

# Consumer Awareness and Usage of E-Banking Transactions Through Mobile Phones with Special Reference to Coimbatore District

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**Abstract -** The word Electronic banking or e-banking denotes the process of transitions that happens within the organisations, industries or people in general with the banking centres. A set of banks rendered the service of e-banking in 1985 though the concept was framed in mid of 1970. Customers started experiencing the banking process on the whole as the transaction process and other processes were amalgamated after the evolution of e-banking. Indian banks are adopting the latest technologies to serve the customers with all comfort and easy banking process thereby paving way for a massive development in all over the world of e-banking which adds on to hovering India. The main objective of the study is consumer awareness and usage of e-banking transactions through mobile phones with special reference to Coimbatore district with a sample size of 100. The study suggested to give proper training to customers for using i-banking, Create a trust in mind of customers towards security of there accounts and provide a platform from where the customers can access different accounts at single time without extra charge. The influencing impacts resulted by e-banking on creating profits is not considered though it could provide a better arena for further investigations.

**Keywords:** Consumer Awareness, E-Banking Transactions, Mobile Phones, Coimbatore

## I. INTRODUCTION

Globe around is revolutionizing rapidly in every verve of orbit and the driving force of the development is technology. Extensive usage of internet and innovative development in the arenas like technology – related processes, intrinsically the systems related to internet, are heading the evolutions of how organisations intermingle together with their clientele. Evolution in technology is resulting in an improvised e-banking services. Than earlier times, People are educated and is occupied by with their lives that the mechanised life has gifted with no time to visit the banks on regular basis. The usage of mobile has increased in almost all the corners of this world. Since all the human works are shared by the technological prospects, the usage of it has amplified in work arenas and at residences. At an acceptable pace, Indian clients become familiar with the facilities like internet and bank processes through mobile. Mobile banking is termed as “the employment of internet based communiqué networks and strategies leading to effect of dealings with financial value-either direct or indirect.” Internet and mobile related banking has turn out to be the self-service deliverance outlet that permit banks to offer in order information and

proffer services to their clients with extra expediency through the web services technology and mobile services.

Online banking, which is also been termed as internet banking, electronic banking or virtual banking, constitutes the E- payment services that focuses on enabling clients of the bank or any financial association to execute an array of monetary dealings using the website of fiscal institution's. E-Banking means the process in the services of bank rendered by the banks through internet a few of the facilities offered are payment of bills, transferring of funds, scrutinizing financial statement, etc. They also pass on the newest merchandise and assistance via internet. Internet banking is carried on through computers which has internet connections to access the web portal of the bank. In modern days, internet banking could be done through mobiles which could be connected to WiFi or has 3G service. The process of banking is not limited, as it accessed in any corner of global world to the maximum processes inclusive of cash deposits, withdrawal, retrieving account transaction details and so on with no hindrances.

### 1.1.1 E-BANKING

E-Banking provides stuff and amenities of bank via electronic systems including ATM, mobile banking, banking via internet and diverse electronic delivery

channels. ATM is based on the electronic automated wire mechanism that ensures safety and allows the customers to use banking services like cash withdrawals and other services in secured method. Internet banking is user friendly to the customers and they require internet connection to use this facility. It reduces the manual work and client can execute transaction process to anyone at anytime from any corner of the world. Just by ringing to the telebanking service number, clients gets myriads of conveniences including cheque book request and balance enquiry related things.

### 1.1.2 MOBILE BANKING

Clientele can utilize the service of mobile banking through their registered mobile number and it requires internet connectivity. This enables the services like balance checking, account operation details, expenses, credit claims and other banking actions through their mobile phones. Formerly, this was rendered through SMS. It worked with the hold up of wireless transmitters. The customers need to maintain and update this service by self and a vivid awareness towards technology offers comfort zone to them with maximum benefits.

### 1.1.3 ADVANTAGES OF MOBILE BANKING

Mobile banking services provides many advantages to clients and to banks. A few of the advantages are listed here

- It has an advantage of using internet.
- Saves time, expenses and is user friendly
- It reduces the chance and fraudulent.
- Mobile Banking condenses the charge of tele-banking and the banks can provide services in more economical way.
- Abets banks to be in touch with customers.
- The banks can identify particular group of customers and encourage their stuffs and services which comprises of cards for crediting purposes and loans.
- Customers able to know full details about their account transaction and statements in their mobile just by clicking on the apt options.

## 1.2 REVIEW OF LITERATURE

E-banking is observed to be highly developing advancement compared to earlier electronic delivery systems resulting in many openings for new-fangled business prospect for the bank trade [1]. A survey exposed there was \$2 billion new venture in the new electronic banking technology in the field of banking Radeki [2]. Amongst examined banks, nearly two third (66%) intended to endow in telephone banking technology, while the residual one third (34%) by now targeted the e-banking alternatives. Boss et al., states “A few major problems mentioned in the literature survey concentrates on::

customer recognition and contentment, services delivered, additional benefits for clients and banks, statement of confidentiality, productivity, operational risks, and competitiveness from non-banking institutions”[3]. According to Costanzo, “Adding up to previous e- banking delivery systems, ATM and mobile operation dealing out hub, internet banking present the banks a novel and exceedingly proficient electronic delivery tool” [4]. In the phases of the growth and services of e-banking, there are much confronts and problems to be encountered. Among the issues, the key concern is the security. [5,6]. Furst et al., states that “adding on the challenges in e-banking and e-business are the eminence and trustworthiness of the services” [7]. “Restrictions in the payment process is in addition associated to problem” according to Furash, [8]. Above all, customers who are not accustomed to computers especially the senior citizens, are found to be afraid of the online processes owing to less knowledge and misconceptions of the disadvantages[9]. This research paper concentrates on the attitude of clients with respect to e-banking system associated to customer understanding toward e-banking processes with reference to Tuticorin District of Tamil Nadu.

## 1.3 STATEMENT OF THE PROBLEM

There are myriads of facilities and services afforded by E-banking to the clients which could be used from every crook of globe with the internet connectivity. Any minutiae related to account can be viewed anytime with no obstacles through the E-Banking service. The customer can do transactions to account holders in every bank throughout the orbit through the e-service. Thus, this centres to probe into the various services offered and persuasion on customers by understanding their comfort.

## 1.4 OBJECTIVES OF THE STUDY

- To study on consumer awareness towards E-banking transactions through mobile phones.
- To study on usage of E-banking transactions through mobile phones.
- To give feasible solutions based on the findings analyzed.

## II. RESEARCH METHODOLOGY

### 2.1 RESEARCH METHOD

Descriptive research method is used for the consumer awareness and usage of e-banking transactions through mobile phones with special reference to Coimbatore District.

### 2.2 SOURCE OF DATA

This research is containing both primary and secondary data.

#### 2.2.1 PRIMARY DATA

Primary data is collected directly from respondents using data collection methods like survey interviews,

questionnaires, measurements, direct observation or tabulation. Primary data for this study will be generated through questionnaire & interview with the respondents inside Coimbatore district.

### 2.2.2 SECONDARY DATA

Secondary data is the data that already exists which has been collected by some other person or organization for their use, and is generally made available to other researchers free or at a concessional rate.

Source of secondary data to make the study more effective was possible with the help of published data such as company data and web sites.

### 2.3 DATA COLLECTION TOOL

Ordinal scale is used to arrange objects according to some particular order. Likert scale consists of a series of statements where the respondent provides answers in the form of degree of agreement or disagreement. Well structured questionnaire using ordinal and Likert scale is used to retrieve data from primary sources backed by interview.

### 2.4 SAMPLING TECHNIQUES

Convenience Sampling is a type of non-probability sampling method in which selection of units from the population is based on their easy availability and accessibility to the researcher.

This study is adopted by Convenience sampling.

### 2.5 SAMPLE UNIT

Sampling unit is a basic unit that contains a single element or a group of elements of the population to be sampled. The sample unit for this study is comprised of respondents inside Coimbatore district.

### 2.6 SAMPLE SIZE

The sample size for my study is 100.

## III. DATA ANALYSIS AND INTERPRETATION

**TABLE 3.1: DISTRIBUTION OF SAMPLES BASED ON VARIABLES**

S.NO	Category	Subgroups	Number	%	Total
1.	Age	18 years - 22 years	38	38.0	100
		22 years - 28 years	36	36.0	
		28 years - 35 years	15	15.0	
		35 years and Above	11	11.0	
2.	Gender	Male	50	50.0	100
		Female	50	50.0	
3.	Occupation	Student	25	25.0	100
		Business man	30	30.0	
		Private	30	30.0	

		Employee			
		House Wife	8	8.0	
		Other	7	7.0	
4.	Marital Status	Married	43	43.0	100
		Single	57	57.0	
5.	Annual Income	Below Rs.1 Lakh	29	29.0	100
		1 Lakh - 3 Lakhs	35	35.0	
		3 Lakhs – 5 lakhs	24	24.0	
		Above 5 lakhs	12	12.0	
6.	Source of awareness about e-banking through mobile phone	Internet	27	27.0	100
		Friends and Relatives	31	31.0	
		Newspaper	15	15.0	
		Advertisements	17	17.0	
		Others	10	10.0	

**Table 3.2 Available Of E-Banking Through Mobile Phone**

Available of e-banking through mobile phone	No of Respondents	Percent
HDFC Bank	8	8.0
ICICI Bank	25	25.0
SBI bank	33	33.0
Indian Bank	15	15.0
Axis Bank	19	19.0
Total	100	100.0

**Table 3.3 Type Of Account Using For E-Banking Through Mobile Phone**

Type of account you using for e-banking through mobile phone	No of Respondents	Percent
Current Account	12	12.0
Savings Account	64	64.0
Both	24	24.0
Total	100	100.0

**TABLE 3.4 TYPE OF CARD USE FOR E-BANKING**

Type of card you use for e-banking	No of Respondents	Percent
Debit Card	66	66.0
Credit Card	34	34.0
Total	100	100.0

**Table 3.5 E-Banking Facilities Through Mobile Phone Is Also The Reason For Choosing The Bank**

E-banking facilities through mobile phone is also the reason for choosing the bank	No of Respondents	Percent
Strongly agree	20	20.0
Agree	58	58.0
Neutral	9	9.0

Disagree	7	7.0
Strongly Disagree	6	6.0
Total	100	100.0

**Table 3.6 Level Of Satisfaction With The E-Banking Login Security Through Mobile Phone**

The e-banking login security through mobile phone	No of Respondents	Percent
Highly Satisfied	11	11.0
Satisfied	60	60.0
Neutral	21	21.0
Dissatisfied	3	3.0
Highly Dissatisfied	5	5.0
Total	100	100.0

**Table 3.7 The E-Banking Through Mobile Phone Save Time In Paying Bills Online Immediately**

The e-banking through mobile phone save your time in paying bills online immediately	No of Respondents	Percent
Strongly agree	24	24.0
Agree	49	49.0
Neutral	16	16.0
Disagree	5	5.0
Strongly Disagree	6	6.0
Total	100	100.0

**Table 3.8 Level Of Satisfaction With The Password Recovery Support With Security Features**

The password recovery support with security features	No of Respondents	Percent
Highly Satisfied	20	20.0
Satisfied	44	44.0
Neutral	21	21.0
Dissatisfied	6	6.0
Highly Dissatisfied	9	9.0
Total	100	100.0

**Table 3.9 Level Of Satisfaction With The The Safety Tips Provided In E-Banking Through Mobile Phone**

The safety tips provided in e-banking through mobile phone	No of Respondents	Percent
Highly Satisfied	21	21.0
Satisfied	52	52.0
Neutral	17	17.0
Dissatisfied	2	2.0
Highly Dissatisfied	8	8.0
Total	100	100.0

**Table 3.10 Get Benefits And Other Offers From E-Banking Through Mobile Phone**

Get benefits and other offers from e-banking through mobile phone	No of Respondents	Percent
Yes	67	67.0
No	33	33.0

Get benefits and other offers from e-banking through mobile phone	No of Respondents	Percent
Yes	67	67.0
No	33	33.0
Total	100	100.0

**Table 3.11 Percentage Deducted For E-Banking Through Mobile Phone In Yearly Terms**

Percentage deducted for e-banking through mobile phone in yearly terms	No of Respondents	Percent
Below 2 %	22	22.0
2-5 %	58	58.0
Above 5%	20	20.0
Total	100	100.0

**Table 3.12 Time Taken For Fund Transfer In E-Banking Through Mobile Phone**

Time taken for fund transfer in e-banking through mobile phone	No of Respondents	Percent
1 – 2 minutes	25	25.0
2 -4minutes	43	43.0
4 -10 minutes	26	26.0
Above 10 minutes	6	6.0
Total	100	100.0

**Table 3.13 E-Banking Through Mobile Phone**

The e-banking through mobile phone	No of Respondents	Percent
Highly Satisfied	14	14.0
Satisfied	50	50.0
Neutral	20	20.0
Dissatisfied	7	7.0
Highly Dissatisfied	9	9.0
Total	100	100.0

**Table 3.14 Time Taken To Register An Account Number Before Transfer The Amount**

Time taken to register an account number before transfer the amount	No of Respondents	Percent
Within 12 hours	36	36.0
12 hours - 1 day	49	49.0
Above 1 day	15	15.0
Total	100	100.0

**Table 3.15 Online Transaction Limit In E-Banking Through Mobile Phone**

Online Transaction limit in e-banking through mobile phone	No of Respondents	Percent
Upto Rs.25000	38	38.0
Rs.25000 - Rs.1 Lakh	31	31.0
Rs.1 Lakh – Rs.5 Lakhs	17	17.0
Rs.5 Lakhs and above	14	14.0
Total	100	100.0

**Table 3.16 Level Of Satisfaction With The Customer Care Support For E-Banking Through Mobile Phone**

The customer care support for e-banking through mobile phone	No of Respondents	Percent
Highly Satisfied	17	17.0
Satisfied	61	61.0
Neutral	16	16.0
Dissatisfied	3	3.0
Highly Dissatisfied	3	3.0
Total	100	100.0

**Table 3.17 Better Option For Doing Banking Remotely**

Better option for doing banking remotely	No of Respondents	Percent
Phone Banking	29	29.0
Internet Banking	39	39.0
Mobile App Banking	32	32.0
Total	100	100.0

**Table 3.18 Table Showing The Rating Towards The Motivational Factors In Using E-Banking Through Mobile Phone**

Factors	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree	Total	Weighted Average Score	Rank
Time Saving	54	32	4	5	5	42	4.25	1
Accuracy	15	40	31	8	6	35	3.50	4
Easy and Convenient Access	24	30	33	8	5	36	3.60	2
Cost Saving	21	40	15	19	5	35	3.53	3
Social Status	13	20	32	24	11	30	3.00	10
Confidentiality	23	20	31	20	6	33	3.34	6
Exchange of information	16	32	28	13	11	32	3.29	7
Service Quality	17	41	17	17	8	34	3.42	5
Speed	23	20	31	20	6	33	3.34	6
Control over Funds	9	37	26	22	6	32	3.21	9
Time out Feature	19	28	23	17	13	32	3.23	8

## IV. RESULTS

### 4.1 FINDINGS

From the data analysis, it has been noted that

- Majority (38%) of the respondents are between the age group of '18years to 22 years'.
- Majority (50%) of the respondents are 'Male' and the same level of respondents are 'Female' only.

- Majority (30%) of the respondents occupation are 'Business man' and the same level of respondents occupation are 'Private Employee'.
- Majority (57%) of the respondents are 'Single' only.
- Majority (35%) of the respondents annual income is between 'Rs. 1 Lakh - 3 Lakhs'.
- Majority (31%) of the respondents source of awareness about E-banking through mobile phone is 'Friends and Relatives'.
- Majority (33%) of the respondents having e-banking facility in 'SBI Bank'.
- Majority (64%) of the respondents using 'Savings Account' for e-banking through mobile phone.
- Majority (66%) of the respondents use 'Debit Card' for e-banking mostly.
- Majority (58%) of the respondents are agree that the E-banking facilities through mobile phone is also the reason for choosing the bank.
- Majority (60%) of the respondents are satisfied with the e-banking login security through mobile phone.
- Majority (49%) of the respondents are agree that the e-banking through mobile phone save your time in paying bills online immediately.
- Majority (44%) of the respondents are satisfied with the password recovery support with security features.
- Majority (52%) of the respondents are satisfied with the safety tips provided in e-banking through mobile phone.
- Majority (67%) of the respondents stated that they Get benefits and other offers from e-banking through mobile phone.
- Majority (58%) of the respondents denoted that the Percentage deducted for e-banking through mobile phone in yearly terms is '2-5%'.
- Majority (43%) of the respondents denoted that Time taken for fund transfer in e-banking through mobile phone is '2-4minutes'.
- Majority (50%) of the respondents stated that they satisfied with the e-banking through mobile phone.
- Majority (49%) of the respondents stated that Time taken to register an account number before transfer the amount is 'between 12 hours - 1 day'
- Majority (38%) of the respondents stated that Online Transaction limit in e-banking through mobile phone is 'Upto Rs.25000'.
- Majority (61%) of the respondents stated that they are satisfied with the customer care support for e-banking through mobile phone.
- Majority (39%) of the respondents stated that the 'Internet Banking' is the better option for doing banking remotely.
- The weighted average score towards the Motivational Factors in using E-Banking through Mobile Phone in terms of various factors are ranked as 'Time Saving' has been ranked with the highest score of 4.25, 'Easy

and Convenient' has been ranked with the score of 3.60, 'Cost Saving' has been ranked with the score of 3.53, 'Accuracy' has been ranked with the score of 3.50, 'Service Quality' has been ranked with the score of 3.42, 'Speed' has been ranked with the score of 3.34, 'Exchange of information' has been ranked with the score of 3.29, 'Time out Feature' has been ranked with the score of 3.23, 'Control over Funds' has been ranked with the score of 3.21 and finally 'Social Status' has been ranked last with the score of 3.00

#### 4.2 SUGGESTIONS

There is still a lot needed for the banking system to make reforms and train there customers for using internet for there banking account. Going through the survey the main problem lies that still customer have a fear of hacking of accounts and thus do not go on for internet banking. Banks are trying there level best by providing the best security options to the customers but then to there is lot of factors which betrays a customer from opening an internet bank account.

Banks are providing free internet banking services also so that the customers can be attracted. By asking the bank employs we came to know that maximum numbers of internet bank account holders are youth, business man.

If proper training should be given to customer by the bank employs to open an account will be beneficial secondly the website should be made friendlier from where the first time customers can directly make and access there accounts.

The time is changing and the people are accepting technology there is still a lot of perceptual blocking which hampers the growth it's the normal tendency of a human not to have changes work on the old track, that's also one of the reason for the slow acceptance of internet banking accounts.

- Give proper training to customers for using i-banking
- Create a trust in mind of customers towards security of there accounts
- Provide a platform from where the customers can access different accounts at single time without extra charge.
- Make there sites more users friendly.
- Customers should be motivated to use internet banking facilities more.

#### V. CONCLUSION

In retrospect of the marvelous growth of consumer banking revenue over the last 20 years and contemplating the intensity of competition yet to come, it is crucial for online banking service providers to rethink its strategies and marketing plan to sustain the growth consumer banking revenue. Correspondent banking service providers domiciled are expected to be fighting for a bigger pie, as

the growth prospect of the country's correspondent banking business is limited. One of the ways to achieve that objective is to maximize consumer banking revenue generated from providing best online banking services. Online banking services are provided entirely at the risk of the subscriber who shall indemnify the bank for all loss or damage, howsoever caused, resulting from the use of any of the online banking services. The bank will not be responsible for any loss or damage arising directly or indirectly from any malfunction or failure of the online banking services.

Plethora of services available via e-banking has reached above the zenith that meets the needs of the clients. Owing to misunderstandings and unawareness, even clientele with required knowledge of banking process is not utilising the service of net banking. Such patrons are to be swayed to use the facility by creating accurate understanding. From the study made, it is found that clients are hardly using the facilities provided through e-banking.

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