

A STUDY ON AWARENESS OF MOBILE BANKING SERVICES AMONG RURAL PEOPLE IN TIRUCHIRAPPALLI DISTRICT

D. Vaishnavi^{1*}, K. Subha²

^{1*} Department of Management, Srimad Andavan Arts and Science College (Autonomous) Trichy - 5

² Department of Management, Srimad Andavan Arts and Science College (Autonomous) Trichy - 5

Available online at: www.ijcseonline.org

Abstract— Technology plays an important role in changing competitive world. It also paves way to introduce new innovative in all sectors. With the help of advanced technology banking also has changed tremendously. Mobile banking plays a vital role in e commerce. Mobile banking is mainly used to transfer the amount from one account to another account, verify the balance. It has been adopted for the ease use of customers. The study has been conducted to know the awareness level of Mobile banking services among rural people in Tiruchirappalli district. Sample size used for this study is 100 respondents. Convenience random sampling has been adopted for this study.

Keywords— Technology, Mobile banking, Rural people

Introduction:

Advanced use of technology has created opportunity to serve their customers. It has made the banking sector from paper work to Paper less work. It has changed everything to digitalised mode. With the help of broadband internet connection which is easy access to both banking sector and customers. Technology also changed the usage and procedure for accounting and Management. Nowadays bank has started providing excellent and more admirable services to customers. Mostly it has been utilised by urban people which they enjoy more fruitful service of bank.

Mobile Banking:

Mobile banking is a system of giving service through a device using Android phone. By means of internet banking, they uses app which provides 24*7 services to customers. It has been mainly used for obtaining account balances. transfer the account from one account to another account and also helps to make payments. With the help of mobile banking it also make the customers to access the account without going to bank. Bank will charge services to what they rendered. Mobile banking is more convenient to the customers which will not the rest of the work. Helps to control over the account. Then and there the account balance verified frequently and easily. All financial institution with

the help of encryption they safeguard the customer account and privacy is maintained.

Review of Literature:

V.Raja,Joe.A(2012), “Global e-banking scenario and challenges in banking system”. The study has been conducted to find out the levels of Internet Banking services provided by banking using secondary data. They also compare the traditional banking system with net banking.

Dr.Vinayagamoorthy, M.Ganesan (2015), “A study on rural consumer perception towards internet banking services in Salem District”. The researcher has analysed the perception level of rural consumers and also to find the factors responsible to use internet banking.

Research Methodology

Research design refers to the strategy which is used to integrate the different components of the study in a coherent and logical way, thereby, ensuring which will effectively address the research problem. It comprises the collection, measurement, and analysis of data.

Population

A research population is a well-defined collection of individuals or objects known to have similar characteristics. The population used for this study is Tiruchirappalli District

Sampling

Convenience sampling method has been used for this study. The primary data were collected from 100 respondents through using of questionnaire.

Data Used

Primary Data and Secondary data were used in the study.

Tools for Data Analysis

Descriptive analysis and Chi-Square test have been adopted to test the primary data

Limitation of the Study

- The researcher used for this study is restricted to 100 respondents
- It confined only to Northern part of Tiruchirappalli District.
- Time taken for this study is restricted to Four Months.

Analysis and Interpretation of the Study:

Gender wise Classification of the Respondents:

Table 1: Gender wise Classification of the Respondents

Source: Primary Data

Interpretation

From the above table, it is clear that out of 100 respondents, 66% of the respondents are male and 34% of the respondents are female. Majority of the respondents are male.

Age Wise Classification of the Respondents

Table 2: Age Wise Classification of the Respondents

Source: Primary Data

Age	No.of Respondents	Percentage
Below 20 years	18	18
21-30 years	45	45
31 – 40 Years	19	19
Above 40 Years	18	18
Total	100	100

Interpretation

The above table depicts that out of 100 respondents, 18% of the respondents belong to the category of Below 20 years, 45% of the respondents belong to the 21-30 and 19% of the respondents belong to the 31-40 and 18% of the respondents belong

to the above 40years. Majority of the respondents come under the age group of 21-30 years.

Educational Qualification Wise Classification

Table 3: Educational Qualification Wise Classification

Educational Qualification	No.of Respondents	Percentage
Below HSC	16	16
HSC	19	19
Diploma	18	18
Under Graduate	22	22
Post Graduate	25	25
Total	100	100

Source: Primary Data

Interpretation

Above table shows that 16% of respondents belongs to below HSC, 19% of the respondents have completed their HSC, 18% of the respondents have completed their Diploma, 22% of the respondents are under graduate and 25 % of the respondents are post graduate.

Occupation Wise Classification

Table 4: Occupation Wise Classification

Occupation	No.of Respondents	Percentage
Farmers	18	18
Business	39	39
Employee	27	27
Student	16	16
Total	100	100

Source: Primary Data

Interpretation

From the above table, it shows that 18 % of the respondents are farmers, 39% of the respondents are doing their business, 27% of the respondents are employee, 16% of the respondents are student. Majority of the respondents are doing their business.

Awareness of Mobile Banking**Table 5:** Awareness of Internet Banking

Awareness of Mobile Banking	No.of Respondents	Percentage
Yes	79	79
No	21	21
Total	100	100

Source: Primary Data

Interpretation

The above table shows that 79% of the respondents are aware of Mobile banking, 21% of the respondents are not aware about Mobile banking. Majority of the respondents are aware about Mobile banking.

Factors Influence to choose Mobile Banking**Table 6:** Factors Influence to choose Mobile Banking

Reason	No.of Respondents	Percentage
Time Saved	36	36
Convenience	26	26
24 Hours access to account	24	24
others	14	14
Total	100	100

Source: Primary Data

Interpretation:

From the table it is inferred that 36 % of the respondents time saved, 26% of the respondents feel convenient, 24% of the respondents have 24 hours access to account, 14 % of the respondents preferred for others. Majority of the respondents use mobile banking has saved their time.

Opinion about mobile banking**Table: 7** Opinion about Mobile banking

Opinion	No.of Respondents	Percentage
Excellent	36	36
Good	23	23
Neutral	41	41

Source: Primary data

Interpretation:

From the above table, it shows that 36% of the respondents have excellent in their services, 23% of the respondents

are opined to good and 41% of the respondents opined to neutral. Majority of the respondents have neutral about Mobile Banking.

Association between income and Mobile network Usage Wise

The association between income and Mobile usage is analyzed and the results were given in the following table.

Mobile usage	Income wise classification			Total
	Up to 20,000	20,001to 50,000	More than 50,001	
Less than 4 months	14	2	0	16
4 to 8 months	23	2	0	25
8 to 12 month	28	1	1	30
More than 1 year	22	2	5	29
Total	87	7	6	100

Ho- there is no significant relationship between the Mobile usage and income level of the respondents

H1- There is significant relationship between the mobile usage and income level of the respondents.

Chi-Square Test:

Particulars	Calculated Value	df	Table Value
Pearson Chi-Square	15.058	9	23.6

The chi square result shows that the at 5% level of significance, Calculated value is less than table value hypothesis is accepted. There is association between Income level and Mobile network.

Findings:

66% of the respondents are male

45% of the respondents belong to 21 to 30 years

25% of the respondents are Post graduate

39% of the respondents are doing their business

79% of the respondents are aware of mobile banking

36% of the use mobile banking to save their time.

41% of the respondents have neutral about Mobile Banking

Suggestion:

Most of the customers are aware of mobile banking, still bank should arrange many awareness camp to work in mobile banking. They should build confidence among the customers. They should provide more information to customers regarding mobile banking. Customers are opting to give information in all languages which helps them to utilise the technology to the optimum level.

Conclusion:

From the above study, researcher concludes that bank has created awareness about mobile banking. They also insist the banks to pay more attention to consumer education and consistently inform customers about security measures and policies in relation to mobile banking operations.

References:

- [1]. Cheolho Yoon. Antecedents of consumer satisfaction with online banking in China: The effects of experience Computers in Human Behavior 2010; 26(6):1296-1304.
- [2]. Mahammad Haghghi, Ali Divandari, Masoud Keimasi. The impact of 3D e-readiness on e-banking development in Iran: "A fuzzy AHP analysis Expert Systems with Applications 2010": 37(6):4084-4093.
- [3]. Joyce Wangui Gikandi, Chris Bloor. Adoption and effectiveness of electronic banking in Kenya Electronic Commerce Research and Applications 2010; 9(4):277-282.