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**NET BANKING SERVICES IN SELECT BANKS: AN INCOME WISE
ASSESSMENT TOWARDS MOBILE SERVICES**

SONESH MALIK¹, Dr. D. D. BEDIA²

¹ Research Scholar, Pt. JNIBM, Vikram University, Ujjain (M.P.).

E-Mail ID : drmmalik_ujn@yahoo.co.in,sonesh_malik@yahoo.co.in

²Director and Supervisor, Pt. JNIBM, Vikram University, Ujjain, (M.P.)

E-Mail ID : drddbedia_ujn@yahoo.com



SONESH MALIK



Dr. D. D. BEDIA

ABSTRACT

A customer may check the balance and keep a record of transactions easily on cell phone. A customer may also receive his/her statements by e-mail, which means there is no need to wait in banks for a long time. A subscriber may transfer funds quickly through mobile networks with the help of this service. Lots of time and money is saved by this service. Income does not influence the satisfaction towards fund transfer facilities. Males use Demat Account Services more compared to females. It is easy to pay their bills through mobile Banking.

Keywords: Mobile Banking, Income wise satisfaction and Services.

1. INTRODUCTION

Mobile banking (also known as M-Banking, SMS Banking etc.) is a term used for performing balance checks, account transactions, payments etc. via a mobile device such as a mobile phone. Due to the ability of Mobile devices, specially smart phones to provide services anytime, anywhere, their high rate of penetration and potential to grow has made them a dominating force in the world of e-banking.

2. MOBILE BANKING SERVICES

Mobile banking can offer services such as the following:

- Account Information
 - Mini-statements and checking of account history
 - Alerts on account activity or passing of set thresholds
 - Monitoring of term deposits
 - Access to loan statements
 - Access to card statements
 - Mutual funds / equity statements
 - Insurance policy management
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- Pension plan management
- Status on cheque, stop payment on cheque
- Balance checking in the account
- Recent transactions
- Payments, Deposits, Withdrawals, and Transfers

3. LITERATURE REVIEW

Mobarek, Asma (2009) in her article "E-Banking Practices and Customer Satisfaction - A Case Study in Botswana" cleared that Banks' external environment, including globalization and deregulations, have made the banks highly competitive. Banks find it difficult to compete on price, and need to look at other ways to retain customers. As customers become more sophisticated, it becomes banks essential to consider the use of technology to respond to their continuously changing requirements.

Joseph; Stone (2003) have said that the internet deals with a large number of varied financial transactions like customer payments, securities transactions applications for loans or insurance acquisitions.

Gupta, P.K. (2008) in his article "Internet Banking in India - Consumer Concerns and Bank Strategies" suggested that Internet banking has attracted the attention of banks, securities trading firms, brokerage houses, insurance companies, regulators and lawmakers in developing nations since the late 1990s.

Bhalchandra Saoji, Sandeep and Goel, Pradip Kumar (2013) in their article "Understanding Customer Response and Customer Satisfaction of Mobile Banking In India" analyze the customer response and customer satisfaction of mobile banking in India. They suggest that the number of customers using mobile banking in India is increasing day by day and new customers who are opening their accounts in the public sector banks as well as private sector banks also opt for mobile banking system while applying for their new account.

4. OBJECTIVES OF THE STUDY

This paper focuses on exploring the major factors that influence the adoption of information technology in select banks of Madhya Pradesh. The researcher tried to examine and evaluate various net banking services influenced by demographic variable Income. Following are the main objectives of the study:

- To examine the impact of net banking services in select banks of Madhya Pradesh with special reference to Mobile services.
- To Asses the customers satisfaction on Mobile services with a demographic variable Income.
- To study the customers income wise satisfaction towards excellent mobile commerce services.
- To study the customers income wise satisfaction towards mobile top-up services.
- To study the customers income wise satisfaction towards excellent demat account services.
- To study the customers income wise satisfaction towards bill payment options.

5. METHODOLOGY

The researcher finalized 300 samples for the study from urban & rural areas of three major cities of Madhya Pradesh as Indore, Ujjain and Dewas. A 5-point Likert-Scale (1= strongly agree and 5= strongly disagree) was used. The data collected has been analysed and tables are formulated on Microsoft Excel and all the analysis of the collected data has been done with the help of SPSS 17th Version.

6. DATA ANALYSIS

Explanatory analysis is done since the researcher explained the relationship between the demographic variables such as Income and customer satisfaction and how these dimensions affect customer satisfaction.

TABLE 1: INCOME WISE SATISFACTION TOWARDS EXCELLENT MOBILE COMMERCE SERVICES

			Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree	Total
Income	50,000-100,000	Count	9	6	12	13	38	78
	% within Income		11.53%	7.69%	15.38%	16.66%	48.71%	100 %
	100,000-150,000	Count	1	1	13	9	21	45
	% within Income		2.22%	2.22%	28.88%	20.0%	26.92%	100 %
	150,000-200,000	Count	2	0	24	10	33	69
	% within Income		2.89%	0.0%	34.78%	14.49%	47.82%	100 %
	Above 200,000	Count	12	2	34	32	28	108
% within Income		11.11%	1.85%	31.48%	29.62%	25.92%	100 %	
Total		Count	24	9	83	64	120	300
	% within Income		8.0%	3.0%	27.66%	21.33%	40.0%	100 %

The table 1 reveals the Income wise satisfaction towards Mobile Commerce Services. Above table shows that out of total 300 respondents, 38 respondents i.e. (48.71%) falls in the income group of 50,000-100,000, 21 respondents i.e. (26.92%) fall under income group of 100,000-150,000, 33 respondents i.e. (47.82%) fall under income group of 150,000-200,000 and 28 respondents i.e. 25.92 % fall under income group Above 200,000 are Strongly Agree with the fact that they find the Mobile Commerce Services excellent. It is clear from the table that total 83 respondents from all income groups showed no opinion towards the fact.

While studying the above table, it is clear that the respondents belong to the income group 50,000-100,000 are much satisfied with the above mentioned fact as compared to other income group.

The hypothesis test for 300 populations:

$$H_0: \mu_1 = \mu_2 = \dots = \mu_{300}$$

$$H_a: \text{not all } \mu_i (i = 1, \dots, 300) \text{ are equal}$$

For a contingency table, 2x2 table degree of freedom is

$$\text{d.f.} = (c-1)(r-1) = (5-1)(4-1) = 12$$

At 5% level for two degree of freedom, the value of chi-square is 35.336

Calculated value of χ^2 is 0.000 which is less than the table value.

The p-value = 0.000 < 0.05

Hence, the researcher rejects the Null Hypothesis H_0 i.e. "There is no significance between Income and Excellent Mobile Commerce Services" and accept H_1 i.e. "There is significance between Income and Excellent Mobile Commerce Services".

TABLE 2: INCOME WISE SATISFACTION TOWARDS MOBILE TOP-UP SERVICES

			Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree	Total
Income	50,000-100,000	Count	6	0	13	11	48	78
	% within Income		7.69%	0.0%	16.66%	14.10%	61.53%	100 %
	100,000-150,000	Count	0	2	10	5	28	45
	% within Income		0.0%	4.44%	22.22%	11.11%	62.22%	100 %
	150,000-200,000	Count	1	0	25	7	36	69

	% within Income		1.44%	0.0%	36.23%	10.14%	52.17%	100 %
	Above 200,000	Count	3	8	20	19	58	108
	% within Income		2.77%	7.40%	18.51%	17.59%	53.70%	100 %
		Count	10	10	68	42	170	300
Total	% within Income		3.33%	3.33%	22.66%	14.0%	56.66%	100 %

Above table 2 shows the Income wise satisfaction towards Mobile Top-Up Services available with the Mobile Banking. As it is clearly seen that out of total 300 respondents, 170 i.e. 56.66% respondents are strongly agree with the above said fact followed by 42 i.e. 14.0% respondents are somewhat agree while only 10 respondents i.e. 3.33% out of total 300 respondents are somewhat and strongly disagree with the Mobile Top-Up Services. Total 68 respondents showed no opinion towards the fact.

While studying the table it is clear that most of the respondents who are strongly agree with the Mobile Top-Up services belong to the Income group of 50,000-100,000.

The hypothesis test for 300 populations:

$$H_0: \mu_1 = \mu_2 = \dots = \mu_{300}$$

H_a : not all μ_i ($i = 1, \dots, 300$) are equal

For a contingency table, 2x2 table degree of freedom is

$$d.f. = (c-1)(r-1) = (5-1)(4-1) = 12$$

At 5% level for two degree of freedom, the value of chi-square is 27.871

Calculated value of χ^2 is 0.006 which is less than the table value.

The p-value = 0.006 < 0.05

Hence, the researcher rejects the Null Hypothesis H_0 i.e. "There is no significance between Income and Mobile Top-Up Services" and accept H_1 i.e. "There is no significance between Income and Mobile Top-Up Services".

TABLE 3: INCOME WISE SATISFACTION TOWARDS EXCELLENT DEMAT ACCOUNT SERVICES

			Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree	Total
Income	50,000-100,000	Count	0	7	19	32	20	78
	% within Income		0.0%	8.97%	24.35%	41.02%	25.64%	100 %
	100,000-150,000	Count	0	1	15	14	15	45
	% within Income		0.0%	2.22%	33.33%	31.11%	33.33%	100 %
	150,000-200,000	Count	0	3	22	14	30	69
	% within Income		0.0%	4.34%	31.88%	20.28%	43.47%	100 %
	Above 200,000	Count	3	2	37	35	31	108
% within Income		2.77%	1.85%	34.25%	32.40%	28.70%	100 %	
Total		Count	3	13	93	95	96	300
	% within Income		1.0%	4.33%	31.0%	31.66%	32.0%	100 %

The above table clearly shows that 20 respondents i.e. (25.64%) comes under the income group of 50,000-100,000 are strongly agree followed by 15 respondents i.e. (33.33%) from income group above 100,000-150,000, 30 respondents i.e. (43.47%) from income group 150,000-200,000 and 31 respondents i.e. (28.70%) from Above 200,000 are strongly agree with the fact that Mobile Banking provides excellent demat account services. Out of total 300 respondents, 93 respondents i.e. (31.0%) showed no opinion towards the fact.

While studying above table, it is clear that majority of respondents who uses and get satisfies with the demat account services available with mobile banking belong to the income group 150,000-200,000.

$$H_0: \mu_1 = \mu_2 = \dots = \mu_{300}$$

H_a : not all μ_i ($i = 1, \dots, 300$) are equal

For a contingency table, 2x2 table degree of freedom is

$$d.f. = (c-1)(r-1) = (5-1)(4-1) = 12$$

At 5% level for two degree of freedom, the value of chi-square is 22.003

Calculated value of χ^2 is 0.037 which is less than the table value.

The p-value = 0.037 < 0.05

Hence, the researcher rejects the Null Hypothesis H_0 i.e. "There is no significance between Income and Excellent Demat Account Services" and accept H_1 i.e. "There is significance between Income and Excellent Demat Account Services".

TABLE 4: INCOME WISE SATISFACTION TOWARDS BILL PAYMENT OPTIONS

			Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree	Total
Income	50,000-100,000	Count	0	6	11	10	51	78
	% within Income		0.0%	7.69%	14.10%	12.82%	65.38%	100 %
	100,000-150,000	Count	0	0	6	11	28	45
	% within Income		0.0%	0.0%	13.33%	24.44%	62.22%	100 %
	150,000-200,000	Count	0	2	20	14	33	69
	% within Income		0.0%	2.89%	28.98%	20.28%	47.82%	100 %
	Above 200,000	Count	2	1	10	38	57	108
	% within Income		1.85%	0.92%	9.25%	35.18%	52.77%	100 %
Total		Count	2	9	47	73	169	300
	% within Income		0.66%	3.0%	15.66%	24.33%	56.33%	100 %

The table 4 above shows the satisfaction of respondents from various income groups towards the Bill Payment Options available with the mobile banking services. As it is clearly seen in the table that 51 respondents from income group 50,000-100,000, 28 from 100,000-150,000, 33 from 150,000-200,000 and 57 from income group above 200,000 are strongly agree with the fact that they are much satisfied with the bill payment options.

While studying the table, it is clear that the respondents from lower income group i.e. 50,000-100,000 shows more satisfaction towards the fact.

$$H_0: \mu_1 = \mu_2 = \dots = \mu_{300}$$

H_a : not all μ_i ($i = 1, \dots, 300$) are equal

For a contingency table, 2x2 table degree of freedom is

$$d.f. = (c-1)(r-1) = (5-1)(4-1) = 12$$

At 5% level for two degree of freedom, the value of chi-square is 35.582

Calculated value of χ^2 is 0.000 which is less than the table value.

The p-value = 0.000 < 0.05

Hence, the researcher rejects the Null Hypothesis H_0 i.e. "There is no significance between Income and Bill Payment Options" and accept H_1 i.e. "There is significance between Income and Bill Payment Options".

7. CONCLUSION

The researcher in his study found some interesting results such as customers using Mobile banking services to pay their various utility bills online as it is easy to pay, keep them away from various complications and they get the confirmation on their message box right away. The statistical results shows that Mobile phone is very common and is in use by almost every person whether working or

non-working, young or old, male or female, live in urban or rural area and fall in any category of Income. The customer's also getting benefit by using features of banking facilities on their mobiles.

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