



Customers' Satisfaction Towards Mobile Banking with Reference to Ambasamudram Taluk

Santhi K.B, Reg. No. 19221301012006, Part-time Research Scholar, P.G.& Research Centre for Commerce, Thiruvalluvar College, Papanasam.¹

Dr. P. Velayutham, Assistant Professor, P.G.& Research Centre for Commerce, Thiruvalluvar College, Papanasam.²

Abstract:

The paper examined the customers' satisfaction with the mobile banking services offered by commercial banks in the Ambasamudram Taluk. The researcher used a convenient sampling technique to identify the mobile users of commercial banks in the Taluk. The researcher constructed a strong questionnaire consisting of closed-ended questions based on previous studies and objectives framed for the present study. The researcher selected 150 mobile bank users and personally distributed the questionnaire, and 139 fully completed responses were received from the respondents. The study revealed a significant association between the mobile banking services of commercial banks in the study area and their customers' satisfaction.

Key Words: Customer Satisfaction, Mobile Banking, Facilities, Ambasamudram Taluk.

DOI Number: 10.48047/NQ.2022.20.20.NQ109236

NeuroQuantology2022;20(20): 2356-2362

2356

1. Introduction:

Expertise has always been one of the most important drivers of the revolution in the Indian Banking Industry in terms of its operations, processes, products and structure. Outdated branch has been taken over by technology-led delivery channels enhancing the ever-growing demands of new generation bank customers in terms of time, space and convenience. It initiated with the introduction of ATMs which perceived the growing trend of customers visiting and standing in line with the ATM for simple account information or balance inquiry, which launched to add to the cost of setting up more ATMs. Then internet banking was introduced, which became widely popular but had limited usage to home, office computers or laptops, which were less locomotive. Banks then looked out for an elucidation which could suit the suitability of customers and make them avail of the banking services readily at their fingertips and

travel with them without adding extra luggage. This led to the introduction of mobile banking, which transformed the tool "mobile" from a mere medium of information exchange to an effortless medium for conducting banking transactions anywhere at any time.

2. Profile of Study Area:

Ambasamudram is Taluk in Tamil Nadu state, Ambasamudram Taluk population in 2022 is 67,621. According to the 2011 census of India, the Total Ambasamudram population is 52,829 people living in this Taluk, of which 26,143 are male, and 26,686 are female. The population of Ambasamudram in 2021 is 65,508. Literate people are 40,785 out of 21,595 males, and 19,190 are female. Total workers are 26,372 depending on multi-skills, of which 15,516 are men and 10,856 are women. A total of 1,973 Cultivators depend on agriculture farming out of 1,717 cultivated by men, and 256 are women. 5,188 people work in



agricultural land as labour in Ambasamudram, and men are 3,498 and 1,690 are womenⁱ

3. Review of Literature:

Casper Brundel&SoumayaAzrioual(2018) studied "The Acceptance Of Mobile Banking By Organizations-An Exploratory Study On Mobile Banking And Factors Influencing Its Acceptance By Organizations". The purpose of the thesis is to explore the factors influencing the acceptance of mobile banking. The empirical findings present six factors influencing organisations' acceptance of mobile banking. Organisations are positively influenced by the workflow, efficiency, facilitating conditions, security and trust they receive from the usage of mobile banking. The workflow influences the perceived usefulness, facilitating conditions, perceived ease of use, and security and trust influence the perceived credibility. Eventually, these five dimensions influence the behavioural intention toward mobile banking usage and acceptance.ⁱⁱ

4. Statement of Problem:

Mobile banking is one of the new technology styles, made conceivable by the widespread adoption of mobile phones in developing and underdeveloped countries. Mobile Banking has combined two applications: one is information technology, and the second is commerce applications together. Since Mobile banking was familiarised, customers have been able to use it to obtain all mobile banking services the whole day without having to visit the traditional bank branch for personal transactions. The present study is initiated to analyse the customers' satisfaction with the mobile banking services offered by commercial banks in Ambasamudram Taluk.

5. Objectives of the study:

- To identify the factors motivating the installation of the mobile banking app.
- To analyse the customers' satisfaction with the mobile banking services of commercial banks in Ambasamudram Taluk.

6. Null and Alternative Hypotheses:

H₀: The selected variables do not influence customers' satisfaction with mobile banking services offered by commercial banks in the study area.

H₁: The selected variables influence customers' satisfaction with mobile banking services commercial banks offer in the study area.

7. Scope of the study:

This study highlights the customer acceptance of mobile banking services and service quality in Ambasamudram Taluk. The study also evaluates the satisfaction level of customers regarding Mobile banking services offered by the commercial banks in the study area and factors that influence the respondents' satisfaction.

8. Methodology:

The study population is mobile bank users of the Ambasamudram Taluk. The researcher used a convenient sampling technique to identify the mobile users of commercial banks in the Taluk. The researcher constructed a strong questionnaire consisting of closed-ended questions based on previous studies and objectives framed for the present study. The researcher selected 150 mobile bank users and personally distributed the questionnaire, and 139 fully completed responses were received from the respondents.

9. Limitations:

- ↘ The researcher used a convenient sampling technique to identify the mobile users of commercial banks in the Taluk
- ↘ The reliability of any study depends on the truthfulness of responses from the respondents.

10. Data Analysis and Interpretation:

Mobile banking is more secure than internet banking. Mobile banking can be conducted only from one specific device (smartphone or tablet) which has a SIM card, the phone number of which is already registered with the bank account, unlike internet banking which can be conducted using any number of devices



connected to the internet such as smartphone, tablet, laptop, desktop computer.ⁱⁱⁱ

Table 1
Segmentation of Respondents based on the use of mobile banking app

Sl.no	Particulars	Total	Percentage
	Segmentation of Respondents based on the use of mobile banking		
1	State Bank of India	29	20.86
2	Indian Bank	19	13.67
3	Indian Overseas Bank	33	23.74
4	Canara Bank	17	12.23
5	HDFC Bank	8	5.76
6	ICICI bank	9	6.47
7	Tamilnadu Mercantile Bank	10	7.19
8	Karur Vaishya bank	7	5.04
9	Post Office	5	3.60
10	Other	2	1.44
Total		139	100

2358

(Source: Primary data)

Table 1 reveals the segmentation of selected respondents based on their mobile bank app. It is found that a maximum of 33 respondents (23.74 per cent) use the Indian Overseas Bank mobile app, followed by 29 respondents (20.86 per cent), State Bank of India and 19 respondents

(13.67 per cent) use the Indian bank mobile app. It is further noted that 17 respondents (12.23 per cent) use the Canara bank app, ten respondents (7.19 per cent) Tamilnadu Mercantile Bank and only nine respondents (6.47 per cent) use the ICICI bank mobile app.

Table 2
The factors motivating to install the mobile banking app

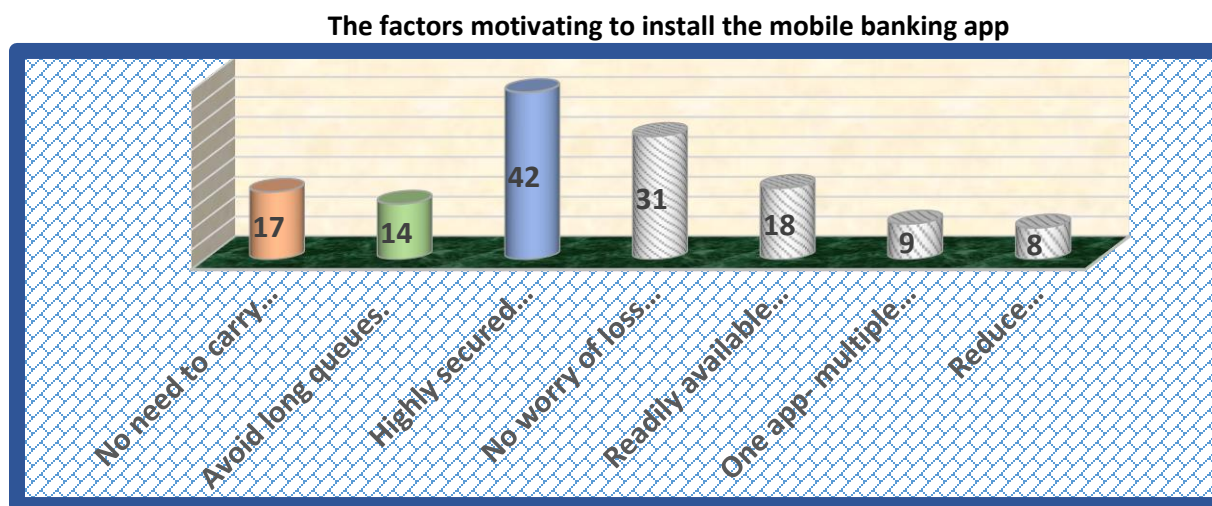
Sl.no	Particulars	Total	Percentage
	The factors motivating to install the mobile banking app		
1	No need to carry cash (plastic notes).	17	12.23
2	Avoid long queues.	14	10.07
3	Highly secured system.	42	30.22
4	No worry of loss and theft of money.	31	22.30



5	Readily available money.	18	12.95
6	One app- multiple uses.	9	6.47
7	Reduce operational expenses.	8	5.76
Total		139	100

(Source: Primary data)

Fig 1



2359

Table 2 and fig 1 indicate the factors that motivate commercial banks' customers to install mobile banking apps. It is observed that a maximum of 42 respondents (30.22 per cent) installed the application for a highly secured system, 31

respondents (22.30 per cent) no worry of loss and theft of money and 18 respondents (12.95 per cent) installed the application for readily available money.

Table 3

Dependent Variable: Respondents' responses about mobile banking.					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	900.889 ^a	50	18.018	74.881	.000
Intercept	337.866	1	337.866	1404.147	.000
Age	21.025	4	5.256	21.844	.000
Gender	15.235	4	3.809	15.829	.000



Education	96.521	4	24.130	100.284	.000
Religion	3.799	5	.950	3.947	.003
Social Status	9.580	4	2.395	9.953	.000
Marital Status	167.731	5	33.546	139.416	.000
Family type	17.380	4	4.345	18.058	.000
Number of Depend	23.271	4	5.818	24.179	.000
Occupation	20.341	4	5.085	21.134	.000
Monthly income	5.644	5	1.411	5.864	.000
Experience	11.904	5	2.976	12.368	.000
Number of Mobile	21.167	4	5.292	21.992	.000
Error	25.375	102	.249		
Total	1899.000	139			
Corrected Total	275.799	138			
a. R Squared = .801 (Adjusted R Squared = .791)					

2360

Table 3 discloses the two-way ANOVA between the profile variables of the respondents and their responses about the mobile banking services of commercial banks. In all cases "F" value is more than the threshold level of three, and the corresponding significance value is less than 0.05

at a 95 per cent confidence level. Hence it is concluded that there is a significant association between the profile variables of the respondents and their responses about the mobile banking services of the commercial banks in the study area.

Table 4

Variables	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.713	.158		4.525	.000
Mutual funds /Equity market services.	.120	.042	.127	2.881	.004
Access to loan statements	.358	.032	.361	11.239	.000



Insurance policy payment and other related services	.114	.034	.117	3.328	.001
Ordering cheque books	.208	.031	.204	6.679	.000
Making payment of loan instalment (EMI)	-.090	.033	-.091	-2.696	.007
Blocking of (lost, stolen) cards	.065	.032	.063	2.021	.044
Recent transactions	.184	.037	.183	4.950	.000
Product information, conditions, and offers	.113	.035	.108	3.272	.001
Bill payment processing	.129	.032	.134	4.047	.000
Shopping from mobile	-.296	.035	-.292	-8.418	.000
Fund transfers / Remittance	.219	.031	.223	7.169	.000

2361

R value 0.788, R Square 0.621, Adjusted R square 0.611 "F" value 18.241

Table 4 reveals the regression coefficients between the mobile banking services of commercial banks in the study area and their customers' satisfaction. Multiple R-value 0.788, R Square 0.621, and adjusted R square 0.611 values are more than the threshold level of 0.60. Hence the model is fit for further analysis. The "F" value of 18.241 is also more than the required level, and there is a scope for rejecting the null hypothesis. Moreover, the "t" value for all the independent variables is more than 1.96, and the corresponding significance value is less than 0.05 at a 95 per cent confidence level. Hence it is concluded that there is a significant association between the mobile banking services of commercial banks in the study area and their customers' satisfaction.

11. Findings:

→ It is found that a maximum of 33 respondents (23.74 per cent) use the Indian Overseas Bank mobile app, followed by 29 respondents (20.86 per cent), State Bank of India and 19 respondents (13.67 per cent) use the Indian bank mobile app.

- It is observed that a maximum of 42 respondents (30.22 per cent) installed the application for a highly secured system, 31 respondents (22.30 per cent) no worry of loss and theft of money and 18 respondents (12.95 per cent) installed the application for readily available money.
- There is a significant association between the profile variables of the respondents and their responses about the mobile banking services of commercial banks in the study area.
- The "t" value for all the independent variables is more than 1.96, and the corresponding significance value is less than 0.05 at a 95 per cent confidence level. Hence it is concluded that there is a significant association between the mobile banking services of commercial banks in the study area and their customers' satisfaction.

13. Conclusion:

Banking is becoming increasingly less personal, and customers seem to like it. Many folks don't seem to care when bank branches are disappearing by the hundreds. A comprehensive survey shows that when it comes to the banking experience, institutions are far better off



concentrating on creating great mobile experiences than upgrading their physical locations. The preferences show up in a variety of ways: Customers are one-third more likely to enjoy a mobile transaction than a bank visit; those who

use branches are three times more likely to switch banks than those who are infrequent visitors; a branch visit is 2.3 times more likely to end up with an annoyed customer than using an app

End Notes:

ⁱ https://www.indiagrowing.com/Tamil_Nadu/Tirunelveli/Ambasamudram

ⁱⁱ Casper Brundel&SoumayaAzrioual (2018), "The acceptance of mobile banking by organizations. An exploratory study on mobile banking and factors influencing its acceptance by organizations" thesis submitted by Jönköping University, Jonkoping international Business Scuhool, Jönköping in south central Sweden.

ⁱⁱⁱPapajorgji, Petraq; Pinet, Francois; Guimaraes, Alaine; Papathanasiou, Jason (2015). Automated Enterprise Systems for Maximizing Business Performance. Hershey, PA: IGI Global. p. 7. ISBN 9781466688414.

Reference:

1. Abu, Jin and Pena, (2016), "Intentions to use mobile apps for onlinepurchasing", Research Gate.
2. Amirkhanpour, M., Vrontis, D., &Thrassou, A. (2014), "Mobilemarketing: a contemporary strategic perspective", International Journalof Technology Marketing, 9(3), 252e269.
3. Charla Sessions, (2016), "Reed, Mobile's Influence on Online ShoppingBehavior, Mobiles influence on online shopping behaviour".
4. DeepikaGanlari, Pradeep and ChandanDutta,(2016), "A study onconsumer behaviour of mobile phones", Journal of Management inpractice, Vol 1, pp 1-26.
5. Rebecca Jen-Hui Wang, Edward Malthouse and LakshmanKrishnamurthi,(2015), "Hoe we shop differently on our phones",Kelloggs Insight, Kelloggs School of Management North WesternUniversity.

2362

