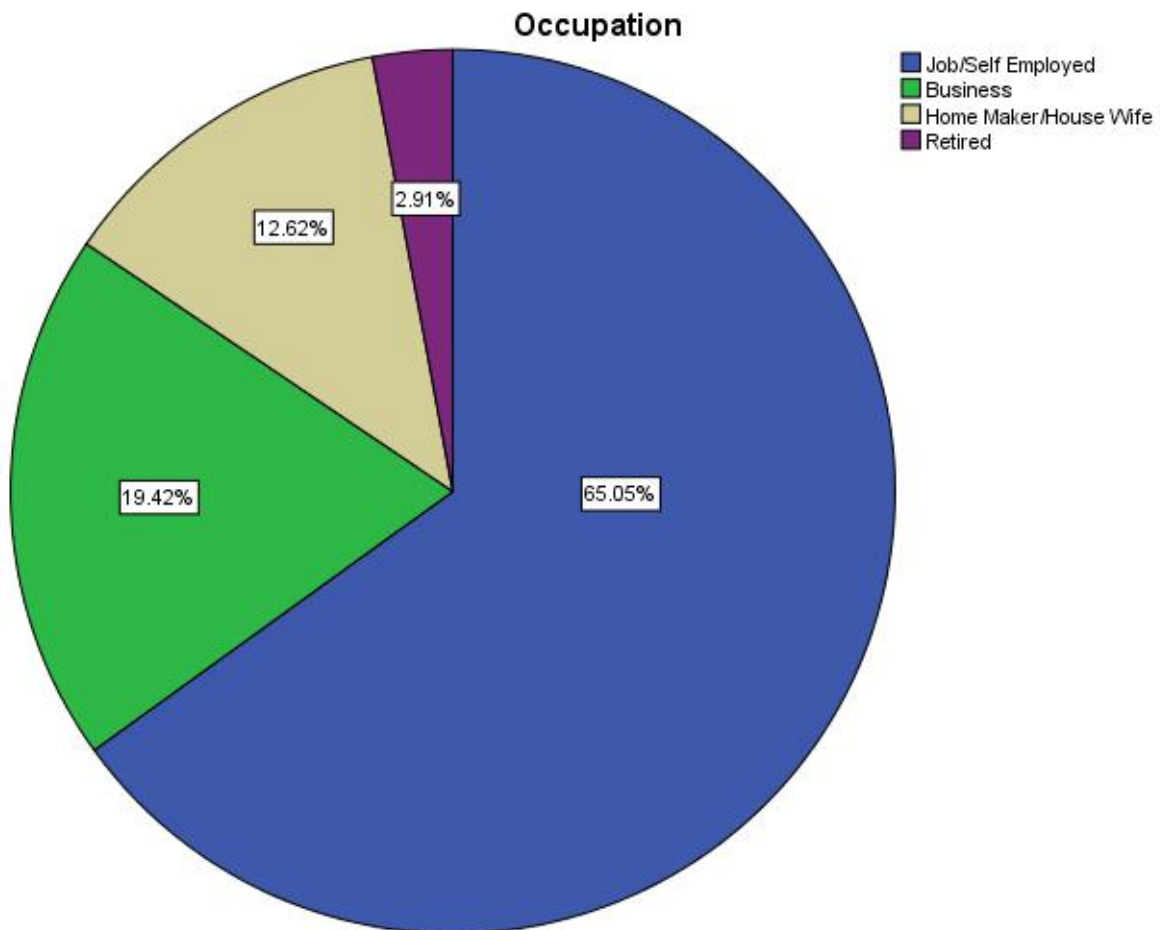
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	65	63.1	63.1	63.1
Valid Female	38	36.9	36.9	100.0
Total	103	100.0	100.0	



**Interpretation:** 63.11% people are Male and 36.89% people are Female.

Q15. Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Job/Self Employed	67	65.0	65.0	65.0
Business	20	19.4	19.4	84.5
Valid Home Maker/House Wife	13	12.6	12.6	97.1
Retired	3	2.9	2.9	100.0
Total	103	100.0	100.0	



**Interpretation:** 65.05% people are Job/Self Employed, 19.42% people are Business Class, 12.62% people are Home Maker/House Wife and 2.91% people are Retired.

**Hypothesis Testing:**

Q1. Are you aware of Mobile Banking services? \* Age

**Test Statistics**

	Are you aware of mobile banking services?	Age
Chi-Square	38.534 <sup>a</sup>	64.573 <sup>b</sup>
df	1	3
Asymp. Sig.	.000	.000

**Interpretation:** As the significance value is less than 0.05 so H<sub>0</sub> is rejected and H<sub>1</sub> is accepted.

Therefore, there is a relationship between the awareness of consumers towards Mobile Banking services and the age of the consumers.

Q2. Are you aware of Mobile Banking services? \* Gender

**Test Statistics**

	Are you aware of mobile banking services?	Gender
Chi-Square	38.534 <sup>a</sup>	7.078 <sup>a</sup>
df	1	1
Asymp. Sig.	.000	.008

**Interpretation:** As the significance value is less than 0.05 so H0 is rejected and H1 is accepted.

Therefore, there is a relationship between the awareness of consumers towards Mobile Banking services and the gender of the consumers.

Q3. On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how well does the M-Banking Services meet your expectations. \* Age

**Test Statistics**

	On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how well does the M-Banking Services meet your expectations.	Age
Chi-Square	36.390 <sup>a</sup>	64.573 <sup>b</sup>
df	3	3
Asymp. Sig.	.000	.000

**Interpretation:** As the significance value is less than 0.05 so H0 is rejected and H1 is accepted.

Therefore, there is a relationship between the satisfaction level of consumers towards Mobile Banking services and the age of the consumers.

Q4. On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how well does the M-Banking Services meet your expectations. \* Gender

**Test Statistics**

	On a scale of 1 to 5 (1 being the lowest and 5 being the highest) how well does the M-Banking Services meet your expectations.	Gender
Chi-Square	36.390 <sup>a</sup>	7.078 <sup>b</sup>

df	3	1
Asymp. Sig.	.000	.008

**Interpretation:** As the significance value is less than 0.05 so H0 is rejected and H1 is accepted.

Therefore, there is a relationship between the satisfaction level of consumers towards Mobile Banking services and the gender of the consumers.

### Findings:

- 83 people say that they are aware of Mobile Banking Services. While, 20 people say they are not aware of Mobile Banking Services.
- 59 people are using Mobile Banking services out of total 103 respondents. While, 44 people are not using Mobile Banking services out of total 103 respondents.
- 28 people say Time Saving, 21 people say Convenience, 7 people say Security and 3 people say Quality is the best attribute of the Mobile Banking services.
- 73.7% people prefer Mobile Banking services than Traditional Banking services because of Time Saving, 71.1% prefer it because it is Convenient in nature, 56.6% people prefer it because it is Easy to use and 26.3% people prefer it because of Safe Transactions.
- Out of total 58 respondents, 56 people say that the Mobile Banking Services are user friendly and 2 people say that Mobile Banking Services are not user friendly.
- 30 people are Strongly Satisfied, 23 people are Satisfied and 6 people are somewhat Neutral in nature for the M-Banking Services which they are using.
- 29 people are Satisfied, 23 people are Strongly Satisfied, 6 people are somewhat Neutral and 1 person is Dissatisfied in nature for the M-Banking Services.
- 40 people are saying that Mobile Banking services are Good in nature and 19 people say Mobile Banking services are Fair in nature.
- 58.25% people are of 26-35 age group, 20.39% people are of 46-55 age group, 14.56% people are of 36-45 age group and 6.80% people are of Above 55 age group.
- 63.11% people are Male and 36.89% people are Female.

- 65.05% people are Job/Self Employed, 19.42% people are Business Class, 12.62% people are Home Maker/House Wife and 2.91% people are retired.
- 

### **Conclusion:**

From our research we have concluded that now most of the people are aware of mobile banking services. Only 19% of our respondents are not aware of mobile banking services. The facilities that are provided by mobile banking services are quite easy to use and user friendly. Now a days Most of the women are using mobile banking services. They prefer mobile banking services than traditional banking, the reason behind this is the feature of time saver that is in the mobile banking services.

The users of the mobile banking services are most of the youngsters. 42.7% of people are not using mobile banking services. The main reason behind not using mobile banking services is security of the services. From the research we can say that most of the people who are using mobile banking services are happy with their service providers. Maximum of them don't have any problem with their service providers and even if they face any problems most of them get immediate solutions.

At last we can say that in India after Digital India Revolution, people have changed their mind-sets and their payment methods. Especially women also contribute in mobile banking industry. Nowadays people also prefer mobile banking services than traditional banking services.

### **Bibliography:**

Ahmed S. M, S. J. (2011, September). Retrieved from Shodhganga: <http://shodh.inflibnet.ac.in>

Baptista, P. (2008). Mobile banking users and non-users behavior study. International Journal of Information Management.

Boyd, C. (2007, April). Retrieved from UK Essays: <http://www.ukessays.com>

BSR. (2018, March). Financial Inclusion for Women. Retrieved from HER Project.

Clark. (2008). Mobile Banking & Switching. International Journal of Research and Management.

D., S. (2018, January). Customer Satisfaction on Adoption of Mobile Banking Services. IOSR Journal of Business and Management. Retrieved from IOSR Journal of Business and Management.

Devi, D. Y. (2011, November). A STUDY ON CUSTOMER AWARENESS AND OPINION. Retrieved from Zenith.

Essinger. (2011). M-Banking Services. International Journal of Information Management.

Group, G. F. (2011). Unlocking the Potential: Women and Mobile Financial Services in Emerging Markets. GSMA.

Gupta, M. (2017, April). Mobile Banking in India: Present Status and Future Perspectives. Financial Express.

Hayat, M. A. (2009, July 12). Mobile payments: Will Colombo keep its leadership in South Asia? Financial Times.

Hsiu-Fen-Lin. (2011). An empirical investigation of mobile banking adoption :The effect of innovation attributes and knowledge based. International Journal of Information Management.

Hundal.B.S, A. J. (2005). Stimulators of mobile banking adoptation in India. International Journal of Information Management.

Lee, D. (2009, May). The Impact of Mobile Phones on the Status of Women in India. Retrieved from Research Gate: <https://www.researchgate.net/publication/326461246>

Leow. (2016). Technological Changes. International Journal of Information Management.

Mahesh .K. Harma, R. D. (2009, January). Retrieved from UK Essays: <http://www.ukessays.com>

Ragaur, S. (2014). Consumer awraness and usage in E-banking through mobile phones. International Research Journal of Commerce Arts and Science.

Raj, M. (2018, July). A Study on Customer Attitude towards Mobile Banking. Retrieved from Research Gate: <https://www.researchgate.net/publication/326461246>

Ravindran, R. K. (2012). AN EMPIRICAL STUDY ON SERVICE QUALITY PERCEPTIONS AND CONTINUANCE INTENTION IN MOBILE BANKING CONTEXT IN INDIA. *Journal of Internet Banking and Commerce*.

Sharma, S. (2009). Users' perception about mobile banking. *Review of Business & Technology Research*.

Simplic A. Asongu, N. M. (2017, November 30). Mobile banking usage, quality of growth, inequality and poverty in developing countries.

Sohail, M. S. (2013, February). Attitudes towards mobile banking: are there any differences between users and non-users. Retrieved from Taylor and Francis Online: <https://www.tandfonline.com>

Sudhakar A. M., S. (2011, October). Retrieved from Shodhganga: <http://shodh.inflibnet.ac.in>

Vinayagamoorthy, S. (2012, August). Consumers' Satisfaction Towards Mobile Banking Services. Retrieved from Research Gate: <https://www.researchgate.net/publication/326461246>

Zhong Wan, W. Y. (2009, March). Retrieved from UK Essays: <http://www.ukessays.com>

