

## CUSTOMER AWARENESS TOWARDS MOBILE BANKING IN RURAL AREAS OF AGASTEESWARM TALUK

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### ABSTRACT

Mobile Banking plays fundamental roles within the ongoing scenario, based on the up gradation of the generation client of the banks have begun the usage of the banking services via the use of smart phones. Present days most of the normal people started using smart phones and cell phones have end up the primary need of every one that helps the customers to make various varieties of activities. The Activities which are carried out with the assist of Mobile Banking are on line switch of money, Ticket reservation, and transfer of price range, and so forth, Customer awareness towards mobile banking usage in rural areas. Government of India has been enforcing many schemes Digital India programme and so on, with the vision transformation into the society of digitally empowered. (Virtual) with the brand-new development of generation, Government has expanded its platform from electronic governance to Mobile governance that's turning into the favourite mode with the aid of the citizens. Mobile phones have taken a vital space as a communicate tool in our existence. Banks additionally have changed the approach of banking offerings to their benefactor. Now benefactor can perform their banking transactions from everywhere each time with the assist of m-banking. the pilot takes a look at turned into done to locate the awareness about the Mobile banking software among the rural citizens from Agasteeswarm TalukFor that, the researcher collected 75samples from the respondents and percentage, Garret ranking method and t- test used for this study.

**Key words:**Customer awareness, Mobile phones, Innovative Products, Technology.

## INTRODUCTION

Mobile phones as a delivery channel for extending banking services have off-late been attaining greater significance. The rapid growth in users and wider coverage of mobile phone networks have made this channel an important platform for extending banking services to customers. With the rapid growth in the number of mobile phone subscribers in India, banks have been 25 exploring the feasibility of using mobile phones as an alternative channel of delivery of banking services. Some banks have started offering information based services like balance enquiry, stop payment instruction of cheques, transactions enquiry, and location of the nearest ATM/branch etc. Acceptance of transfer of funds instruction for credit to beneficiaries of same/or another bank in favor of pre-registered beneficiaries have also commenced in a few banks. In order to ensure a level playing field and considering that the technology is relatively new, Reserve Bank has brought out a set of operating guidelines for adoption by banks.

### Need of Study

Innovation is one of the important things that affect the activities of every country. Today's entire sectors are working as innovation acceptor. M –banking may prove to be an important innovation in developing world. Banking sector's profitability depends on better customer relationship. Nowadays needs of consumer are getting more complex and demands are for more innovative products. So give them better services banks have introduced a new profitable technology called Mobile Banking. Indian banking has undergone a tremendous change several banks have introduced latest technology and many more innovation in the process mobile banking is one of the newest innovation introduced by banking industry. In the present world every person has personal mobile rather than having computer at home. Even rural persons also have mobile. Mobile banking (also known as M-banking, sms-banking) is a term used for performing balance checks, account transaction, payments etc. via a mobile device such as a mobile phone M-banking is a service of banks to make available, the facility of banking wherever the customer is and whenever he needs. With mobile banking customer can access banking services at anytime and anywhere. M-banking is known as "anytime, anywhere banking". M-banking can help in reducing cost, saving time .M-banking is beneficial for both customers and banks as well. Through this study know about perspectives of m-banking in private and public banks. And also know about awareness among all groups of customers. The proposed investigation will suggest and an attempt to understand how mbanking affects the profitability .through this study we know about importance of mobile banking and also know about mobile banking is useful or not.

### Review of Literature

Dr.K V Ramana Murthy and Mrs. Bhagyalakshmi Burra (2021), "Use and Adoption of Mobile Banking in Rural Areas of India: A Descriptive Study on Emergence of E-Banking",

Their study result was that mobile banking provides banks with the ability to maintain their technologically knowledgeable, established client base while delivering creative and value-added services that draw prospective clients. We just have to ensure that we educate rural customers and provide them with ample resources to allow their usage understandable. Mobile banking has been highlighted in many surveys as the largest disruption in modern years, and has changed banking transaction handling processes and in several situations. However, a great many efforts are still required to realize the promise of mobile banking in rural India. Drivers and workers constructs are classified to support government and business prioritize considerations. In India, a rapid growth in online banking and mobile banking transactions has been seen after the Government of India's 2016 demonetization initiative. The Government has taken numerous steps to facilitate the performance of the financial sector in terms of cashless payment and non-trading banking.” In this situation, the service providers are responsible for maintaining and educating the healthy use of mobile banking services as conventional banking, underlining to their treasurable customers the ease of mobile banking use.

Dr. R. Vijayapriya and Mr. K. Krishnamoorthy (2020), “A Study on Awareness of Mobile Banking Software in Rural Areas of Erode District”, Their experimental study showed that peoples from rural area are aware about knowing mobile banking app in India is 68% and 62% of respondents aware about their Banks’s app but 46 of the respondents are not aware of operating the m-banking app for their banking transactions though they have a smartphone. The percentage of frequency for not using m-banking app in a month is high 62%. It is also depicted that the key reason of not using m-banking app is lack of knowledge of operating of mobile banking app and do not trust on this technology. It further shows there are not relationships between age, profession and annual income on awareness and frequency of using m-banking app. 67% people said that m-banking app is important in the day-to-day life. Considering the above conclusion, it is suggested that need of training of m-banking app is necessary. Efforts must be taken to increase awareness in utility of m-banking app among the rural peoples. This research would be useful for the researcher to study the customer satisfaction level of mobile banking.

### **Mobile Banking**

Mobile banking is a service which provides the banking facilities with help of mobile phone. It helps us to know about our account information with the help of SMS. Mobile banking not only give the account information but it provides transaction and payment facilities also such as bill payment and shopping payment and other bank services also can be providing with the help of mobile banking so mobile banking is very useful for us and provide all facilities from anywhere and anytime time with the help of mobile banking.

### **Importance of Mobile banking**

Mobile Banking is simply an amalgamation of the telecommunication and the banking industry, through which one can avail the services of banking via mobiles and tablets. It acts as a common agent and provides mutual benefits for both the banks and the customers. In this mode of operation, the banks do not require huge investments nor have to alter their existing infrastructure, and can in fact cater to the needs of a large number of people in lesser effort. With mobile technology, banks are able to cut down on operational costs while still maintaining client satisfaction. Banks get the most valuable data relating to customer's varied requirements achieved through customer's relationship management with effective practices. Banks can now reach out to its customers in far distant and isolated areas which previously were unreachable through the use of mobiles phones and proper networking. Since, all banks are having their customer database, SMS advertising is used to give information about the products and services to its existing customers as well as to its new customers. Along with the banks, the customers are also provided with added advantages of receiving all the banking services in just a click irrespective of time and place. It has made banking services hassle free for both the customers as well as the banks to a great extent.

### **Main Services of Mobile Banking**

- Mini-statements and checking of account history
- Alerts on account activity
- Access to loan statements/card statements
- Insurance policy management
- Pension plan management
- Payments and Transfers
- Domestic and international fund transfers
- Mobile recharging
- Commercial payment processing
- Bill payment processing
- Personalized alerts and notifications on security prices Support
- Check (cheque) book and card requests
- Exchange of data messages and email, including complaint submission and tracking

### **Objectives of the Study**

- To know the customer awareness on Mobile banking services
- To identify the factors influencing the Source of Information Regarding Mobile Banking
- To analyze the different problems faced by the customers while using Mobile banking services.

### Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 75 respondents in the rural areas of Agasteeswarm Taluk in Kanyakumari District. Convenience sampling technique was adopted in the selection of the respondents. For analyzing the data, Percentages, Garret Ranking and t-test were applied.

### Limitations of the Study

- This study is restricted to the taluk of Agasteeswarm with special reference to rural areas only.
- Time may play vital role but within time limit everything regards with subject Matter cannot be exposed.

### RESULTS AND DISCUSSIONS

Table No.1

#### DEMOGRAPHICS - WISE DISTRIBUTION OF THE RESPONDENTS

VARIABLES		No of Respondents	Percentage
Age	Upto 25	6	8
	26-35	39	52
	36-45	16	21
	45-55	8	11
	Above 55	6	8
	<b>Total</b>	<b>75</b>	<b>100</b>
Sex	Male	48	64
	Female	27	36
	<b>Total</b>	<b>75</b>	<b>100</b>
Educational Qualification	Upto HSC	8	11
	Graduation	34	45
	Post-Graduation	14	19
	Others	19	25
	<b>Total</b>	<b>75</b>	<b>100</b>
Occupation	Farmer	5	7
	House wife	14	19
	Student	17	23
	Employees	27	36
	Business	10	13
	Other	2	3

	Total	75	100
Income Per Month	Less than 10000	8	11
	10001-20000	24	32
	20001-30000	20	27
	30001-40000	14	19
	Above 40000	9	12
	<b>Total</b>	<b>75</b>	<b>100</b>

**Primary data**

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Majority of respondents using respondents in the age group of 26-35 and Graduation were high as compared to other Educational groups. Majority of the respondents were Employees and 10001-20000 respondents were high as compared to other Income Per Month for respondents.

**Mobile Banking Service Generally Used**

**Table 2: Mobile Banking Services**

Services	No of Respondents	Percentage
Deposit /Withdrawal Alert	24	32
Balance Check	08	11
Mobile Recharge	15	20
Cheque Book request	04	5
Transfer Money	19	25
Stop Cheque Payment	05	7
<b>Total</b>	<b>75</b>	<b>100</b>

**Primary data**

To know about what banking services are used by the customers. Various services were given listed for them and asked to reveal what services are used by them. Description of which is given below: the service which is used by 24 respondents generally prefer Deposit /Withdrawal Alert, 8 respondents generally prefer Balance Check whereas 15 respondents generally used for

mobile recharge, only 4 respondents for Cheque Book request, 19 respondents used for Transfer Money purposes and 05 respondents used for Stop Cheque Payment.

**Source of Information Regarding Mobile Banking**

**Table 3**

Source of Information	No of Respondents	Percentage
Banker	22	29
Friends	17	23
Relatives	18	24
Newspapers	08	11
Bank Promotions	10	13
<b>Total</b>	<b>75</b>	<b>100</b>

**Primary data**

As far as source of information for mobile banking is concerned maximum respondents (22) come to know about mobile banking services through banker. 18 respondents getting information through Relatives, 17 respondents getting information by Friends, only eight respondents getting information when they read the Newspaper and 10 respondents they getting by Bank Promotions.

**Type of Problem**

**Table 4**

Problems	Percentage	Rank
Server Down	69.74	<b>I</b>
Delay in service	69.33	<b>II</b>
Employees are not so much tech savvy	68.96	<b>III</b>
Power Down	67.67	<b>IV</b>
Complication of Security	67.50	<b>V</b>

High charges	65.08	VI
Much more confusion	64.33	VII

**Computed data**

When it was assumed what type of problem felt due to use of mobile banking the top most problem was that of “server down” with 69.74 % respondents supporting this? Second rank was given to “Delay in service” with 69.33%. Third rank was given to “Employees are not so much tech savvy “with 68.96% respondents supporting this. Next problem was “Power Down” 67.67%respondents reported this problem and fourth rank was obtained by this problem. Fifth rank was the problem of “Complication of Security” 67.50% reported this problem. At sixth rank was the problem of “High charges” with65.08% and the problem at the bottom was “Much more confusion “only 64.33% respondents reported this problem.

**Awareness Level of the Respondents**

**Table 5**

Statement	No of Respondents	Percentage
Strongly agree	17	23
Agree	32	43
Neutral	13	17
Dis Agree	8	11
Strongly Dis agree	5	7
Total	75	100

**Primary Data**

From the above table it can be observed that 17 respondents were Strongly agree, 32respondents were agree, 13respondents were Neutral, 8 respondents wereDis-agree and 5 respondents were Strongly Dis agree.

**COMPARISON OF GENDER AND AWARENESS LEVEL OF THE RESPONDENTS**

The t- test is applied to find the Comparison of Gender and Awareness Level of the Respondents.

**Table 6: Calculation of t-test**

Factors	Variables	df	Table Value	CalculatedValue	Result
Awareness Level of the Respondents	Male	148	1.645	-0.3014	Accepted
	Female				



### Sources: Computed Data

The above table represents the independent sample t-test. It is clear from the table that the Comparison of Gender and Awareness Level of the Respondents has its calculated value is less than the table value. There is no significance different between namely Comparison of Gender and Awareness Level of the Respondents. Hence the null hypothesis is accepted.

### Findings

- Male respondents are higher than female respondents.
- Majority of respondents using respondents in the age group of 26-35.
- Graduation was high as compared to other Educational groups.
- Majority of the respondents were Employees.
- 10001-20000 respondents were high as compared to other Income per Month for respondents.
- Most of the respondents generally prefer Deposit /Withdrawal Alert.
- The 22 respondents come to know about mobile banking services through banker.
- Server Down was first rank whereas Much more confusion were last rank.
- Most of the respondents were Agree in the awareness level of the respondents.
- There is no significance different between namely Comparison of Gender and Awareness Level of the Respondents. Hence the null hypothesis is accepted.

### Suggestions of the Study

- Network problem is a serious problem in the view of majority customers. Therefore, the banks should provide fast network facilities.
- Banks should strive to provide options for easy registration for mobile banking services to their customers, through multiple channels, thus minimizing the need for the customer to visit the branch for such services. The time taken between registration of customers for mobile banking services and activation of the service should also be minimal.

### CONCLUSION

Through customers are well aware about mobile banking and they agree that mobile banking is useful for them and they will be able to manage their finance easily and efficiently through mobile banking but still there are some issues from customers point of view which prevent use of mobile banking at large scale. The issue of concern an problem of less efficient network connection disconnection, reliability in major factor of concern, around 50% customers see it as complex mechanism to deal with nearby 50% customers see mobile banking as risky mode of financial transaction & they are more concerned with their privacy through mobile banking. Hence concluding by it can be said that through people are well aware of mobile

banking and see its benefits but due to issues of privacy, safety & reliability most of the customers are reluctant to use it.

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