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11.	A Study on Consumer Satisfaction Towards Service Render by SBI in Nagercoil Town J. Jani Mereybai and V. Francina	54-58
12.	Mobile Banking: The User Friendly Services of the Banking Sector S. Sahaya Selvi	59-64
13.	Job Satisfaction of Employees: A Micro Study K. Sivagama Shunmuga Sundari and A. Arumugam	65-70
14.	A Study on Attitude of Women Investors Towards Various Investment Alternatives V. Bharathi and A. Sivakumar	71-76
15.	The Performance of NBFCs in India V. Somaganesh and N. Maria Nevis Soris	77-82
16.	Ratification of Bank Techno Services in Fund Transfer Schemes and Evaluation of Its Service Quality D. Ugesh, A. Bharathi Raja, L. Dinesh and G. Paulraj	83-88
17.	Cloud Computing Architectures - in Business Perspective S. Sivasubramanian and R. Prabamameswari	89-96
18.	Towards an Effective Public Distribution System in Thoothukudi Taluk, Thoothukudi District S. Kanthimathinathan	97-103
19.	Portrayal of the Saudade Community in John Masters' <i>Bhowani Junction</i> Colette Sharmila	104-107
20.	Woman Empowerment in Ships that Pass S. Geetha and V. Chanthiramathi	108-112
21.	Bharti Kirchner's Darjeeling: A Diasporic Narrative N. Sumathi	113-118

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**Mobile Banking: The User Friendly Services of the Banking Sector**  
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**Introduction**

Banks are one of the service sectors which have attracted customers from time immemorial. The mobilization and creation of finance is rooted through banks to millions and millions of customers for the day to-day activities. The economy of the entire globe is channelized through banks. Banks have become part and parcel of every organization, and it plays a vital role in the life of every individual or sector. The banks contribute finance towards the development and growth of the company. Due to the advanced technology in Information and Communication Technology (ICT) the banks underwent paradigm shift from bricks and mortar system to click system.

The bank employees used this opportunity to their benefit and reached the customers in every nook and corner of the world via mobile banking. Mobile banking has filled the gap of the unbanked population. So, for banks, mobile banking is a potential method for attracting and retaining customers. It also provides the convenience of reducing the usage of currency notes and cost effectively servicing the unbanked geographies. A customer who uses mobile banking is far more profitable to a bank than a customer who uses other channels for banking services.

**Statement of the problem**

Mobile technological growth has opened new vistas in the area of banking operation. Mobile banking is now gaining popularity over internet banking. In case of internet or online banking we need a computer and internet connection to access our account and this becomes a problem during emergencies or when we don't have internet connection. However this is not a problem with mobile banking as we will get network connection even in the remote areas. Personally, going to the bank for transferring money or for any other transaction takes a lot of time and energy. On the other hand, with the use of mobile banking, we can get our work done within few minutes. With the implementation of new user friendly applications and software, mobile banking through our cell phone has become simpler. As a result of this, more and more people are attracted towards it. Mobile banking keeps the customer updated with any activity done in their account. At this juncture, few questions arise in the minds of the researcher like what are the mobile services provided by the

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Mobile Banking: The User Friendly Services of the Banking Sector banking sector and how the clients are satisfied with those services. To find fitting answers to the aforesaid questions, the research study has been undertaken.

### Objectives

The general objective of this paper is to discuss about the mobile services provided by the banking companies and the extent in which these services are utilized by the clients in the study area. The following are the specific objectives:

To find out the nature of mobile services that are provided by the service providers in the study area

To discuss the frequent usage of services by the sample respondents

To analyze the satisfaction of the sample respondents in terms of benefits of mobile banking services.

### Methodology

This study comprises both Primary and Secondary data. The primary data was collected with the help of a pre- tested interview schedule. The secondary data was collected from books, magazines, journals, unpublished thesis and websites. Fifty sample respondents who are using mobile banking services in and around Nagerecoil were interviewed on the basis of random sampling method. The collected data was analyzed with the help of Henry's Garrett ranking method and Likert's five point scale.

### Data and Discussions

The speed culture paves ways and means for quick transactions. Every one considers time and energy are precious. Hence while they are in transit they do lot of business transactions. Mobile banking is the boon to the customers as while they are in transit itself, they can do all possible banking transactions without going to bank. Table 1 clearly depicts the nature of services offered by the bank employees.

TABLE 1 - Services Provided to the Customers

Sl. No	Nature of mobile services	Very Often	Often	Always	Seldom	Never	Total	Score	Rank
1	Notification	12 (60)	11 (44)	9 (27)	8 (16)	10 (10)	157	3.14	III
2	Fund Transfer	2 (10)	11 (44)	6 (18)	24 (48)	7 (7)	127	2.54	VIII
3	Account Up dates	3 (15)	16 (64)	22 (66)	3 (6)	6 (6)	157	3.14	III



## S. Sahaya Selvi

4	Inter Bank Mobile Payment Service	1 (5)	5 (20)	2 (6)	15 (30)	27 (27)	88	1.76	XVI
5	Information Service	5 (25)	12 (48)	12 (36)	16 (32)	5 (5)	146	2.92	VII
6	Balance enquiry	11 (55)	21 (84)	12 (36)	5 (10)	1 (1)	186	3.72	I
7	Request for financial information	10 (50)	14 (56)	11 (33)	7 (14)	8 (8)	161	3.22	II
8	Payment and Transfer	6 (30)	9 (36)	18 (54)	10 (20)	7 (7)	147	2.94	VI
9	Account-to-Card Transfer	2 (10)	7 (28)	14 (42)	4 (8)	23 (23)	111	2.22	XI
10	Card-to-Account Transfer	1 (5)	6 (24)	6 (18)	11 (22)	26 (26)	95	1.9	XIV
11	Account-Account Transfer	5 (25)	8 (32)	14 (42)	5 (10)	18 (18)	127	2.54	VIII
12	Bill payment	5 (25)	11 (44)	22 (66)	7 (14)	5 (5)	154	3.08	V
13	Cheque Book Request	1 (5)	11 (44)	6 (18)	21 (42)	11 (11)	120	2.4	X
14	Payment, Donation and Subscription	0 (0)	2 (8)	1 (3)	31 (62)	16 (16)	89	1.78	XV
15	(DTH) Payment	0 (0)	6 (24)	15 (45)	12 (24)	17 (17)	110	2.2	XII
16	Prepaid Services	5 (25)	5 (20)	4 (12)	10 (20)	26 (26)	103	2.06	XIII

Source: Primary Data Figure in parenthesis represents score

Table 1 reveals that out of 16 statements with regard to usage of mobile banking services the sample respondents have given first rank to 'Balance enquiry', second rank is given to 'Request for financial information' and third rank is given to 'Notification'. Similarly the last rank or 16<sup>th</sup> rank is given to 'Interbank mobile payment services', since it is useful only for those who are engaged in business organization. It is analysed that through software programme, without going to the bank they are able to transact all the banking services via mobile banks. It saves time, energy and economizes the transactions of the sample respondents.



Mobile Banking: The User Friendly Services of the Banking Sector

Table 2 shows that the order of preferences of the respondents using mobile banking services by applying Henry's Garret ranking technique.

TABLE 2 - PURPOSES IN THE ORDER OF PREFERENCE

Sl. No.	Purposes of using mobile banking services	Score	Rank
1	Making enquiry about the bank balance	58.06	II
2	Making enquiry of the last few transactions	55.90	III
3	Viewing the details of the bank account	60.02	I
4	Order a demand draft	38.16	VI
5	Request for a cheque	45.78	IV
6	Stop payment of cheque	42.08	V

Table 2 shows that out of these six type of activities first rank is given to 'Viewing the details of bank account', second rank is given to 'Making enquiry about the bank balance' and third rank is given to 'Making enquiry of the last few transactions'. It is inferred that these services becomes necessary for all the sample respondents in their day to day transactions and they need not go to banks to check and verify all these transactions which helps the customers to use their time in other productive purposes. Table 3 shows the satisfaction level of the sample respondents in the study area.

TABLE 3 Level of Satisfaction of the Sample Respondents

Sl. No	Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Score	Rank
1	Employer behavior	10 (50)	30 (120)	9 (27)	1 (2)	0 (0)	199	3.98	V
2	Quick reply	11 (55)	20 (80)	19 (57)	0 (0)	0 (0)	192	3.84	VI
3	Communication	8 (40)	20 (80)	20 (60)	2 (4)	0 (0)	184	3.68	VIII
4	Quality of service	11 (55)	17 (68)	19 (57)	1 (2)	0 (0)	182	3.64	IX
5	Settlement of bills	4 (20)	30 (120)	15 (45)	1 (2)	0 (0)	187	3.74	VII

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8	Ea
9	Us
10	Cc

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S. Sahaya Selvi

6	Transaction on cost	8 (40)	18 (72)	19 (57)	5 (10)	0 (0)	179	3.58	X
7	Saves time	30 (150)	17 (68)	3 (9)	0 (0)	0 (0)	227	4.54	II
8	Ease of use	22 (110)	23 (92)	4 (12)	1 (2)	0 (0)	216	4.32	IV
9	User friendly	25 (125)	22 (86)	1 (3)	2 (4)	0 (0)	220	4.40	III
10	Convenient	32 (160)	15 (60)	3 (9)	0 (0)	0 (0)	229	4.58	I

Source: Primary Data Figure in parenthesis indicates score

Table 3 reveals that out of 10 statements the sample respondents have given first rank to 'Convenient', second rank to 'Saves time' and third rank to 'User friendly' with its mean score of 4.58, 4.54 and 4.40 respectively. The last rank is given to 'Transaction on cost' with its score value of 3.58. It is observed that the sample respondents are highly satisfied and comfortable with mobile banking services due to its convenient, time saving and user friendly nature.

#### Recommendations

In India the mobile banking services are in nascent stages and it is not popular among the common public except the professionals. Hence the bankers can create awareness through advertising and educate the customers with regard to benefits and usage of mobile banking services.

The RBI (Reserve Bank of India) can make it mandatory that all account holders use the mobile banking services.

The Government can influence the employees to pay their income tax through mobile banking. So that this concept of mobile banking services may reach every nook and corner of the world and bridge the gap between the rural and urban populations.

The academic institutions can include in its curriculum, mobile banking services, so as to popularize the mobile banking services like in other developed countries.

This service has reached only the professional and IT based employees. Hence the software package should be simplified and must be user friendly so that all classes of people can use it.



### Conclusion

With the phenomenal growth of technology, mobile banking is gaining popularity over internet banking. Personally, going to bank for transferring money or for any other transaction takes time and energy. On the other hand, with the use of mobile banking we can get our work done within few minutes. With the implementation of new user friendly applications and software, mobile banking through our cell phone has become simpler. As a result of this, more and more people are attracted towards it. Mobile banking keeps the customer updated with any activity done in their account. This innovation has become a boon to every customer of the banking sector and has emerged as a great user friendly service of the 21<sup>st</sup> century.

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