



A Study on Mobile Banking vs Conventional Banking

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ABSTRACT

The research compared mobile banking to traditional banking. Mobile banking is one of the sectors of mobile commerce that has a lot of connectivity with other fields. On the one hand, mobile banking is related with clients, and on the other hand, it is capable of providing good financial services to other enterprises that are active in the sphere of electronic commerce. In this paper, we will discuss the definition of mobile banking, its evolution, and the numerous benefits that these services provide to its consumers. As a result of implementing various ways, the bank's and shareholder's market value in respective systems has steadily increased. The Islamic banking system focuses on asset-based financing, while traditional banking focuses on loans and advances.

1.INTRODUCTION

The banking sector in Namibia has become more diverse since the introduction of mobile banking. Banks in Namibia are allowing their clients/customers to access their accounts using mobile devices. Oscar and Bureti, according to Jepleting. "The mobile units employ solar energy to power a computerized transaction processing system that is directly connected to the home branches through GPS and satellite." According to Aghdaie and Faghani, this system provides several paths to customer service (e.g., ATM machines, telephones, the Internet, and mobile phones). Commercial banks in Namibia have implemented a number of projects to deliver their products and services to clients over the years, including road shows, the installation of new Automated Teller Machines (ATMs), the introduction of online banking, mobile banking, e-wallet services, and many others. "Adoption of mobile-banking has gained greater attention in recent years," according to Bharti, "since there are more phone users in the market than PC users." The use of mobile services has recently become a hot topic among information systems (IS) and marketing scholars."

FNB is Namibia's largest commercial bank, according to Rukoro, and continues to provide a diverse variety of goods and services through a network of 49 branches, 221 ATMs, 2050 Speed points, and full-service online and cellphone banking. Customers of Namibia's commercial banks (FNB, Standard Bank, Bank Windhoek, and Nedbank) have been using mobile banking for more than ten years due to its effectiveness and reliability.

For a cost of N\$1, commercial banks in Namibia offer a mobile banking service that includes purchasing airtime, paying or purchasing electricity, sending money (e-wallet/blue wallet), viewing your mini statement, and more. This service is very safe because you must input a password to access it. According to Kahandawa and Wijayanayake, in today's cashless culture, the majority of consumers would prefer not to waste time in a bank branch for financial activities.

Objectives of the study

1. To figure out which demographic parameters have an impact on mobile banking.
2. To understand how mobile banking differs from traditional banking.
3. To assess the efficiency of using mobile banking in Trichy..

LITERATURE REVIEW

Gaffar Khan, Abdul Gaffar Khan, Abdul Gaffar Khan, Abdul G (2018) Because Bangladesh is one of the world's fastest growing mobile banking service providers, this article uses a structural equation model to investigate the relationship between service quality and customer satisfaction when using mobile banking. To obtain data from participants in Bangladesh, a systematic survey questionnaire was created. This study's participants were chosen using a convenience sampling method. A total of 240 completed and acceptable surveys were chosen for the analysis, which used partial least squares structural equation modeling (PLS-SEM). The findings revealed that all service quality constructs, such as tangibility, reliability, responsiveness, assurance, and empathy, have positive and significant influence on consumer satisfaction when using mobile banking. Customer satisfaction is influenced by responsiveness in particular ($b = 0.3165$). Furthermore, tangibility has been revealed as a less important factor on customer satisfaction ($b = 0.0770$). According to the findings, mobile banking service providers should focus on all aspects of service quality, with a special emphasis on responsiveness and reliability, in order to improve customer satisfaction.

2. Joong Ho Ahn (Korean: (2015) Mobile Banking denotes the provision of financial services via an electronic procedure involving mobile devices and mobile communication technology for the provision of financial services via electronic procedures. In this context, a mobile device is a piece of technology, such as a cell phone or a personal digital assistant (PDA), that has mobile capabilities and allows for mobile communication. In general, the term "mobile banking" is made up of three words: "wireless," which implies that anything can be used anywhere, "online," which implies that something may be used anytime, and "banking," which refers to financial services. In this study, because mobile banking entails the words wireless + internet + banking, existing financial service information, and financial trade provision, it is clear that the expansion of new financial services may be achieved through their synergy. Our purpose in this study is to determine the optimal model for measuring the qualities of mobile banking services by comparing SERVQUAL, which lowers the gap between consumers' expectations and the assessment of actual performance, and SERVPERF, which uses performance-based metrics.

Muhammad Yar Khan is number three (2019) Mobile banking is one of the most contemporary methods of providing convenient banking services. This study uses the Carter model to investigate the relationship between customer happiness and the quality of mobile banking services among Pakistani consumers. 400 mobile banking users in Rawalpindi, Islamabad, and Wah Cantt were given the structured questionnaire. To recruit respondents for data collection, simple random sampling was used. Customer satisfaction has a positive relationship with the qualities of certainty, tangibility, and responsiveness, according to the findings. Customer pleasure, on the other hand, has no association with empathy or reliability. By presenting insights from Pakistan's mobile banking business, this paper fills a gap in the literature. Furthermore, the study's model can be expanded in diverse circumstances with additional aspects. It will be better if banks keep their electronic banking services up to date by adjusting to industry and technological advancements. This study is significant since it gives information from Pakistan, a poor country. By utilizing a large example and progress quantifiable methods, it has expanded a leading endeavor to investigate consumer loyalty in Pakistan's keeping money market. The research was carried out in Rawalpindi and Islamabad, but future researchers may expand the scope of the study and add other factors to the model to obtain greater understanding.

4. Amiri Aghdaie, S. F. (2012) Customer satisfaction is a baseline benchmark of performance and a feasible standard of excellence for any company organization, according to modern management science theory. Banks, in particular, compete for client pleasure by providing similar services. They strive to make their clients' lives easier. E-banking is a relatively recent technique that most banks have used to accomplish this goal. This system provides customers with several options for contacting customer assistance (e.g., ATM machines, telephones, Internet and mobile phones). E-banking is still an innovation in providing products and services through electronic channels at low cost, despite advances in e-banking technology having already altered the modern world. Billing, credit, deposit management, and electronic payment of products and services such as electronic money are examples of these products and services (Samadi and eskandari 2012). E-banking has been researched by a number of researchers (Rexha et al., 2003; Poon, 2007; Eriksson and Nilsson, 2007; Udo et al., 2010; Gilaninia and Mosavian, 2010; Zaribaf et al., 2011). The provision of financial and banking services via mobile phones is a novel method in the realm of banking services. Customers create value in banking transactions by using mobile banking as a wireless communication channel (Taghavi Fard and Torabi, 2011). Mobile banking is a relatively new notion that has swept the global economy in recent years, spawning new streams of business and trade.

5. Bala Tapas (2021) During the COVID-19 epidemic, the financial industry in Bangladesh has a significant challenge; nonetheless, the need to address the needs of consumers of financial services has increased the usage of mobile banking in both rural and urban areas. During the pandemic, the study examines the impact on customer happiness and loyalty of mobile banking services in Bangladesh's rural areas. Because the service sector is one of the most significant sectors in contributing to global economic and societal development (Yalley & Agyapong, 2017). The effectiveness of a country's financial system determines its economic success (Ayadi et al., 2015). However, researchers are confronted with the challenge of ensuring seamless corporate operations in a changing and competitive environment. Customers' expectations were met in a variety of ways thanks to e-banking, which included automated teller machine (ATM) service, Internet Banking, and Mobile Banking. Consumers can receive innovative products and services, such as bill systems, loans and advances, deposit management, and e-payment, through the electronic channel at a low cost (Samadi & Skandari, 2011). Mobile phones were the time-honored strategy of the banking sector for delivering financial services and creating value for customers in various forms of banking transactions.

Romario Gomachab, No. 6 (2018) Technology is a driving force in the global age, and it is sweeping the globe in every aspect; mobile and online banking are only two instances of the ever-evolving technological breakthroughs. Mobile banking is a service that allows you to bank on the go. In order for commercial banks to improve on the current mobile banking services they provide to customers, they must first determine what the customers' expectations are and whether they are satisfied with the current new way of banking, which allows customers to access their funds even from rural/remote areas. This study used a quantitative approach to determine the elements that influence consumer satisfaction in mobile banking. A self-administered structured questionnaire was used to obtain data from a simple random sample of 60 respondents. The majority of the respondents were FNB customers under the age of 25, and of these, 57 percent were female with a high school education; they are mostly students with an income of less than N\$ 5000, and they are all registered with mobile banking and were influenced by mobile banking advertisements, according to the findings. The data also found that airtime purchases are the most commonly used service, while fund allocation is the least frequently used service, and that mobile banking services in the Keetmanshoop banking sector had an overall satisfaction rate of 75%. is dependable, convenient, cost-effective, available on various mobile networks, advertisements are encouraging, service is compatible with mobile devices, respondents' income (social aspect of transacting) influences mobile banking usability, and mobile banking services are more secure than branch-based services.

Sadia Khatoun is number seven on the list (2020) The relationship between the aspects of electronic (E)-banking service quality and consumer purchasing intents is investigated in this study, with customer satisfaction serving as a mediating factor. A verified closed-ended questionnaire was used to obtain data from 235 workers and customers working in different Qatari banks. The gathered data was subjected to correlation and regression analysis in order to test the study hypothesis, and the report delivered accurate results that met our expectations. According to the study's findings, client purchasing intentions are influenced by reliability, efficiency, responsiveness, communication, security, and privacy. When customers are satisfied with the quality of E-banking services, their purchasing intentions increase dramatically. Consumer satisfaction was found to play a mediating effect in the relationship between E-banking service quality and customer purchase intentions. Consumer satisfaction has a limited impact on the relationship between information technology (IT), E-banking service quality, and customer purchasing intentions when used as a mediator. This

research has made a substantial contribution to the field of behavioral finance research in particular. The study has important implications for academics and practitioners alike.

Mubbsher Munawar Khan, No. 8 (2014) The purpose of this study is to determine banking customers' satisfaction with the quality of various services supplied by their bank, as well as their loyalty to that bank. Service quality is examined from a variety of perspectives. An effort is also made to determine which service quality aspects can help improve client happiness and loyalty. Respondents are chosen via stratified random sampling from a variety of demographic characteristics. Banks from both the public and private sectors are sampled. A total of 270 consumers from various banks received survey questionnaires. A genuine response rate of 83 percent (225 respondents) was obtained. The data is analyzed using descriptive statistics, one-sample t-tests, correlation, and regression. According to the findings, service quality, in all of its dimensions, has a significant and positive relationship with customer pleasure and loyalty. The banking sector is a vital part of Pakistan's economy, and it has experienced tremendous expansion and fierce rivalry over the previous decade. As a result, this study was designed to investigate this phenomena and provide empirical support for it by focusing on service quality as the most important contributory factor to customer happiness and loyalty.

Sara Qadeer (nine) (2013) The goal of this study is to look into the relationship between service quality and customer satisfaction, as well as how service companies may improve and manage the process of providing high-quality service to their consumers. The study examines the impact of service quality on customer satisfaction by discussing their relationship for this aim. It also identifies and explores the variables that can influence both constructs. Furthermore, several improvement strategies are investigated in order to increase the organization's service quality. The following research questions are used to attain the goal. Service inseparability occurs when service is produced and consumed at the same time. When a consumer and a service representative connect, quality usually occurs during service delivery (Lehtinen and Lehtinen 1982). According to research, providing high-quality service results in measurable profits, cost savings, and market share gains. As a result, study into the nature of service quality and how it is accomplished in businesses has become a top concern. (Zeithaml and colleagues, 1988) To achieve this, businesses must create an internal atmosphere that encourages employees to adhere to service quality standards based on consumer needs. A large number of businesses use customer satisfaction in some form or another.

QingjiZhou is number ten (2021) Mobile banking (MB) is one of the most recent financial sector breakthroughs, and it has the potential to benefit both users and institutions. The goal of this research is to look into the factors that influence mobile banking loyalty intentions, as well as their interrelationships and effects on service quality and loyalty. Customized elements affecting mobile banking service quality and loyalty intention were provided using the service quality model. Survey data from 224 mobile banking customers was collected and analyzed using structural equation modeling (SEM). The results of the SEM analysis emphasize the importance of interface design, system quality, security assurance, and service quality on mobile banking loyalty intention, either directly or indirectly. Meanwhile, the findings' theoretical and managerial ramifications, as well as the study's limitations, are examined.

RESEARCH METHODOLOGY

The tool for understanding and studying a subject in a scientific or technical way is research technique. "The procedures or strategies used to find, select, process, and analyze information about a topic are referred to as research methodology." The methodology portion of a research article allows the reader to critically examine the study's overall validity and dependability. The term "research methodology" refers to a method for solving a research topic in a methodical manner. It's a step-by-step strategy for a research study that explains how data is collected and processed. This research project is a descriptive study."

DATA COLLECTION METHODS

Primary data

Primary data is the data which is collected by the researcher on his own for a first time. Several methods are available.

Secondary data

Secondary data is nothing but already collected data by someone else. Examples: articles, websites, previous reports and industry profiles

In this study primary data is used.

Statistical Tools

The data collected was analyzed through percentage analysis statistical tools.

Type of the study

Sample size

We got a response from 50 employees.

Sampling technique

Under convenience sampling, a non-probability sampling strategy is applied in this investigation. The information was gathered by the chosen

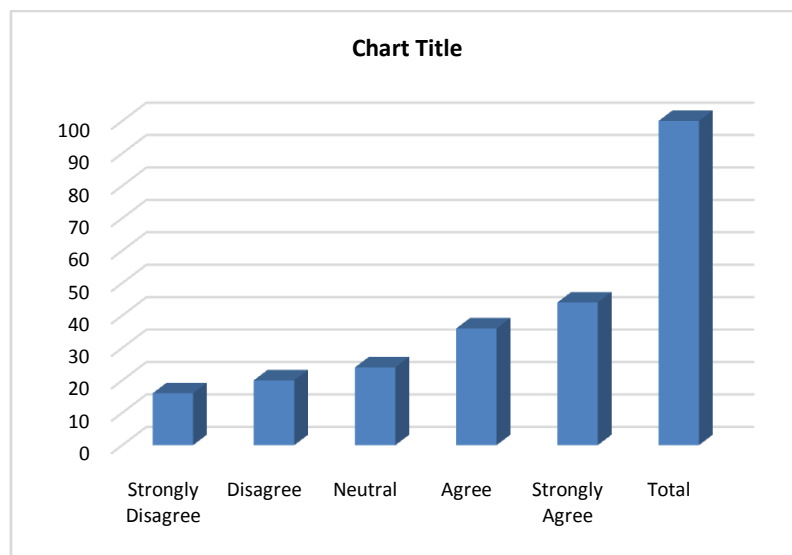
responders, who had a one-in-ten chance of being chosen.

1) Percentage Analysis

Table -1 Mobile Banking Would Make More Convenient For You

Particulars	Number of respondents	Percentage (%)
Strongly Disagree	8	16
Disagree	10	20
Neutral	12	24
Agree	18	36
Strongly Agree	22	44
Total	50	100

CHART Mobile Banking Would Make More Convenient For You



Interpretation

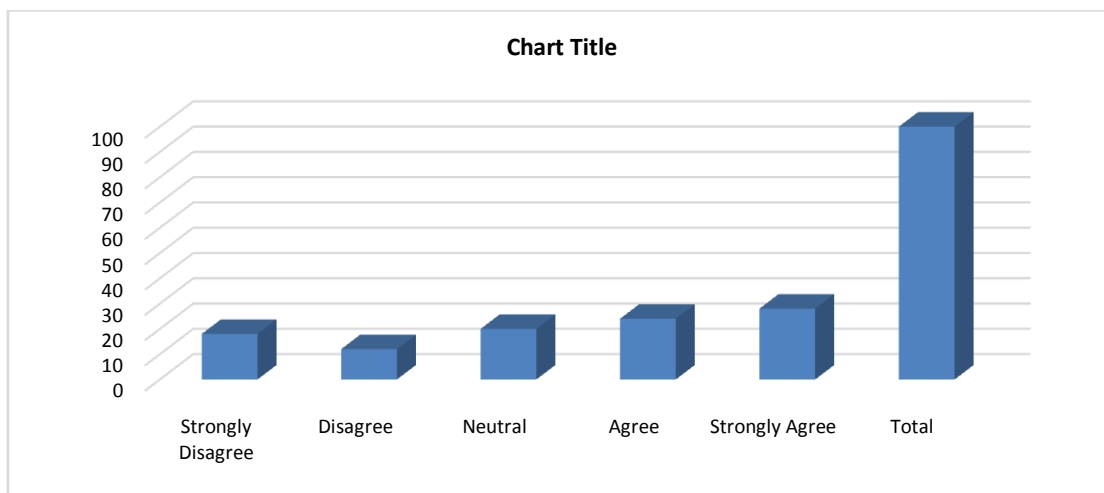
The table demonstrates that using mobile banking would be more convenient for you. 16 percent of respondents strongly disagreed, and 20 percent disagreed, with the remainder 36 percent agreeing and 44 percent strongly agreeing

Table-2 Mobile Banking Is Time Saving Than Conventional Banking

Particulars	Number of respondents	Percentage (%)
Strongly Disagree	9	18
Disagree	6	12
Neutral	10	20
Agree	12	24
Strongly Agree	14	28
Total	50	100

CHART

Mobile Banking Is Time Saving Than Conventional Banking



Interpretation

The table demonstrates that mobile banking saves time over traditional banking. 18 percent of respondents strongly disagreed, and 12 percent disagreed, with the remainder 24 percent agreeing and 28 percent strongly agreeing.

FINDINGS FROM THE STUDY

- Majority 50 % of the respondents are the in the female and male both are 50%.
- The majority of the age group will be 30% 31-40 years.
- The majority of the education will be 26 % are HSC.
- The majority 30 % respondents are the occupation classification are business people.
- The majority 30 % respondents are the monthly income classification are business people.
- The majority 24% are the respondents are status of the usage in the last one in year.
- The majority 30% are the respondents are in the last one in year.
- The majority 44% are the respondents strongly agree mobile banking would make more convenient you to use mobile banking .
- The majority 44% are the respondents strongly agree mobile banking more secure.
- The majority 44% are the respondents strongly agree enquiry facility is working well mobile banking.
- The majority 26% are the respondents agree bill payment service work well mobile banking.
- The majority 26% are the respondents agree, and strongly agree that money transfer facility works well mobile banking.
- The majority 28% are the respondent strongly agree that stop payment service works well.

- The majority 28% are the respondent strongly agree that mobile banking is time saving than conventional banking.
- The majority 30% are the respondent strongly agree that mobile banking is cost saving than conventional banking.
- The majority 30% are the respondent strongly agree that mobile banking is flexible or convenient than conventional.

RECOMMENDATIONS AND SUGGESTIONS

- The following are the suggestions made on the basis of the findings of the study.
- Most of them agree that the mobile banking is maintaining a mobile banking security, conventional banking cost and only a few of them are not agreed with it. So it is suggested to consider in improve the mobile banking security.
- The maximum respondent suggests that the mobile banking security to improve equalities and the minimum respondents suggest that conventional banking of the time.
- The treating people from higher authorities based on gender is quite sounds good, as it is to be improved more to maintain a cardinal interpersonal relationship among employees in eliminating gender bias.
- Conventional banks are in the business of lending & borrowing money based on interest. Generally Conventional Banks do not involve themselves in trade.

CONCLUSION

Depositors receive a fixed rate of interest in traditional banking. Profits earned by the bank for the month are allocated according to weight ages in Islamic banking. The provision of mobile banking funding necessitates the use of the profit-and-loss sharing principle. As a result, unlike a regular savings account, an FD does not allow customers to withdraw funds at any time. As a result, we have concluded that the mobile banking service is the best alternative for the amount of usage and everything

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