



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Mobile Banking and Its Impact on Customer Satisfaction

Dr Purvi Derashri¹, Dhruvkumar Patel², Rutvik patel³

1. Assistant Professor, Parul Institute of Management & Research(MBA), Parul University, Vadodara, 391760, India
2. Student, PIMR(MBA), Parul University, Vadodara, 391760, India
3. Student, PIMR(MBA), Parul University, Vadodara, 391760, India

ABSTRACT

The purpose of this study is to examine the relationship between the mobile banking service provided by the bank and related with the customer satisfaction. How they are aware and also how many of them are using it. Data from this study was collected through questionnaire and did random sampling on the basis of convenient of the customer. A simple percentage analysis and pie chart will be done. According to questioners 105 samples are collected and interpretation are given. Finding suggest that most of the customer preferred private bank for advancement of technology they are using and, on the security, purpose. Lastly, the paper is focusing on the merit and demerit of the mobile banking, also how one can secure their mobile banking from hacking or any internet threats. Moreover, what are the benefits one can get through using mobile banking.

Keywords: Mobile Banking

1. Introduction

The creation of cell banking withinside the banking area has extra various into distinctive species. Customers get the right of entry to their monetary money owed from everywhere withinside the globe via the development of a generation that's acceptable to the financial institution. Banks have more than one route to patron offerings. (e.g., ATMs, telephones, net, and cell phones.). One of the technological offerings presents through a financial institution is Mobile banking. Mobile banking has become an increasing number famous in current years, it has grown to be a critical device withinside the lives of an increasing number of humans all around the globe. It is a handy and easy manner to manipulate our funds. It is software for your telephone which is your pocket financial institution. This app facilitates patrons without a want to exit and live withinside the queues ready to be served. This app presents 24-hour get-right of entry to our account balance, wherein you may deposit checks, maintain tune of our financial institution transaction, online bills of the transaction, and different cell banking blessings supplied to its patron.

How to activates the service:

If any client is avail for this service, they are able to use the subsequent methods.

- Taking assist of financial institution branch
- Through Online Banking
- By calling the client care

* Corresponding author. Tel.: +0-000-000-0000 ; fax: +0-000-000-0000.
E-mail address: author@institute.xxx

Tips to secure Mobile Banking:

1. Use a robust password with a mixture of letters, numbers, and symbols. With a robust password, it's miles extraordinarily tough and not possible to get entry to your mobile banking.
2. Don't share your password with a stranger, be together along with your own circle of relative's contributors only.
3. Stick with your property network in place of public WIFI.
4. Download the respectable app out of your financial institution and requested relied on friends for recommendations.
5. Log out of the app each time
6. Use Two- Factor authentication, in case your financial institution helps it
7. Never mechanically keep the password in your phone.

The Importance of Mobile Banking:

As a result of the current pandemic, people are able to recognize and value mobile banking because of its many benefits. As we have noticed that, how pandemic affected to us in so many activities, which is why most people are use mobile banking app for easy access of their transaction. One of the most significant benefits that one easily carries and its available 24*7. We can transfer from one customers account to another customer's account and even transfer money into abroad. It is a convenient and safe to use also log in to your account from any smart phone.

Advantage of Mobile banking

1. Convenience: It has been verified that humans spent 80% in their time on their cell phones. This indicates how specialists maximum humans are with their devices. Hence, we usually get admission to our cell banking app at the benefit of our homes, offices, and each different place.
2. Ease of get entry to: earlier than the advent of cell banking, humans get very disenchanted after they need to arrive on the financial institution and stand withinside the queue for his or her transaction or some other query. But with the assist of cell banking, you can still get admission to everywhere withinside the international with their log-in ID. Available at 24*7.

The downside of Mobile banking

1. Mobile banking customers can acquire faux messages from hackers, as they are able to thieve the patron's monetary data.
2. The protection of the account facts saved on cell phones. If the tool is misplaced with the aid of using the clients that crook can benefit get admission to to their cell banking platform.
3. There are a few costs Levied at the patron with the aid of using the financial institution for the usage of the banking service.

2. Literature Review

- Suresh (2017), there study focusing on customer perception towards mobile banking services offered by the banks. The purpose of the study is to available service for quick and efficient of service at any time of the day from anywhere in the world. It contains many factors that would be affected like security, cost effectiveness, ease of transaction etc.
- Neena Brar& Jaspreet Singh (2012): In their research they considered all variables and collecting responses from customers, in this study the perception of consumer can be changed or can be motivated by Awareness program, fewer charges, proper security and the best services offered by the bank.
- Viral (2019) analyzed the impact of technology on public sector banks and new private sector banks. How the advancement of technology using by the private sector bank, fully computerized and providing services on internet, by top private banks like HDFC Bank, ICICI Bank etc.

3. Research Methodology

Research Type:we used descriptive research method for the study. Primary data would be collected through questionnaire and the total responses are 105.

Objective of the Study:

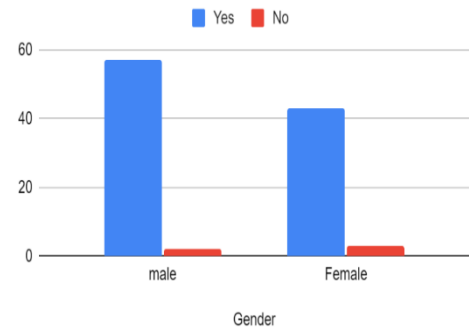
- To highlights the theoretical background of the mobile banking
- To study the Technological Services covered under Mobile Banking Services in India or whether the technology was using by customer or not

Analysis and discussion:

1. Gender and using mobile Banking

Gender/use mobile baking	Yes	No	Grand Total
Male	57	2	59
Female	43	3	46
Grand Total	100	5	105

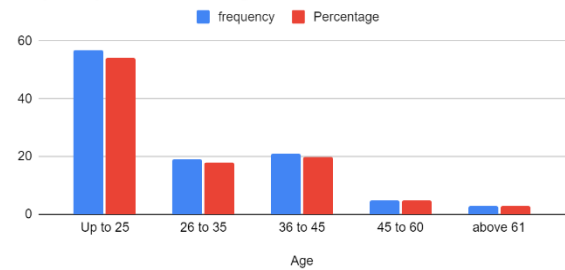
Gender and use Mobile Banking



2. Age

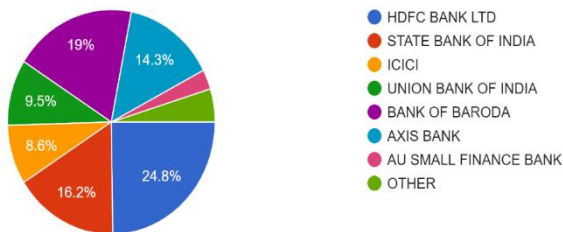
Age	frequency	Percentage
Up to 25	57	54.28571429
26 to 35	19	18.0952381
36 to 45	21	20
45 to 60	5	4.761904762
above 61	3	2.857142857
Grand Total	105	100

frequency and Percentage



3. Different banks and their customers

Name of your bank
105 responses

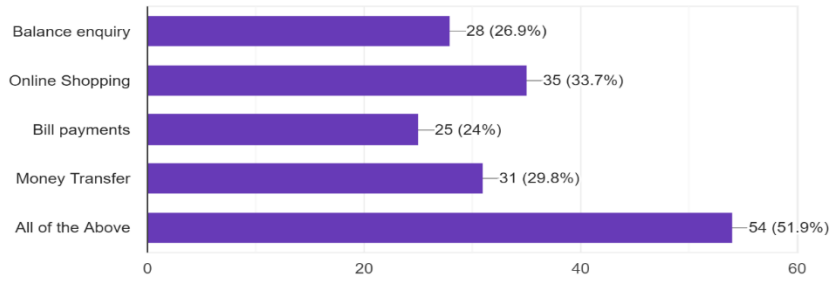


banking

4. Purpose for using mobile

Main purpose for using mobile Banking services

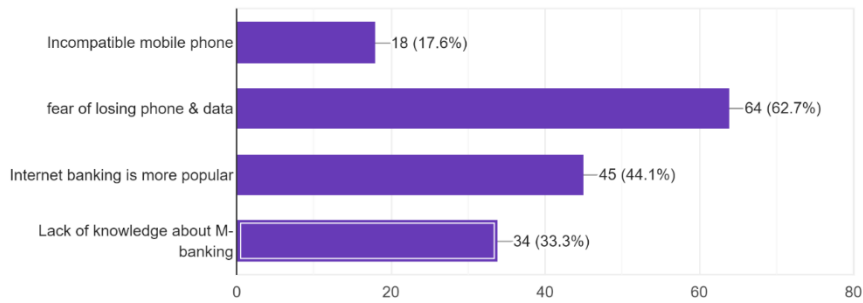
104 responses



5. Barriers while using mobile banking

Barriers for adopting M-banking services

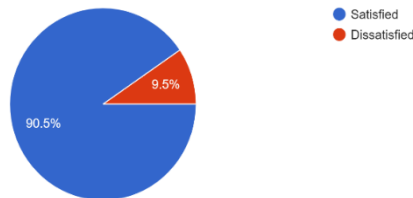
102 responses



6. Customer satisfaction

How much are you satisfied with mobile or online banking services?

105 responses



4. Results and conclusion:

Results:

- Majority of respondents are having bank accounts in a private bank. As they are more advance and providing better services.
- Most of the respondents are younger one between the age Up to 25 years. They are having more knowledge about mobile banking.
- Hardly approx. 10% respondents are not satisfied with the mobile banking because of internet threat rather than 90% are satisfied with their bank as well as the services provided by the bank.
- People are choosing particular bank on the basis of their nearness and what are the new services provided by the bank for the customer efficiency.

Conclusion:

Technology has made it feasible to supply offerings for the duration of the department network, supplying spontaneous updates to checking bills and fast motion of cash for transfer. Also, we can see the modifications in banking sectors that nowadays they may be adopting electronics offerings that may effortlessly available via way of means of the purchaser of them convinces. This has a look at gives complete information approximately cellular banking how a purchaser can lively their cellular banking with their respective financial institution thru financial institution department or financial institution gives software to the purchaser. However, there are a few hints for the purchaser to guard their cellular banking from net threats or hacking. Also, cellular banking has the benefit that you will get admission to 24*7 thru their login identity notification in any of the worlds. More over, purchasers can take a look at their deposits, online invoice payments can also request cheque or debit/credit score cards, etc.

REFERENCES

- THE IMPACT OF MOBILE BANKING ON CUSTOMER SATISFACTION: COMMERCIAL BANKS OF NAMIBIA (KEETMANSHOOP) (icommercecentral.com)
- https://www.ijirt.org/master/publishedpaper/IJIRT143526_PAPER.pdf
- <https://www.ijemr.net/DOC/IJEMR2019090103.pdf>

Websites:

- Mobile Banking - Overview, History, Types, Importance (corporatefinanceinstitute.com)
- <https://www.techfunnel.com/fintech/mobile-banking>