

A STUDY ON THE EFFECTIVENESS OF MOBILE BANKING IN INDIAN BANK

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**DEPARTMENT OF BUSINESS
ADMINISTRATIONSCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I
CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **ANGE PEARLY D 42410214** who carried out the Project Training “**A STUDY ON THE EFFECTIVNESS OF MOBILE BANKING IN INDIAN BANK**” under my supervision from October 2023 to December 2023.

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DECLARATION

I ANGEL PEARLY D (42410214) hereby declare that the Project Report entitled **“A STUDY ON THEEFFECTIVENESS OF MOBILE BANKING IN INDIAN BANK”** done by me under the guidance of **Dr. Dhanya**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE

ANGEL PEARLY D

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ANGEL PEARLY

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ABSTRACT

THIS STUDY AIMS TO ASSESS THE EFFECTIVENESS OF MOBILE BANKING

Applications in Indian banks. The research examines various facts of mobile banking, including user experiences, functionality, security measures, and customer satisfaction. Through a combination of quantitative and qualitative methods, this investigation analyzes the impact of mobile banking applications on the banking industry in India. By evaluating user perceptions, technological advancements, and the challenges faced, this study intends to provide insights into the effectiveness and future potential of mobile banking applications within the Indian banking sector. The contemporary banking landscape has witnessed a transformative shift with advent and widespread adoption of mobile banking applications in India. This study delves into the intricate facts of these applications within the Indian banking sector, focusing on their overall effectiveness. The research methodology incorporates a comprehensive analysis utilizing both quantitative and qualitative approaches.

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CHAPTER I

INTRODUCTION

1.1 Mobile Banking Apps:

Mobile banking is very convenient in today's digital age with many banks offering impressive apps. The ability to deposit a check, to pay for merchandise, to transfer money to a friend or to find an ATM instantly are reasons why people choose to use mobile banking. However, establishing a secure connection before logging into a mobile banking app is important or else a client might risk personal information being compromised.

Mobile banking started in India in 2002, and back then, transactions were carried out through SMS. Today, almost all banking transactions can be performed using a computer, laptop or a smartphone. Everything from checking account statements to paying credit card bills, utility bills and transferring funds can be done online.

Mobile banking began as an offshoot of internet banking to further aid convenience and ease of access. In 2018, almost all banks have mobile phone applications for financial transactions. These apps remove the requirement of having a computer or laptop to transfer funds, and with continued advancements, have made visits to the bank a rarity. Once a customer has downloaded the mobile banking app on their smartphone, banking transactions can be carried out as per their convenience.

In 2008, ICICI Bank was the first bank to launch mobile banking in India. Since then, almost all banks have followed suit.

1.2 HDFC BANK MOBILE APPLICATION

HDFC Bank is one India's largest banks. Its mobile banking app allows its customers to view their account summary, transfer funds, make credit card payments and pay utility bills. HDFC Bank's mobile application has a 4.2-star rating on the Google Play Store and has over 1 million downloads. The app allows its users to customize the "My Menu" tab on the app, where the most frequently used services can all be available in the same tab.

HDFC's mobile banking app is also available in Hindi and has a "LITE" version that is compatible with lower internet speeds. While the LITE version does not have all the features of the regular version, it covers the most frequently used services.

1.3 ICICI BANK'S MOBILE APPLICATION

The Mobile app by ICICI Bank is one of the highest rated mobile banking application in India. The app has a 4.5-star rating on the Google Play Store and has over 10 million installs. The app allows its users to transfer funds, pay credit card bills, pay utility bills, open fixed deposits and recurring deposits, and manage Life Insurance policies.

The iMobile app also allows users to locate ICICI Bank ATMs, transfer funds instantly through UPI payments, and transfer funds to an email id or mobile number. The app is constantly updated to reflect newer services that the bank offers through the app. Apart from fixing bugs, the most recent update

In addition to the mobile banking app, ICICI Bank has also launched iWear—ICICI Bank's smartwatch app. iWear allows users to access their account information through their smartwatches, including information about their last 3 bank transactions, current balance and credit card accounts.

Speaking on the initiative, Mr. Anup Bagchi, Executive Director, ICICI Bank said, "ICICI Bank has always been at the forefront of introducing pioneering innovations. These innovations have played a key role in transforming the way digital India banks. Inline with this rich tradition, we introduced the country's first mobile banking app, iMobile, in 2008.

SBI'S ANYWHERE PERSONAL APPLICATION

SBI has a number of banking apps for a variety of services, but Anywhere Personal is the app that provides the fundamental banking services. The app—formerly called the State Bank Freedom app—is available in both Hindi and English. The app has a 3.9-star rating on the Google Play Store and allows its users access to deposits, withdrawals, and a mini-balance sheet. The app has the mCash feature that allows users to transfer funds to a mobile number or email id.

SBI has also launched a Wear app that provides its users access to their account through their smartwatches.

YONO was launched on 24 November 2017.

YONO (You Only Need One) is an integrated digital banking platform offered by [State Bank of India](#) (SBI) to enable users to access a variety of financial and other services such as flight, train, bus and taxi bookings,

BANK OF BARODA'S M-CONNECT PLUS APPLICATION

The M-Connect Plus app is an upgraded version of Bank of Baroda's M-Connect app. The app has a 4.1-star rating on the Google Play Store and is very user-friendly. The app allows users the ability to transfer funds instantly, pay utility bills and make credit card payments. The app also allows its users to make cardless cash withdrawals from Bank of Baroda ATMs. The app provides users with an overall view of their account details and transaction history and also enables customers to make requests for a new chequebook.

The app's most recent upgrade focused on bug fixes, adding a list of frequent transactions to the "Favourites" menu, a graph to depict a mini account statement and enhancing the security of its users' accounts.

Perhaps one of the most notable features of the M-Connect Plus app is that it is now available in 7 regional languages, which increases its accessibility among its users across the country.

COSMOS COOPRATIVE BANK

Cosmos Bank presents to you a new age banking with Mobile Banking Application. Now instead of conventional banking, where you had to go to the bank by yourself to carry out even the smallest transaction, you just need to login to your Mobile Banking application.

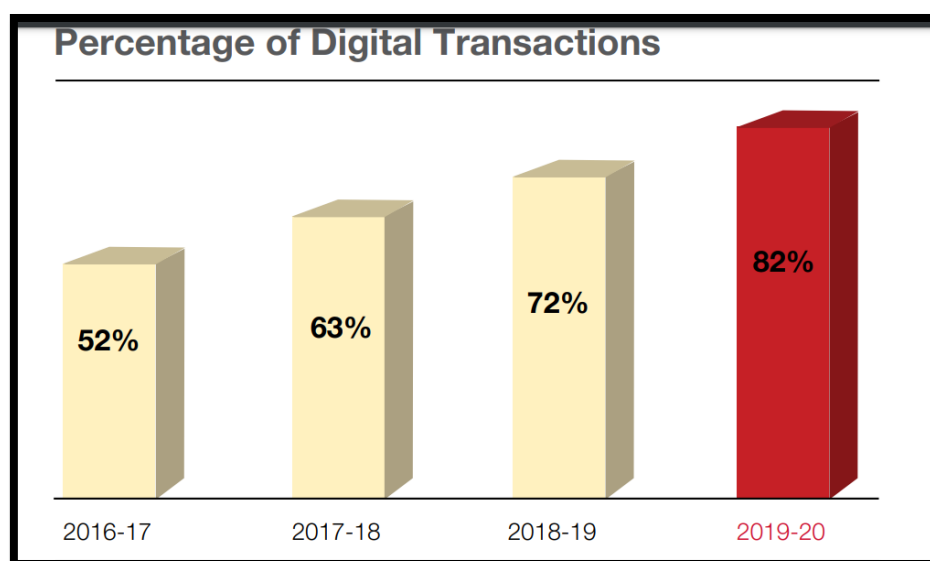
All you need is a smartphone. Mobile Banking of Cosmos Bank ("CosMobile") is a service of funds transfers and other requests provided to its customers. With this service, customer can transfer funds to any other person or directly to account even pay to any merchant. Also with this service customer can submit multiple requests such as cheque book request, email statement request, balance inquiry, mini

statement, stopcheque, addition of account, ATM PIN regeneration request etc

Cosmos Bank holds its position of being 2nd largest cooperative bank in India. Over the century, it has strengthened its financial set up through innovative business.

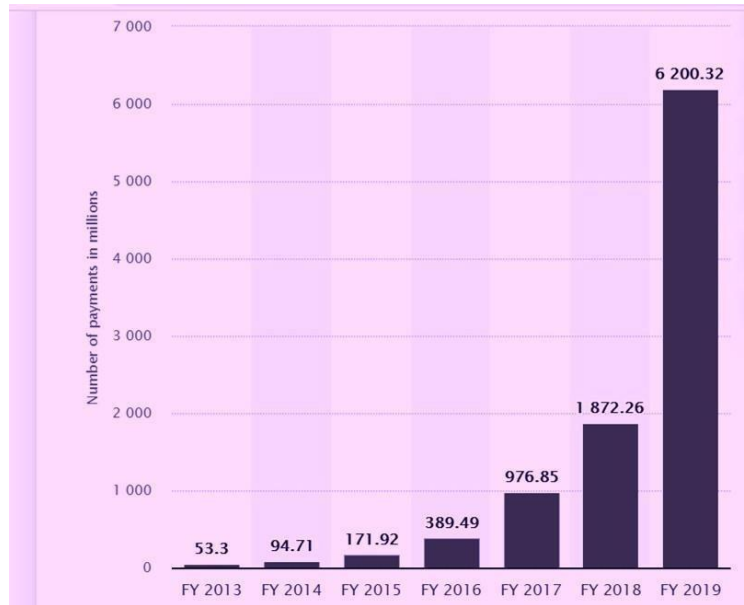
Financial setup of the bank as on 31.03.2019 was ₹ 26,952.20 crore, comprising of deposits of ₹ 15,353.04 Crore and advances of ₹ 11,599.16 Crore.

1.4 PERCENTAGE OF DIGITAL TRANSACTION IN INDIA:



68 percent of Indian consumers are now using online or mobile banking to conduct financial transactions. The Covid-19 pandemic is the second largest situation that has led to a 5% growth in the mobile banking.

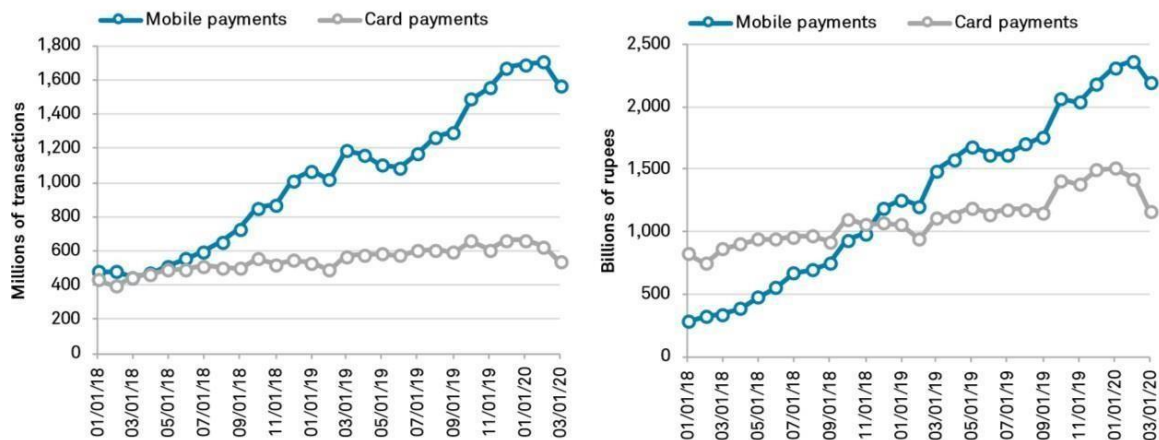
Number of mobile banking payments across India from financial year 2013 to 2019(inmillions)



1.5 MOBILE PAYMENTS GROWING FASTER THAN CARDS IN INDIA

Mobile payments competing with cards Payments handled by mobile devices are soaring in India, driven by the popularity of bank accounts as an in-app payment method. Unlike Apple Pay or other mobile wallets that allow customers to make electronic transactions using a linked debit or credit card, popular payment apps in India promote an alternative to cards. Mobile payments initiated by payment apps comprising account-to-account transfers and payments made from stored-value accounts rose 163% to \$287 billion in 2019. By comparison, point-of-sale transactions completed using debit and credit cards.

Mobile payments growing faster than cards in India



For cashless payments in India, there are plenty of person-to-merchant transactions to chase. Total retail expenditure online and offline at the point of sale exceeded \$806 billion in 2019, according to 451 Research, which is part of S&P Global Market Intelligence. Much of the growth potential exists in the form of offline transactions, within-store sales accounting for more than 96% of total retail sales in 2019. We estimate that cards and instant interbank transfers facilitated by mobile payment apps represented only 21% of \$781 billion in in-store transactions in 2019 as cash remains the primary payment method for the majority of merchant.

1.6 OBJECTIVES:

PRIMARY OBJECTIVES: Effectiveness of Mobile banking app

SECONDARY OBJECTIVES:

1. To know how beneficial mobile banking services are today

2. To provide a seamless user experience.
3. To ensure fast and reliable transaction processing .
4. To offer personalized financial insights and recommendations.
5. To implement robust security measures to protect customer data.
6. To enable easy access to account information and transaction history.

1.7 Need for Study:

- Understand how well mobile banking apps meet user needs.
- Identify areas for improvement to enhance customer satisfaction.
- Assess the impact of mobile banking on financial inclusion.

1.8 Scope of study:

- Evaluate user satisfaction with mobile banking apps.
- Assess the ease of use and convenience of these applications.
- Analyze the security measures implemented in mobile banking.
- Explore the impact of mobile banking on financial inclusion.

CHAPTER 2

2.1 REVIEW OF LITERATURE

Devadevan 2013: Technology plays an important role in banking sector. India is the second largest telecom market in the world which is having potential for expanding banking services using mobile. The study identifies the mindset and analyze the security issues in mobile banking among the banking customers in India. To create awareness among the existing customers and provide special benefits for using mobile phone, this will automatically increase the adoption of Mobile Banking in mass.

Kahandawa (2014): Showed that customer satisfaction is influenced by easy accessibility, usefulness, etc. Study showed that in M-banking services customer satisfaction is influenced by relative advantages, usefulness, perception on risk, ease of the use and current needs of customers.

Jones (2015): Mobile banking offers various useful facilities like fund transfer and bill payment. Mobile banking also affect the customers behavior. Various application of mobile phones allows customers to do banking by home.

Bhart M (2016): The study by her shows innovative virtual environment, immense efficiency, professed security, improved timely updates and Enhanced Personalized were not associated with customer satisfaction related to M-Banking.

Dr.G.Sasikumar (2017): Mobile Banking facilities the customer to access their banking account anytime and anywhere through mobile applications 7 world wide web.

Mobile banking is trustworthy, secured and cost effective nevertheless, complex and vulnerable to network problems.

Vijayashri Gurme (2017): Mobile banking is a bigger platform that promotes banking functions through the latest technology and also increase their customers. Mobile banking is the backbone of the Banking Industry.

Aijaz A.Shaikh (2017): The banking system can be strengthened because of well regulated and designated mobile banking and payment system. Unlike other mobile payment system that lack convenience, scalability, and usability, the proposed method contains several important functionalities and has the potential to bring together unconnected industries-banking.

Ms. Shilpa D (2018): Mobile banking is very easy to use and understand. Transfer of funds can be done easily, but while studying the awareness of mobile banking, the results were not so satisfactory. In order to have a smooth CRM, banks need to providetraining & create awareness regarding the technical aspects.

Namita S Puneekar (2018): The penetration of digital banking not just depends on the perception of the customer but also on the level of digitization in the economy. On the one hand, the developed economy have surged ahead with innovation and technology the emerging economies are catching up on the path. Digital banking is one of the easiest accessible ways for banker-customer to communicate.

Yadav Nisha (2019): As mobile banking has evolved over the years, it has bought up new perspectives for mobile usage. Mobile banking not only saves time but, also provides various offers & services to their existing line of customers and make sure that they can approach more future potential .

Dr. Aarav Desai (2023):Desai investigates the correlation between the adoption of mobile banking services and customer satisfaction in Indian banks. The research

highlights the factors influencing the adoption of mobile banking among Indian customers and its subsequent impact on their satisfaction levels.

Sharma and Patel (2022) delve into the significance of security measures in Indian mobile banking systems and their influence on building trust among customers. The study focuses on how robust security protocols affect customers' trust and overall satisfaction with mobile banking in Indian financial institutions.

Kapoor and Reddy (2023) analyze the role of customer service in enhancing satisfaction levels among users of mobile banking services in Indian banks. The research explores the impact of prompt and efficient customer support on overall customer satisfaction.

Mishra et al. (2022) examine the relationship between digital literacy levels among Indian bank customers and their satisfaction with mobile banking services. The study assesses how varying levels of digital literacy influence the ease of adoption and satisfaction with mobile banking platforms.

Joshi and Khan (2023): assess the impact of innovative features and technological advancements in mobile banking apps offered by Indian banks on customer satisfaction. The study examines how novel features contribute to improved user experiences and satisfaction levels.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH OBJECTIVES:-

To analyze financial performance indicators of Indian banks before and after adaptation of mobile banking application system.

To study perceived utility of various mobile banking services.

Study the trends in mobile banking in terms of numbers of users and transactions.

3.2 RESEARCH DESIGN:-

This research is descriptive and quantitative in nature as it is studying the current financial status of the selected banks. Data collected from the financial websites.

3.3 NATURE OF THE DATA:-

For achieving specific objectives of this study, data were gathered from both primary and secondary sources.

3.4 SAMPLE SIZE:-

100 is the number of respondents to be selected from the population to constitute the sample. The method used here is simple random sampling. Where the samples are selected without considering any particular quality.

3.5 DATA COLLECTION:-

Data collected by the primary data in this used questionnaire.

A structured questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

Use google form.

Also consider secondary data from websites and annual reports.

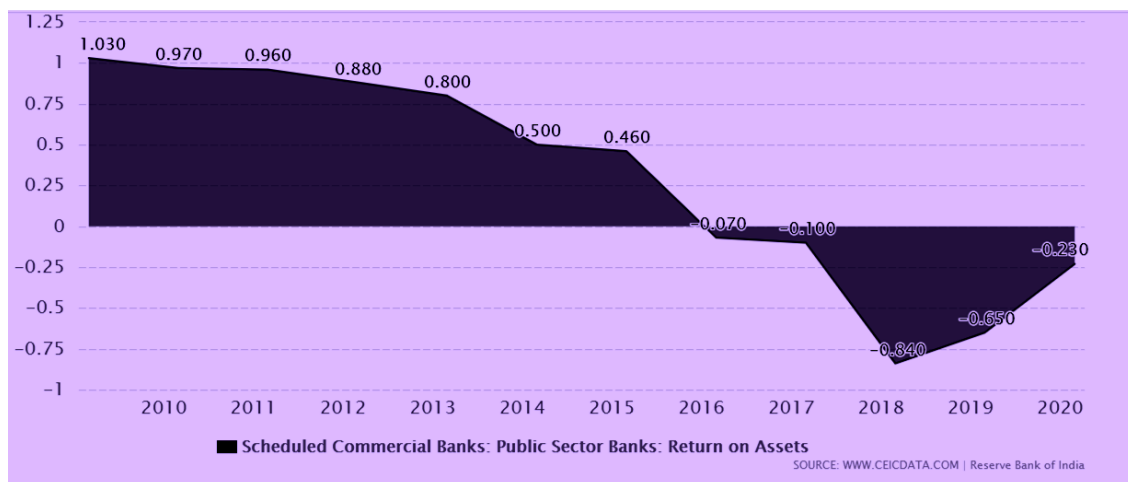
3.6 LIMITATION OF WORK:-

- Scope of the project is limited in the sense that only mobile banking App are considered which may be provided by the banks only.
- Reasons of performance of bank can be any other activity is possible which may not be considered in this project report.
- Questionnaire method involves some uncertainty of response. It is possible that the information supplied by the respondents may be incorrect.
- Report for Indian banks but as representative in report consider sectors wise bank.
- Which is public bank, private bank and co-operative bank. Main focus on public bank and private bank of India.

CHAPTER 4

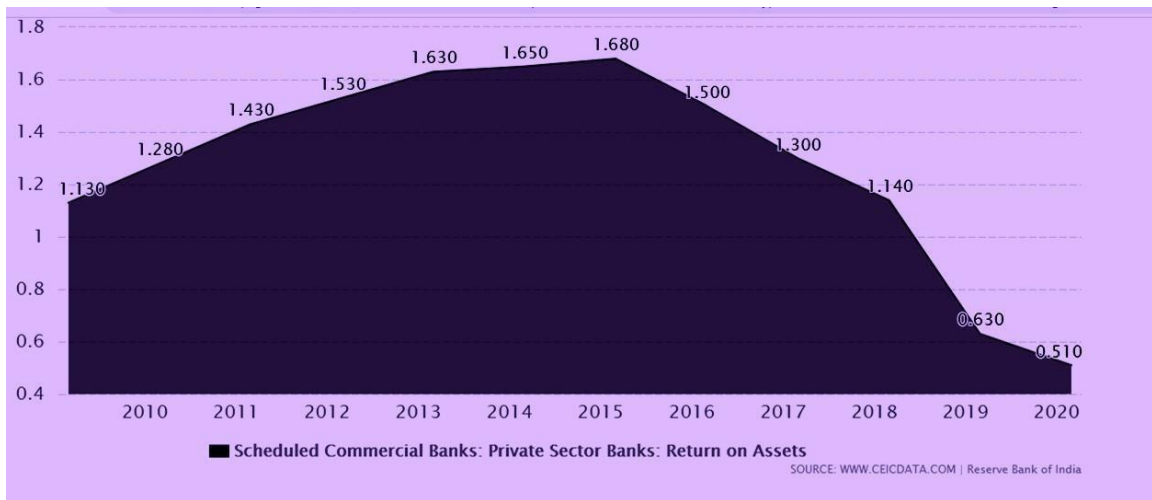
DATA ANALYSIS & INTERPRETATION

INDIA'S PUBLIC SECTOR BANKS: RETURN ON ASSETS



India Scheduled Commercial Banks: Public Sector Banks: Return on Assets data was reported at -0.230 % in 2020. This records an increase from the previous number of - 0.650 % for 2019. India Scheduled Commercial Banks: Public Sector Banks: Return on Assets data is updated yearly, averaging 0.840 % from Mar 2005 to 2020, with 16 observations. The data reached an all-time high of 1.030 % in 2009 and a record low of -0.840 % in 2018. India Scheduled Commercial Banks: Public Sector Banks: Return on Assets data remains active status in CEIC and is reported by Reserve Bank of India. The data is categorized under India Premium Database's Banking Sector.

India's India Private Sector Banks: Return on Assets

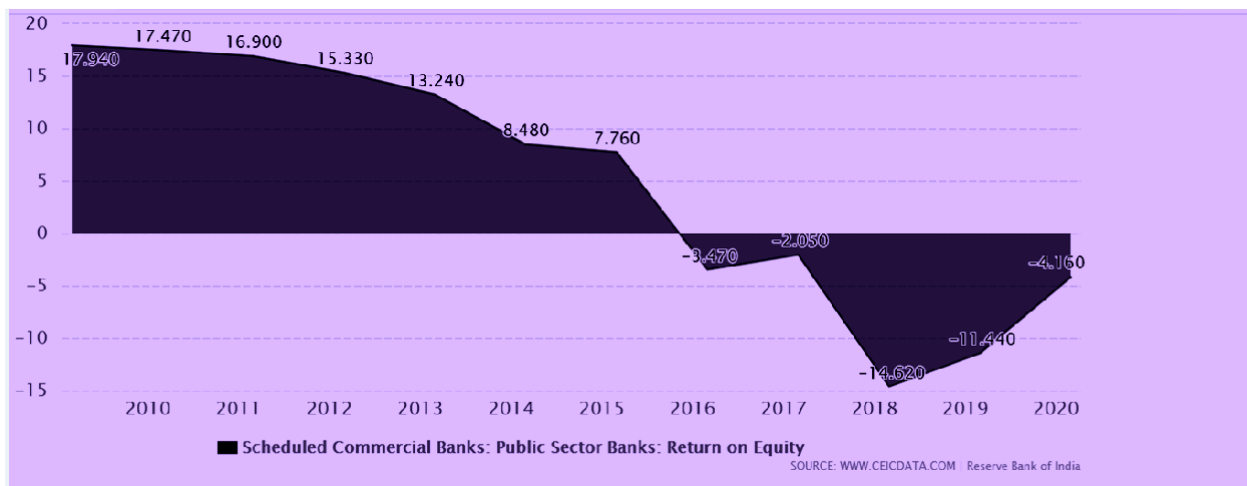


India Scheduled Commercial Banks: Private Sector Banks: Return on Assets data was reported at 0.510 % in 2020. This records a decrease from the previous number of 0.630

% for 2019. India Scheduled Commercial Banks: Private Sector Banks: Return on Assets data is updated yearly, averaging 1.130 % from Mar 2000 to 2020, with 21 observations. The data reached an all-time high of 1.680 % in 2015 and a record low of

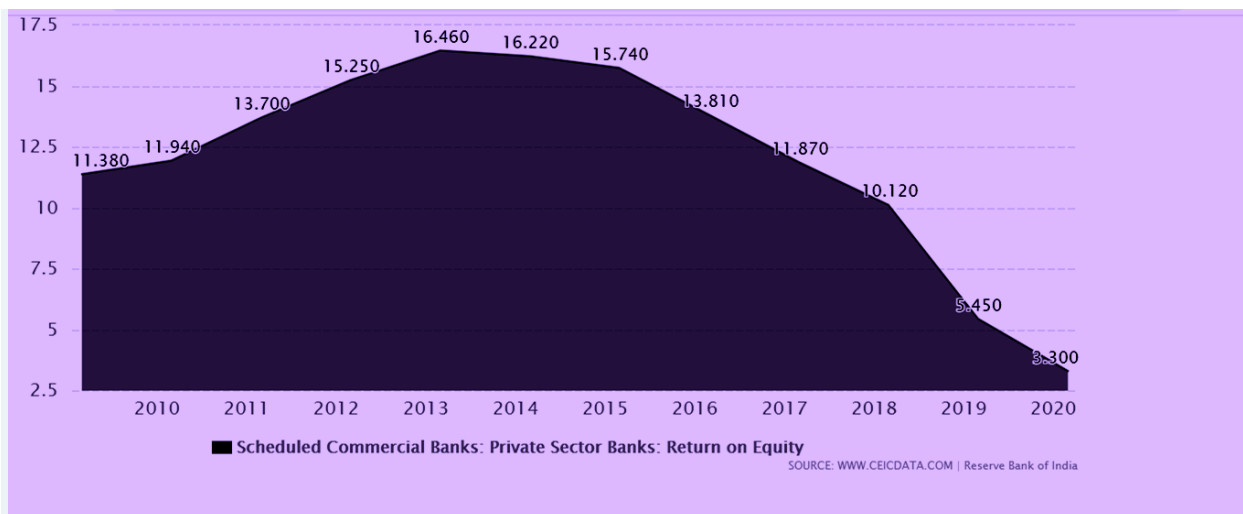
0.510 % in 2020. India Scheduled Commercial Banks: Private Sector Banks: Return on Assets data remains active status in CEIC and is reported by Reserve Bank of India. The data is categorized under India Premium Database's Banking Sector.

India Public Sector Banks: Return on Equity



India Scheduled Commercial Banks: Public Sector Banks: Return on Equity data was reported at -4.160 % in 2020. This records an increase from the previous number of -

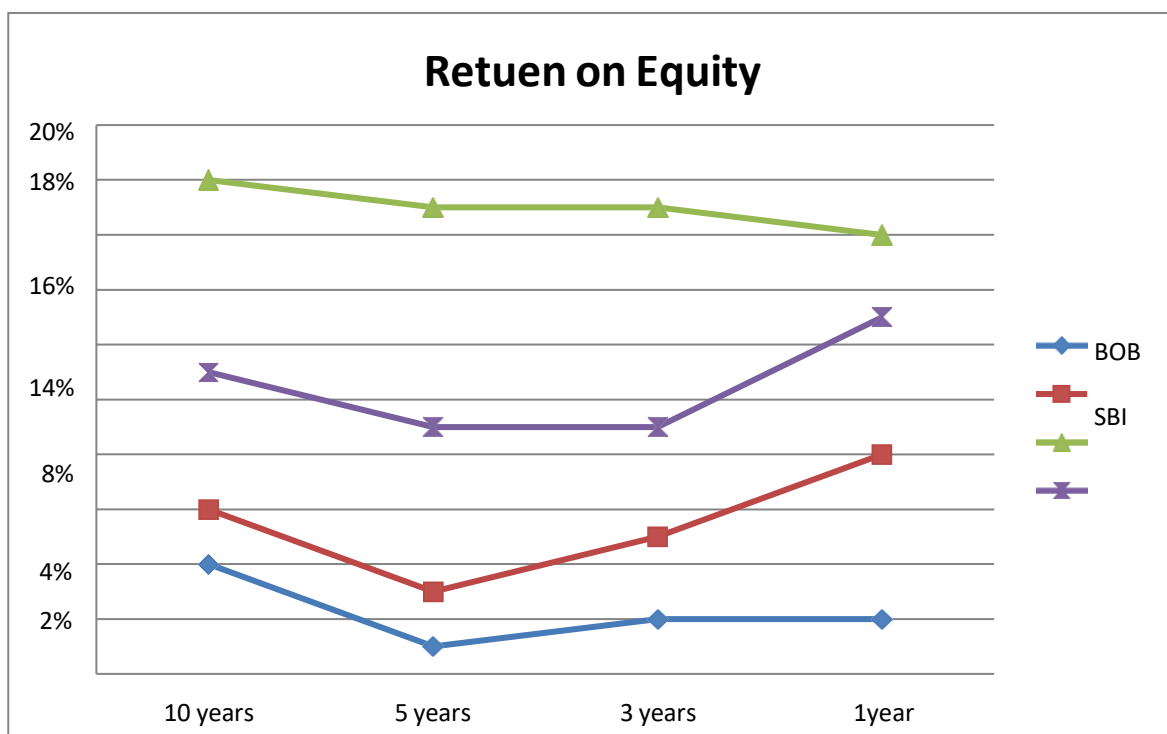
11.440 % for 2019. India Scheduled Commercial Banks: Public Sector Banks: Return on Equity data is updated yearly, averaging 14.285 % from Mar 2005 to 2020, with 16 observations. The data reached an all-time high of 17.940 % in 2009 and a record low of -14.620 % in 2018. India Scheduled Commercial Banks: Public Sector Banks: Return on Equity data remains active status in CEIC and is reported by Reserve Bank of India. The data is categorized under India Premium Database's Banking



% for 2019. India Scheduled Commercial Banks: Private Sector Banks: Return on Equity data is updated yearly, averaging 13.700 % from Mar 2000 to 2020, with 21 observations. The data reached an all-time high of 17.180 % in 2000 and a record low of

3.300 % in 2020. India Scheduled Commercial Banks: Private Sector Banks: Return on Equity data remains active status in CEIC and is reported by Reserve Bank of India. The data is categorized under India Premium Database's Banking Sector.

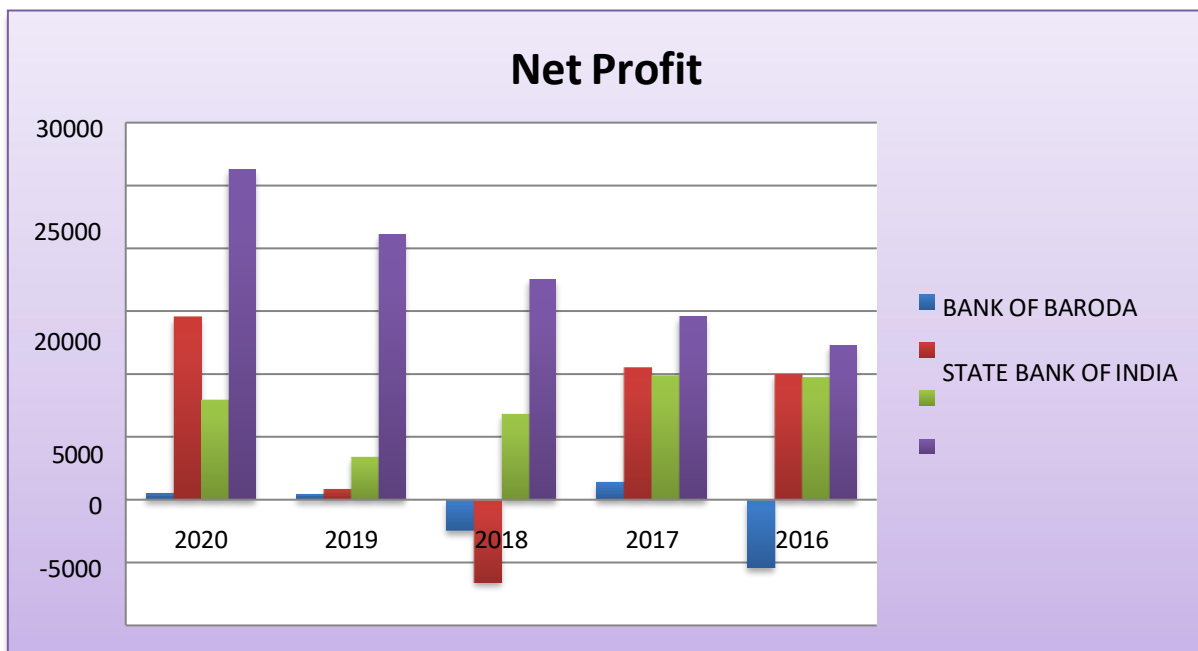
Banks	Return on Equity			
	10 years	5 years	3 years	1year
BOB	4%	1%	2%	2%
SBI	6%	3%	5%	8%
HDFC	18%	17%	17%	16%
ICICI	11%	9%	9%	13%



INTERPRETATION:-

According to the above chart that showing return on equity of public bank and private bank. There is four banks are involved. We can see that 10 years, 5 years, 3 years and last year data. ICICI bank and SBI bank are having good performance. BOB and HDFC having not big difference but compared to all last year HDFC will doing good perform.

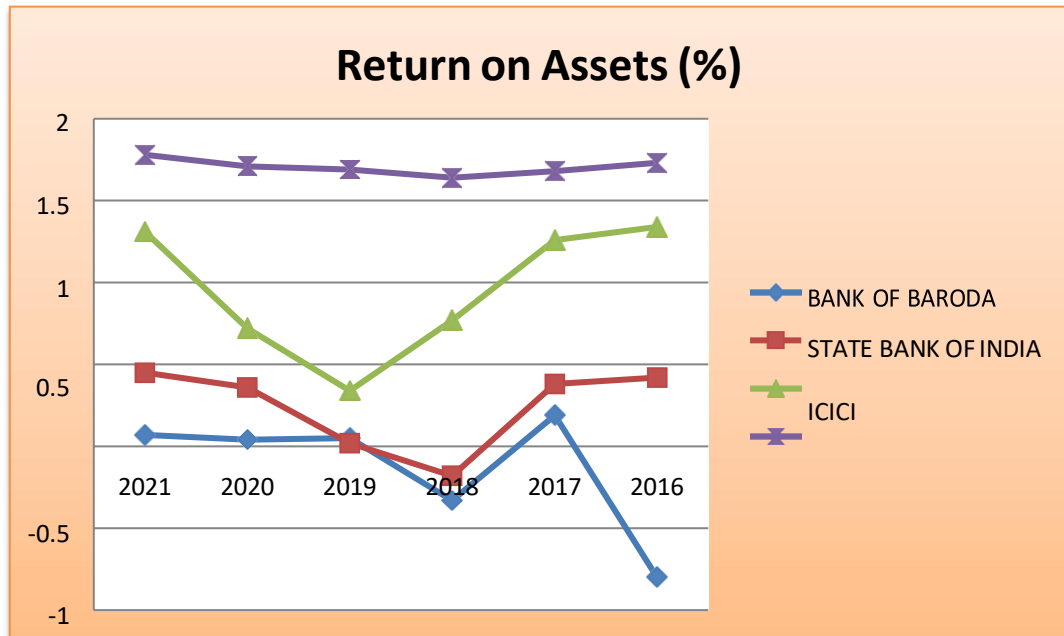
	NET PROFIT (Amount is in Rs. Crore)				
BANK'S NAME	2020	2019	2018	2017	2016
BANK OF BARODA	546	434	-2432	1383	-5396
STATE BANK OF INDIA	14,488	862	-6,547	10,484	9,951
ICICI	7,932	3,363	6,777	9,801	9,745
HDFC	26,257	21,078	17,487	14,550	12,296



INTERPRETATION:-

Net profit showing financial performance trend. Here net profit will increase showing very high in 2020. That may have any reasons like current pandemic. Overall performance of HDFC in 2020 is 26,257 crore which is high.

	Return on Assets (%)					
	2021	2020	2019	2018	2017	2016
BANK OF BARODA	0.07	0.04	0.05	-0.33	0.19	-0.8
STATE BANK OF INDIA	0.45	0.36	0.02	-0.18	0.38	0.42
ICICI	1.31	0.72	0.34	0.77	1.26	1.34
HDFC	1.78	1.71	1.69	1.64	1.68	1.73

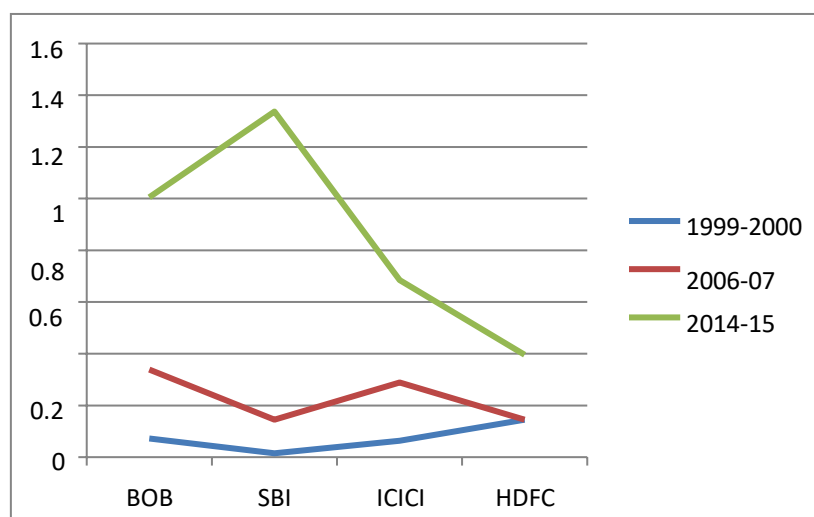


INTERPRETATION:-

According to above chart BOB banks return of asset is increased compare to previously. That is 0.07. return on assets also good indicator to measure financial performance.

There is less difference are showing in other banks from 2016 to 2021.

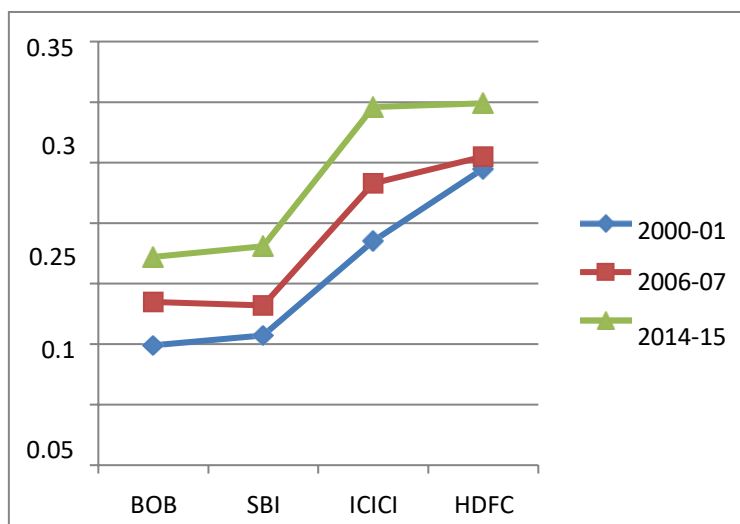
	GROWTH		
	1999-2000	2006-07	2014-15
BOB	0.072	0.339	1.005
SBI	0.015	0.145	1.337
ICICI	0.063	0.288	0.685
HDFC	0.145	0.145	0.396



INTERPRETATION:-

Above chart showing growth of bank after and before mobile banking adopting period. Service of mobile banking in India start in 2002. 20 years to last years growth is very high for all banks.

	PERFORMANCE		
	2000-01	2006-07	2014-15
BOB	0.099	0.135	0.172
SBI	0.107	0.132	0.181
ICICI	0.185	0.233	0.296
HDFC	0.245	0.255	0.299



INTERPRETATION:-

According to the above chart it showing the financial performance of banks.

2000-01 and above. BOB have 0.099 according to data. That in 2006-07 it is

0.135. And after that it is increase till now. All bank performance is increased

This chapter comprises data analysis and interpretation of the study. All the sources in this chapter are from the primary data collected through questionnaire.

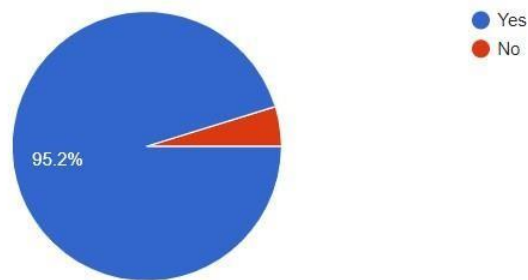
4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 MOBILE PHONE TRANSACTION

Do you use your cell phone for any financial /banking transaction?

	Respondents
Yes	100
No	5

105 responses



INTERPRETATION:-

In that chart we can observe that 95% of respondents are using their cell phones for financial or banking transactions. Out of 105, 100 are using online transactions through mobile phones.

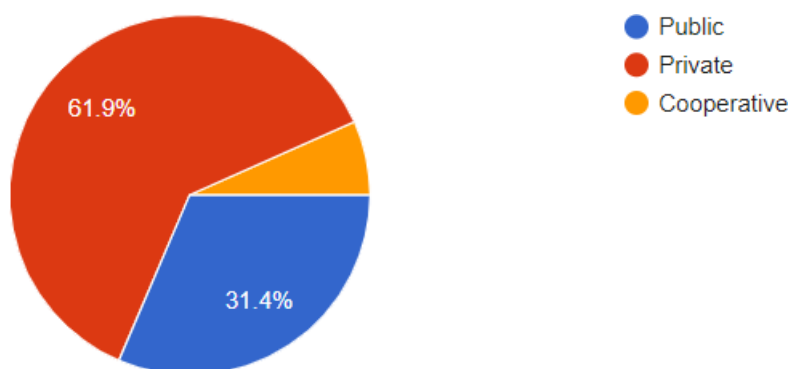
INFERENCE:-

95% of people said yes for using mobile phone transactions.

TABLE 4.1.3 WHICH TYPE OF BANK

What type of bank do you have a bank account with?

	Respondents
private	65
public	33
cooporative	7



INTERPRETATION:-

There is three types of bank in India. Private bank, public bank and cooperative bank. In research out of 105 respondents 61.9% respondents are having bank account with publicbank. And 31.4% are having account with private bank. We can say that most of the individuals are prefer to select private or public bank.

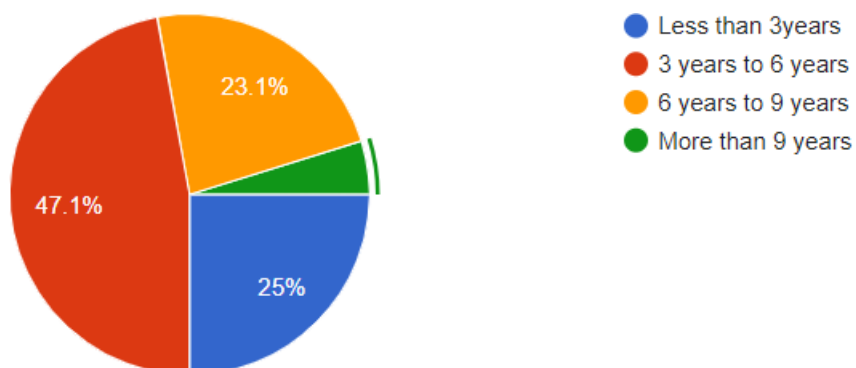
INFERENCE:-

The majority of respondents 61.9% people said that they have account in private sector.

TABLE 4.1.4 PERIOD OF BANKING WITH BANK AFTER MOBILE BANKING

The period of banking with the bank when using Mobile banking?

	Respondents
Less than 3 years	26
3 years to 6 years	49
6 years to 9 years	24
More than 9 years	5



INTERPRETATION:-

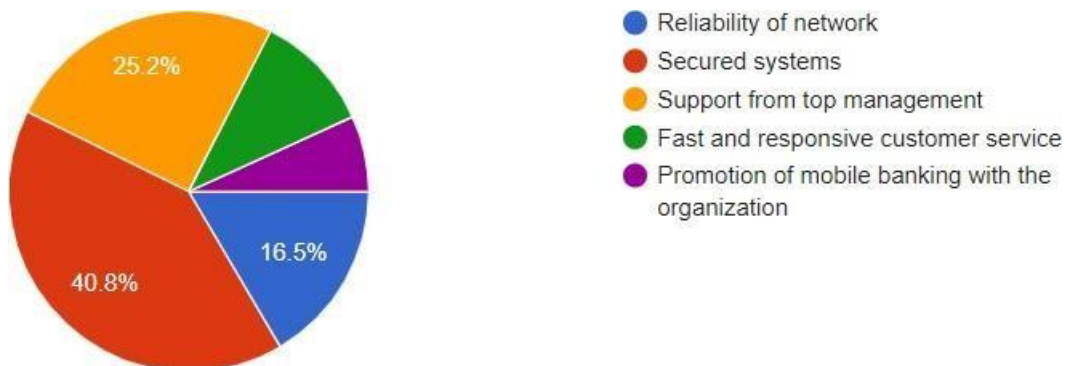
According to the chart we can say that most off the respondents are start using mobile banking around 6 years before. 25% of respondents are using mobile banking less than 3years before. That can may happens because of the pandemic of covid-19.

INFERENCE:-

Majority people voted for 3years to 6 years.

TABLE 4.1.5 CRITICAL SUCCESS FACTORS FOR MOBILE BANKING

	Respondents
Reliability of network	17
Secured systems	42
Support from top management	26
Fast and responsive customer service	11
Promotion of mobile banking with the organization	7



INTERPRETATION:-

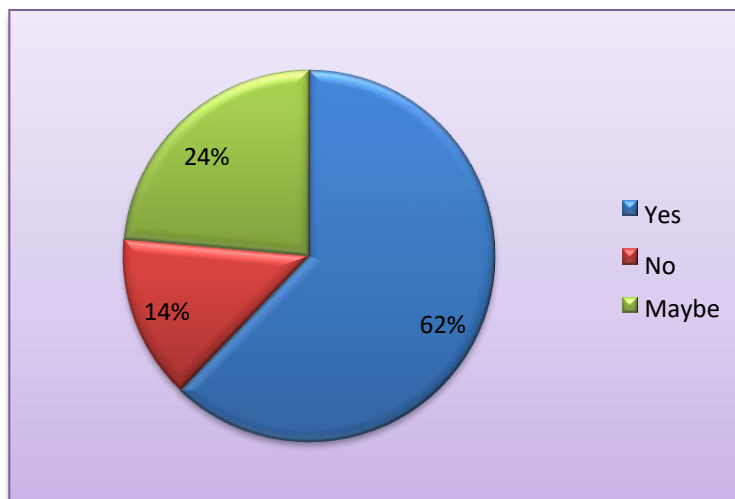
According to the respondents mobile banking should adopted because of secured system. There are many other reasons are there for using mobile banking but 40.8% only for securities. They believe that they have support from top management. There are 25.2% are believe that.

INFERENCE:-

For the critical success for mobile banking 40% people tells that the secured system will be the reason because their data should be the one to keep safe so people trust in applications

TABLE 4.1.6 BANKERS PERFORMANCE IMPROVED AS YOUR TRANSACTION HAVE INCREASED

	Respondents
Yes	52
No	20
Maybe	30



INTERPRETATION:-

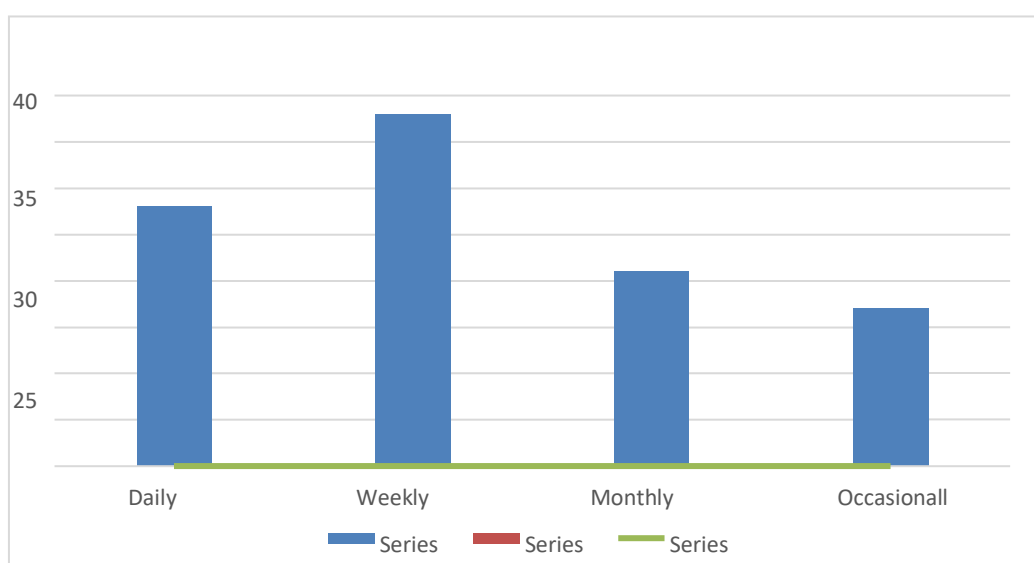
In chart we can see that 62% are respondents are believe that performance of bank is improve after some period of time. Where 24% are having no idea about improvement of bank performance overall. And 14% are not agree about improvement of bank performance.

INFERENCE:-

Majority of the people say that 62% respondents are believe that performance of bank is improved.

TABLE 4.1.7 TRANSACTION PERIOD

	Respondents
Daily basis	28
Weekly basis	38
Monthly basis	21
Occasionally	17



INTERPRETATION:-

In this question is about not only transaction but also about using other services which provide by bank. So according to that 38% respondents are using mobile banking for any transaction on weekly basis.

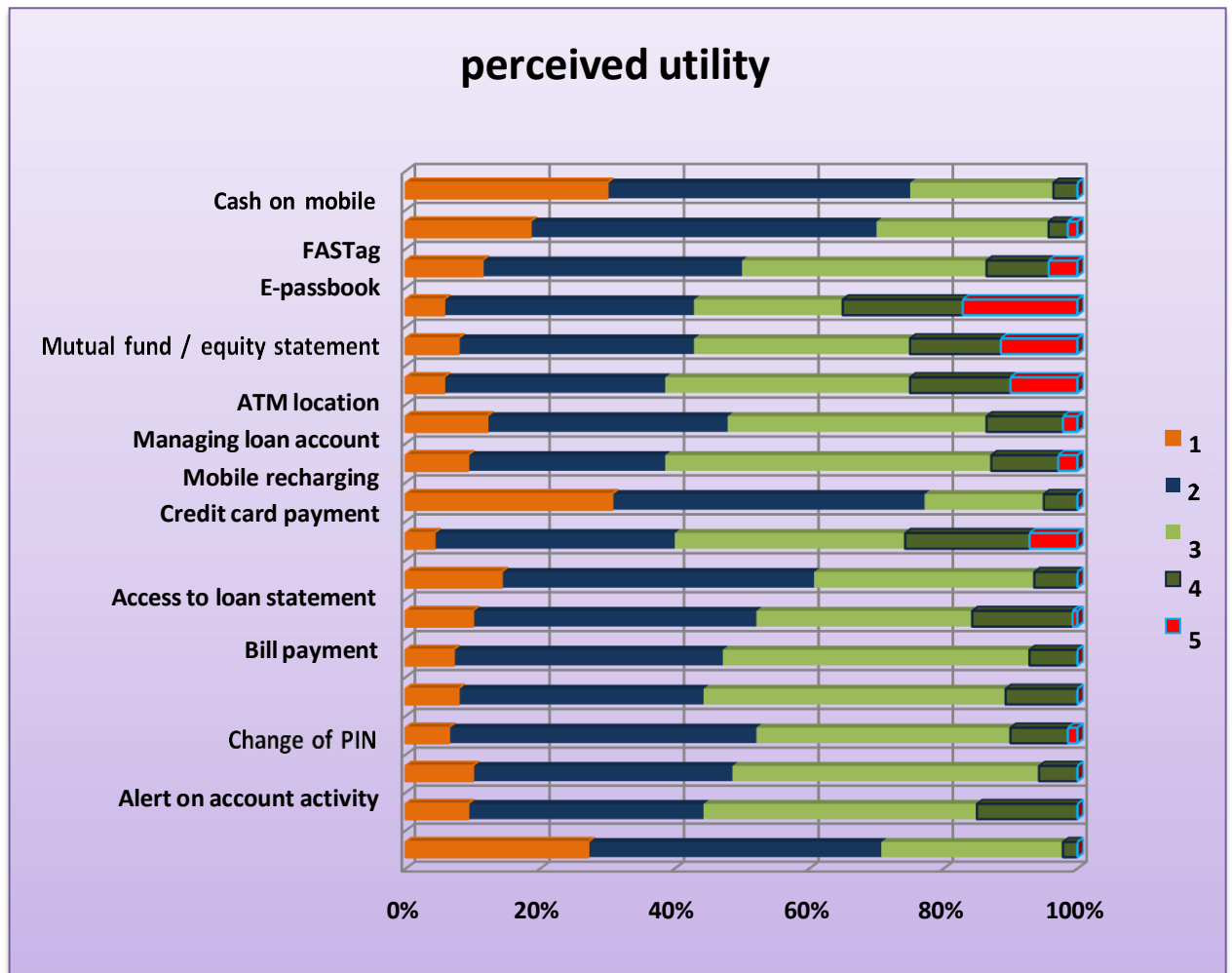
INFERENCE:-

38% People tell that they will use mobile banking application for transaction in weeklybasis

TABLE 4.1.8 PERCEIVED UTILITY

Rate your perceived utility of various mobile banking services. (Rate as per usage) (1- High use, 5- No use)

Points	1	2	3	4	5
Review account balance	26	26	21	16	11
Recent transaction / mini- statements	21	29	25	14	12
Status on cheque	25	54	64	8	0
Alert on account activity	23	24	20	21	10
Change of PIN	21	26	18	24	11
Ordering checkbook	17	29	30	16	08
Bill payment	25	27	19	16	1
Access to loan statement	17	24	35	16	9
Fund transfers	19	22	24	21	14
Credit card payment	18	28	24	21	10
Mobile recharging	19	23	23	30	4
ATM location	8	46	51	21	14
Fast tag	26	72	36	4	2

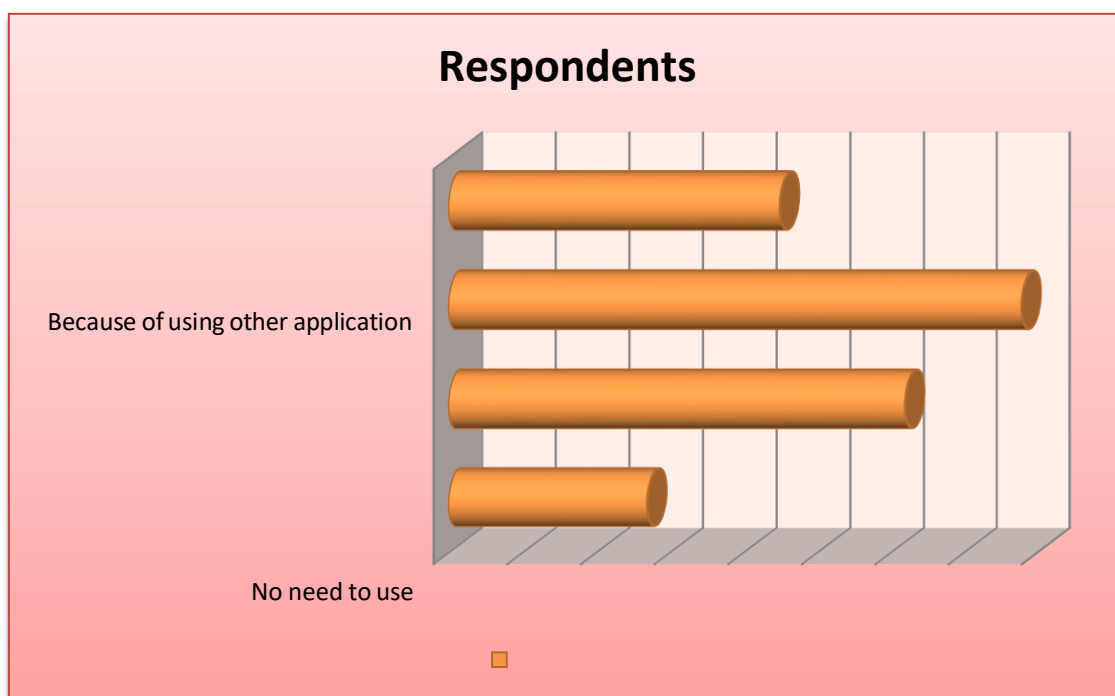


INTERPRETATION:-

According to above chart that showing perceived utility of users of mobile banking. Chart showing that fund transfer having highest usage which is 43 respondents and lowest that showing no use of service which is mutual fund/equity statement. 24 respondents are there. Normally showing mutual respondents on moderate use.

TABLE 4.1.9 REASON FOR NOT USING SOME APPLICATION SERVICE

	Respondents
Lack of knowledge	12
Service is not available	53
No need to use	32
Because of using other application	10



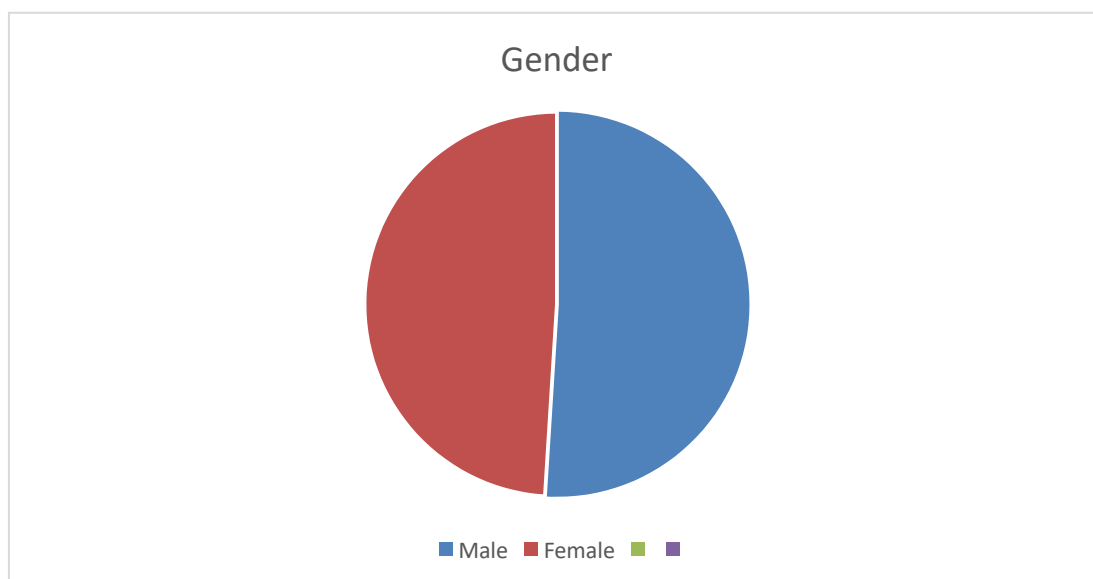
INTERPRETATION:-

According to above chart is showing reason that way respondents are not using some of the services in mobile banking app. As we know that every bank have different pattern of app. So all are having different facilities for their customers.

TABLE 4.1.10 GENDER OF THE RESPONDENTS

GENDER	No. of. Respondents	PERCENTAGE
Male	56	51%
Female	49	49%
Total	105	100%

Source: primary data



Interpretation:

The above table & figure represents the gender profile of the respondents. The maximum of 56% of Respondents are male (N=51) and 49% of the respondents are female (N=49).

Inference:

Majority (51%) of the respondents are male.

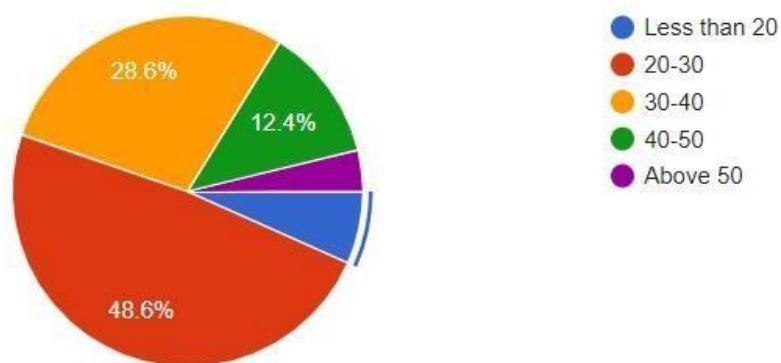
TABLE 4.1.11 AGE OF THE RESPONDENTS

GENDER	No. of. Respondents	PERCENTAGE
Below 20	7	6.7%
20 – 30	51	48.6%
30 -50	30	28.6%
40 – 50	13	12.4%
Above 50	4	3.8%
Total	105	100%

SOURCE: PRIMARY DATA

Your Age?

105 responses



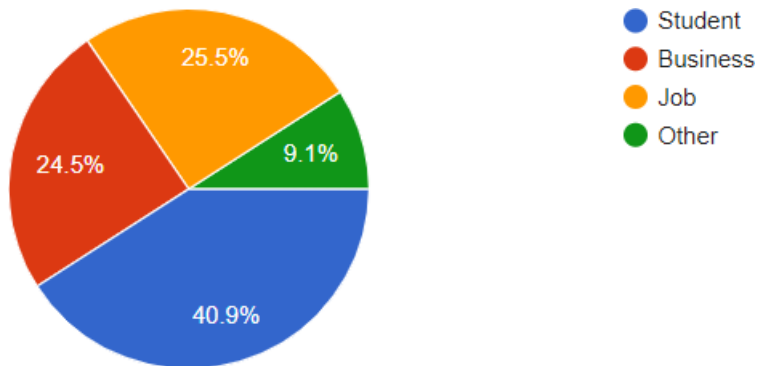
Interpretation: The above table & figure represents the age profile of the respondent 48.6% of respondents belong to the age group of 20-30, followed by 28.6% of 30 – 40 12.4% of 40-50 6.7% of below 20 3.8% of 50 above.

Inference:

Majority (48.6%) of the respondents belong to the age group of 20 - 30 years

TABLE 4.1.12 OCCUPATION

	Respondents
Student	45
Business	27
JOB	28
Other	10



INTERPRETATION:-

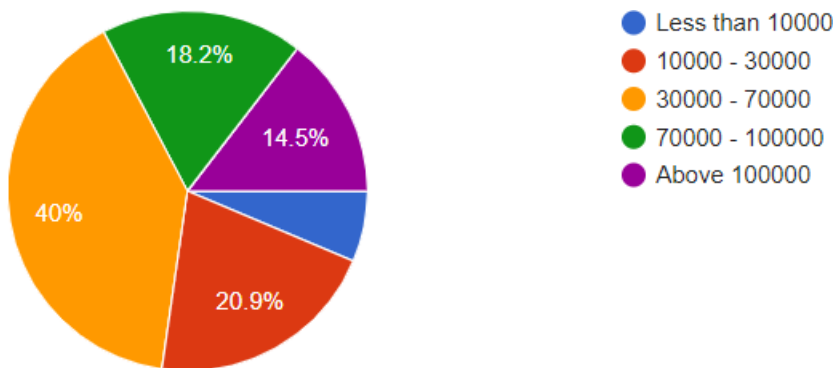
40% of respondents are students and 26% are working in job and 27% of people are doing business and 10% are others.

INFERENCE:-

40% of students are the highest respondents because this mobile application is very useful for them.

TABLE 4.1.13 FAMILY INCOME

	Respondents
<10,000	7
10,000 - 30,000	23
30,000 - 70,000	44
70,000 - 1,00,000	16



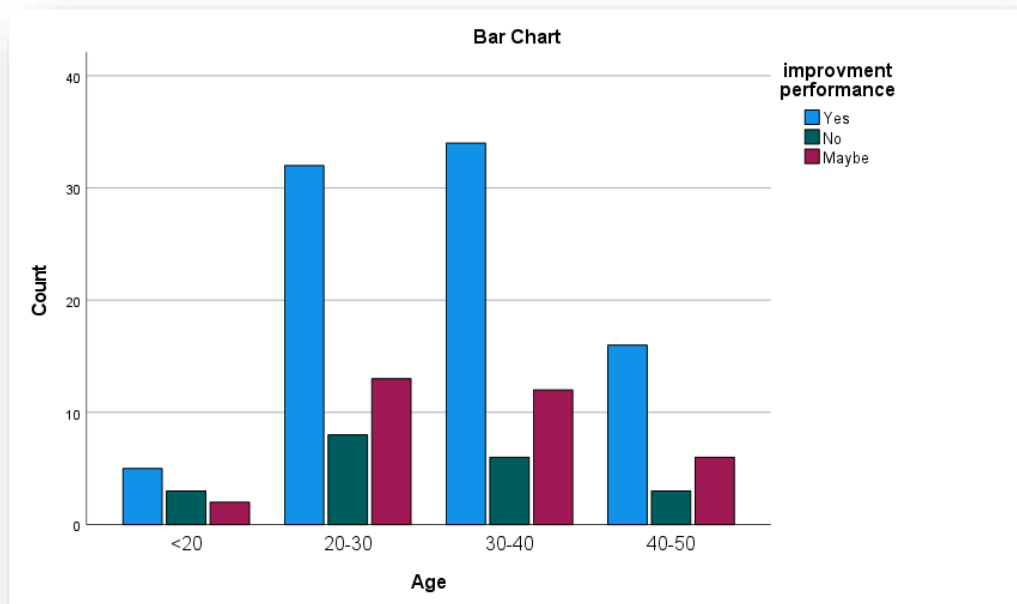
INTERPRETATION

As we see the response above 40% of people getting salary between 30000 – 70000.

Cross tabulation between performance improvement and respondents age.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * improvement performance	140	100.0%	0	0.0%	140	100.0%

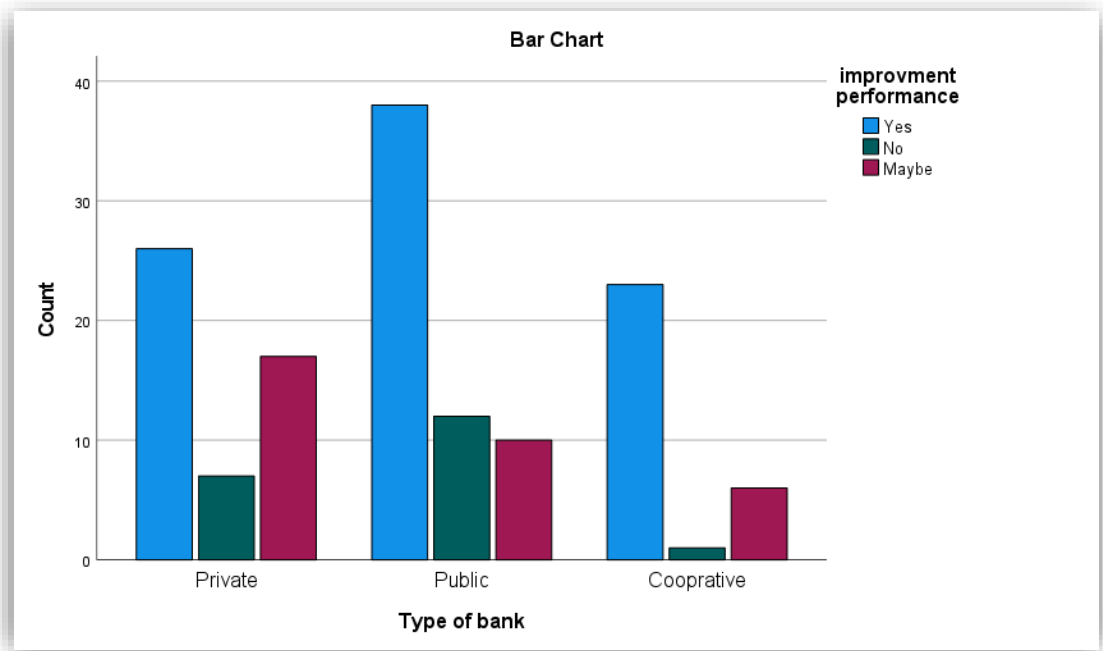
Chi-Square Tests			
Value		df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.567a	6	.861
Likelihood Ratio	2.190	6	.901
Linear-by-Linear Association	.170	1	.680
N of Valid Cases	140		
a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.43.			



Cross tabulation between type of bank and improvement of performance.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type of bank * improvement performance	140	100.0%	0	0.0%	140	100.0%

Chi-Square Tests			
			Asymptotic Significance (2- sided)
Value		df	
Pearson Chi-Square	9.436a	4	.051
Likelihood Ratio	10.270	4	.036
Linear-by-Linear Association	4.487	1	.034
N of Valid Cases	140		
a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.29.			



CHAPTER 5

SUMMARY OF FINDING, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- The majority of 99.1 % people respondents that they are using the mobile banking application only the 0.9% people says that they are not using the mobile banking applications.
- 94.5% people says that they are using the application given by bank for their transactions.
- Most of the respondents marked they having the account in private sector banks. And 32.7% people having account in public banks like Indian bank.
- After they get to know about the mobile banking application the period of banking with the bank is 3 years to 6 years 46.8% people respond it., and 25.7% people tells for less than 3years.
- According to my respondents the critical success factors for adopting mobile banking service is secured system it is given for 39.8% because for banking secured system is very important and also 24.1% people says it is success because of the support from top management and also reliability of network.

- Weekly basis 34.9% people using the mobile banking for making transaction and also paying, recharging their mobile and 25.7% people using the mobile banking application for making transactions and paying bills in the daily basis.
- According to 62% mobile banking transaction have increased a bank performance improved.
- As use of mobile banking increased than the profit of that will added in banks overall financial performance which may increase.
- Perceived utility is important for notice the trend in mobile banking.
- Some people are not using some of the application given by bank is 37% people respond for service not available it should get update with all the uses and 34.8% people says that they no need to use it because of other application like google pay, paytm.
- 52.7% people of respondents are male and 47.3% people are the female.
- 46.4% people of respondents are between the age of 20-30, and 29% people are 30-40age people mostly using this mobile banking applications.

5.2 SUGGESTIONS

- Ensure a clean, intuitive, and easy-to-navigate design. Simplify processes like fund transfer, bill payments and account management. Incorporate user feedback to continually refine the interface.
- Prioritize robust security features, including multi-factor authentication, biometric login (fingerprint or facial recognition), and encryption protocols. Communicate these security measures clearly to users to build trust.
- Implementation personalized recommendations. Such as budgeting tips, tailored offers, or investment suggestions based on individual spending patterns and financial goals.
- Offer real-time chat or support service within the app to address customer queries, troubleshoot issues and provide assistance round the clock.
- Provide financial literacy contents, tutorials, or tools within the app to help users better understand financial products and make informed decisions.
- Continuously update the app to introduce new features, improve security, and fix any reported bugs or issues.

5.3 CONCLUSION

- ☐ ➤ The study provided an analysis of the impact of mobile banking in financial performance of Indian banks.
- ☐ ➤ By using quantitative research methods.
- ☐ ➤ On the basis of the data collected and interpreted, a number of findings and conclusions were made and presented.
- ☐ ➤ Almost all the respondents agreed on the using mobile banking App which

provide by the banks.

- ❑ ➤ Based on the findings banks has to continue services in terms of quality of services offered.
- ❑ ➤ Performance in terms of profitability and sustainability.
- ❑ ➤ The study has also shown that there is positive impact of financial performance indicators before and after the adoption of mobile banking system.
- ❑ ➤ Shown the positive impact of mobile banking transaction volume.

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APPENDIX - QUESTIONNAIRE

STUDY ON THE EFFECTIVENESS OF

MOBILE BANKING IN INDIAN BANK

1) Your name

2) Do you use your cell phone for any financial / banking transaction?

(a) Yes

(b) No

3) Do you use mobile banking service which provide by bank?

(a) Yes

(b) No

(c) Some time

4) What type of bank do you have a bank account with?

(a) Private

(b) Public

(c) Cooperative

5) The period of banking with the bank when using mobile banking?

(a) Less than 3 years

(b) 3 years to 6 years

(c) 6 years to 9 years

(d) More than 9 years

- 6)** According to you what are the critical success factors for adopting mobile banking services?
- (a) Reliability of network
 - (b) Secured systems
 - (c) Support from top management
 - (d) Fast and responsive customer service
 - (e) Promotion of mobile banking with the organization
- 7)** Has your banks performance improved as your mobile banking transaction have increased?
- (a) Yes
 - (b) No
 - (c) Maybe
- 8)** How often do you make transactions?
- (a) Daily basis
 - (b) Weekly basis
 - (c) Monthly basis
 - (d) Occationally
- 9)** Rate your Perceived utility of various mobile banking services. (Rate as per 1-High use and 5-No use)

Points	1	2	3	4	5
Review account balance					
Recent transaction / mini-statements					
Review credit card balance					
Status on cheque					
Alert on account activity					

Change of PIN					
Ordering checkbook					
Bill payment					
Access to loan statement					
Fund transfers					
Credit card payment					
Mobile recharging					
Managing loan account					
ATM location					
Mutual fund / equity statement					
E-passbook					
FASTag					
Cash on mobile					

10) Reason for not using some of the application service?

- (a) Lack of knowledge
- (b) Service is not available
- (c) No need to use
- (d) Others

11) Your gender

- (a) Female
- (b) Male

12) Your age?

- (a) <20
- (b) 20-30
- (c) 30-40

(d) 40-50

(e) >50

13) Occupation?

(a) Student

(b) Business

(c) Job

(d) Self employed

14) Family income?

(a) 10,000 - 30,000

(b) 30,000 - 70,000

(c) 70,000 - 1,00,000

(d) >1,00,000.ww