



RESEARCH ARTICLE

MOBILE BANKING SERVICES IN TECHNOLOGY ERA – A STUDY WITH REFERENCE TO RURAL BANK CUSTOMERS IN TAMILNADU

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ABSTRACT

Purpose: To identify the perception and its impact of mobile banking services in technology era among rural bank customers in Tamilnadu. **Methodology:** Researchers prepared a structured questionnaire for the purpose of collection of data from the respondents. Convenience sampling method was used to identify the perception and impact of mobile banking services in technology era among rural banks customers in Tamilnadu. The questionnaire was distributed to 300 respondents, out of which 289 were received, 11 questionnaires were rejected due to incomplete responses. The sample size is 289. **Findings:** The results revealed that rural bank customers were using mobile banking services because of convenience; they have lack of knowledge about mobile banking services provided by banks. The bankers have the responsibility to make aware about the technology oriented services to rural bank customers. **Practical Implications:** This research study focused on the perception and its impact of mobile banking services in technology era among rural bank customers. Security, flexibility, and benefit issues related to mobile banking services also analyzed. **Originality/Value:** Mobile banking services are introduced by most countries in the world because of easiness, convenience, flexibility, time and so on. Rural bank customers are using mobile phones and use mobile apps to fund transfer, check balance, and view few transactions.

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INTRODUCTION

India is the second largest population country and also second largest mobile phone users in the world. A total of 1.10 billion cellular mobile connections were active in India and second largest telecom market in the world. It is 77 percent of the total population. There were 692 million internet users in India and counts 48.7 percent of the total population. 48.4 percent of India's population is female and 51.6 percent of the population is male. 36.1 percent of India's population lived in urban centers, while 63.9 percent lived in rural areas. Majority of them were living in rural areas, they were illiterate but using mobile phones. Smartphone users used mobile banking services to pay and receive money. Technology supports banking industries directly and saves more time, efforts to the customers. Mobile banking services is a service that helps its customers to carry out financial transactions through a mobile device, viz, smart phone or a tablet. It allows the customers to use this services from anywhere at any time based on their convenient. All nationalized, private and foreign banks introduced mobile app for the benefit of customers.

Now all type of account holders can use mobile banking services and do banking transactions through mobile phone. It is very speed, flexible and easy to do transactions. The main aim of the research is to identify mobile banking services perception and its impact of mobile banking services in technology era among rural bank customers in Tamilnadu.

REVIEW OF LITERATURE

Jiale Zhu, Manyi Wang (2022) concluded that the customers were unconcerned about the danger of fraud, system dependability, or perceived privacy while building and extending faith in their banks and mobile services. Parul Deshwal (2015) creates awareness on mobile banking benefits more people to use it. Regulators, government, telecom service providers and mobile device manufactures along with bankers need to work together to reach from high-end to low-end users and from metros to the middle towns and rural areas. Janmejay V. Shukla, Dileep Kumar Singh (2020) providing convenience to their customers in emerging market in India.

Convenience and transaction speed with respect to customer satisfaction. Lilitha Balakrishnan and Sudha V (2016) the banks has to make the system much faster, mobility access and convenience to customers so that it reaches to all the citizens of the country. Shalini Srivastava and Sushma Vishnani (2021) suggest that banks must consider mobile security as a very important issue in order to protect the customers from fraud and encourage use of m-banking application. Amit P. Wadhe and Shamrao Ghodke (2013) majority of the customers are aware about mobile banking services but very few have actually used it. Shamsheer Singh (2014) reported that security/privacy, reliability, efficiency and responsiveness are the basis of customers' perception towards mobile banking. After branch banking, mobile banking and internet banking provided convenience, privacy, security, ease of use, real time accessibility and accurate record of various transactions (Bindiya Tater, Manish Tanwar and Krishna Murari, 2011). Customers generally agreed that all the services attribute significant effect on their decisions to adopt mobile banking (Balinto C, Azumah S B and Osei-Baafi L A, 2020).

Objectives of the Study: To identify mobile banking services perception and its impact of mobile banking services in technology era among rural bank customers in Tamilnadu. To suggest for improvement of mobile banking services to rural bank customers in Tamilnadu.

Hypothesis of the Study: There is no significant relationship between demographic variables and their perception towards mobile banking services among rural bank customers in Tamilnadu.

METHODOLOGY

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a structured questionnaire to elicit the opinions of the rural bank customers. Convenience sampling was adopted to get the answers from the rural bank customers. A pilot study has been conducted with a sample of 20 questionnaires. The statements in the questionnaire are subjected to test of consistency by Cronbach's Alpha Method. The value attained is 0.83, which indicates the instrument is highly reliable.

questionnaires have been circulated to college students and out of which 289 were received, 11 questionnaires excluded on account of incomplete responses and the sample size was 289. A questionnaire consists of two sections which is developed and finalized to examine the personal profiles and preference among rural bank customers. First part deals with the personal profile and second part perception towards rural bank customers were in Likert's 5 point scale. The secondary data were collected from journals, publications, articles, research papers, websites etc. The data analysis was conducted using SPSS V-16. Regression and One-way analyses of variance were adopted in the study.

RESULTS

The collected data from 289 respondents of rural bank customers and perception of mobile banking services were analysed and the demographic details are given in the Table 1. It is found that out of 289, 232 responses were in the age group of above 30 years, 73% of the respondents were male, 96.9 % of the respondents were post graduate. 73% of the respondents were students, 50.5 % of the respondents monthly household income were less than Rs.10,000. 100% of the respondents aware of mobile banking services. 100% of the respondents use mobile banking services. 76.47% of the respondents use mobile banking services for buy goods and services.

Impact on Demographic Variables and Perception towards Mobile Banking Services among Rural Bank Customers:

In Table 2, it is found that R-value = .453, R-Square = .205, adjusted square is 0.189 are statistically significant and the independent variables are 2.05% variance over the dependent variable perception towards mobile banking services among rural bank customers. It is clear that the F-value 12.153, p-value=0.000 are statistically significant at 5 per cent level. This showed that there is significant between the independent variables demographic factors appropriately explain the dependent factor perception towards mobile banking services among rural bank customers. The above table found that educational qualification ($t=-4.918$, $p=.000$), occupation ($t=-6.749$, $p=.000$), monthly household income ($t=6.667$, $p=.000$) are statistically significant on dependent variable perception towards mobile banking services among rural bank customers.

Table 1.

Demographic Variables		No. of Respondents	Percentage
Age	Less than 30 Years	57	19.7%
	Above 30 Years	232	80.3%
Gender	Male	211	73%
	Female	78	27%
Educational Qualification	Illiterate	9	3.1%
	Graduate	140	48.5%
	Post Graduate	140	48.4%
Occupation	Student	211	73.0%
	Self Employed	69	23.9%
	Part Time Employee	9	3.10%
Monthly Household Income	Less than Rs.10,000	146	50.5%
	Rs.10,000 – Rs.20,000	74	25.6%
	Above Rs.20,000	69	23.9%
Aware about mobile Banking	Yes	289	100%
	No	0	0%
Use of Mobile Banking	Yes	289	100%
	No	0	0%
Mobile Banking Services use for	Money Transfer	9	3.1%
	Payment of Bills	9	3.1%
	Buy Goods /Services	221	76.5%
	Check Balance	50	17.3%
	Total	289	100%

Table 2.

R Square	F	Sig.	Independent Variables	Beta	Sig	T
.205	12.153	.000 ^b	Age	.024	.392	.695
			Gender	-.023	-.351	.726
			Educational Qualification	-2.127	-4.918	.000
			Occupation	-2.750	-6.749	.000
			Monthly Household Income	1.867	6.667	.000
			Mobile Banking Services Use for	-.422	-1.642	.102

Table 3. ANOVA – Personal Variables

Personal Variables	F	Sig.
Age	15.697	.000
Gender	11.343	.000
Educational Qualification	21.174	.000
Occupation	13.061	.000
Monthly Household Income	13.244	.000
Mobile Banking Services use for	19.077	.000

Influence of Personal Variables on Perception towards Mobile Banking Services among Rural Bank Customers: Impact of personal variables on perception towards mobile banking services among rural bank customers is derived through one-way analysis of variance as presented below. Demographic variables is influencing variable namely age (F=15.697, p=.000), gender (F=11.343, p=.000), educational qualification (F=21.174, p=.000), occupation (F=13.061, p=.010), monthly household income (F=13.244, p=.000), mobile banking services use for (F=19.077, p=.000) on perception towards mobile banking services among rural bank customers at 5 per cent level of significance. The mean wise comparison is done to compare the demographic variables towards preference towards mobile banking services among rural bank customers.

Suggestions: The rural female mobile banking users are less aware. So the banker conduct awareness program to enhance knowledge on mobile banking services and motivate them to use. Rural bank customers were face connectivity issues. Government has to ensure and enhance towers and increase speed of internet connectivity. The rural bank managers build trust on mobile banking services among bank customers.

CONCLUSION

Mobile banking services are used by most of the rural customers because it reduces time, efforts and cost to the rural customers. The rural customers also utilize technology based banking services and got benefited. With help of mobile device the rural customers transfer and receive fund at any time. Mobile banking services is safer and security for customers compare to other systems. Banker has to educate and create awareness among rural customers to use mobile banking services. Rural bank customers satisfaction is the prime responsibility of the banks and they inform about various schemes and services rendered by them through mobile phone.

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