

A STUDY ON CUSTOMER ACCEPTANCE ON MOBILE BANKING

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 11**

APRIL - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Megha. C 39410118 who have done the Project work entitled “ **A Study on Customer Acceptance on Mobile Banking**” under my supervision from December 2020 to February 2021.

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DECLARATION

I, **Megha. C, (39410118)** hereby declare that the Project Report entitled “**A Study on Customer Acceptance on Mobile Banking**” done by me under the guidance of Dr. Aysha Fathima Y, M.Com, MBA, M. Phil, Ph.D. at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari**, Dean, School of Management Studies and **Dr. A. Palani**, Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Aysha Fathima Y.**, Faculty, School of Business Administration for her valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

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ABSTRACT

Mobile banking has become the modern era in almost all countries in the world. Mobile banking refers to the provision of financial services through mobile phones or smartphones with internet connectivity. The people in the country were very much adapted to the new technology in order to be updated with the promising trends in the market. The aim of this study was to examine the customer acceptance of mobile banking. The Research has found out five factors influence the adoption of mobile banking such as Perceived Usefulness, Perceived Ease of Use, Satisfaction, Security and Trust and Website Convenience. The study has adopted descriptive research design. The primary data is collected from 135 respondents who are the customers and users of mobile banking by using a questionnaire. Collected data were analyzed with the help of Percentage analysis and Statistical Package for Social Science(SPSS) and the hypothesis were tested using Chi-squared tests & correlations. The people who are Older are not ready to take risks and to trust modern technology and also hesitate to undergo a new adoption. As a huge amount of funds has been spent to develop the Apps for Mobile Banking, Some crucial actions can be taken to familiarize those apps to the Mobile Banking users. The study suggests the banks take some appropriate measures to acquire the trust and satisfaction of Consumers on Mobile banking which leads to the rapid adoption and acceptance and usage of Mobile banking.

Keywords : Mobile Banking, Perceived usefulness, Perceived ease of use, Trust, Website convenience, Security, intention to adoption.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

Banking sector nowadays has undergone an extreme transformation in various developing countries with its new products and services, and new channels appearing practically on a daily basis. Over time, the banking sector has shifted its mode of rendering services from traditional to latest day or branch less modes, where the banks and the customers can avail the services at any time and from anywhere. This enormous change in the sector can be featured to the expeditious advancement of new technologies and also to the growth in mobile penetration in most of the countries in the World. Most of the people in the developing countries also in developed countries use to adapt to the mobile banking in the present modern era to do their business transactions. While technology has modified the modes and channels of delivering the services and the way consumers interact with their financial service providers, it was a shoot up in the use of wireless telecommunications like mobile phones, Internet enabled Smart-phones and PDAs (Personal digital assistants) also hand out to this conversion to a greater extent.

Mobile banking was enabled in the year 1999 and it was completed through text or SMS which was then called SMS banking. Many European banks were bound to offer mobile banking services with the help of mobile web through Wireless Application Protocol (WAP). Then, with the evolution of smartphones with iOS or Android operating systems, mobile banking applications set about to progress. And thus, mobile banking services have been expanded to use on a daily basis.

Mobile banking basically refers to the financial services that are delivered through mobile applications in mobile or smartphones with internet facility. This allows the consumers to do all their financial transactions from anywhere at any time. Mobile banking helps the consumers to deposit and withdraw the cash to anyone, make them to be updated with their account status, download the account statements, view the account balance, making investments in mutual funds and portfolio management services and some other facilities like bill payments,

ordering a new cheque book from which they use to keep them away from their home, computer and also physical bank branches.

1.1.1 Advantages of Mobile Banking:

Convenience : Mobile Banking allows you not only to make transactions and manage accounts from anywhere you are, but also at any time whenever you are in the need of Services. Mobile Banking does not have any break off like Physical and Mortar Branches and It allows us to make use of services at our convenience.

Ease of Access : Mobile banking provides easy access to our Bank accounts for 24/7. We can access our bank accounts without the help of the Banks whenever needed.

Security : We can integrate the loyalty of the financial transactions done through Mobile banking once we get logged into the Apps. Because the several levels authentication system that insists the user to undergo a two or more spiked Security Layout before managing the account.

Helps to track your finances : As we manage our accounts through the apps which leads us to compute the financial Standings easily. We can view the account statements and download it from the apps whenever needed.

Environment-Friendly : Mobile banking doesn't use any of the paper as it is done through the apps electronically. This comes up with the eco-friendly environment.

Minimizing Errors : A Broad Application will considerably reduce errors that Customers could make. Mobile Banking helps to minimize errors that we could make while doing transactions.

However, despite these greater advantages there are some factors which also influence its adoption like security issues, perceived usefulness, internet stability, perceived risk in using the applications which leads to reduction of potential of technological adoption and acceptance.

1.1.2 Disadvantages of Mobile Banking:

Restricted Plans : Mobile Banking still provides restricted services like Money transfer and Bank balance updates.

Technical Problems : Mobile Banking also has some Technical issues, Security problems, Cost Restrictions. The Wireless Application Protocol (WAP) is demonstrated to be too slow and fails to satisfy the Customer.

Excessive Charges : The most remarkable problem of Mobile Banking is that the Expectations of the Customers for the benefits are not meeting the costs incurring for it. The mobile data transmitted is very high while using the Applications of Mobile Banking.

1.2 INDUSTRY PROFILE

As per the Reserve Bank of India(RBI), the banking industry is capitalized and well governed. The country is more advanced financially and economically compared to other countries in the world. India has evolved as the most among the 25 countries with Immediate Payment Service(IMPS), and now it has emerged as the only system at level five in the Faster Payment Innovation Index(FPII). Indian banking system has thousands of banks among which 12 are public sector, 22 are private sector, 46 are foreign, 56 are regional rural banks, 1485 are urban cooperative banks, 96000 are rural cooperative banks and also some cooperative credit institutions.

The main purpose of banks or the banking industry is to keep the customer's money safely, offer the customers to make deposits, helping the customers to protect their money against inflation, lending money to customers, firms, home buyers and vehicle buyers in the form of loans like personal loan, business loan, mortgage and overdraft, etc., and also providing financial advice and related financial services, like Insurance.

1.2.1 The most promising achievements of the banking industry are as follows:

Lead bank scheme: It was introduced by the RBI at the end of 1969 with the motive of authorizing the commercial banks to handle the roles of leadership for the growth of banking.

Branch Expansion: The lead bank scheme has played a spectacular role in the bank expansion programme, where there is a vast expansion of bank branches after the nationalization of major commercial banks. In 1951, there were 87

thousand people working in one office, but as of now there are nearly 121535 bank branches there in India.

Coverage of Rural Areas: The main impulsion of the banking industry is to increase the banking facilities mostly in rural areas. The number of bank branches has been raised from 10,000 to 46,976 as of June 2014. This has led to the reduction in the regional imbalances of Banking facilities.

Expansion of bank deposits: The nationalization of banks has paved the way for increase in the bank deposits. This results in about crores and crores of money deposited in the banks. The relative proportions of demand and time deposits have also altered noticeably after the nationalization of banks.

Credit expansion: The nationalized banks were also looking ahead to provide funds for the economic plans of the country by purchasing the government securities.

Financial Inclusion: The financial inclusion has encompassed an aim of economic policy in India since Independence. It involves the processes of giving outlets to the rural areas and also creating awareness to the rural and women about the banking services.

1.2.2 The top banks providing Mobile Banking Services in India:

Mobile banking spiking India is concerted among the customers of five banks. According to the survey announced by the RBI, the top five banks account for more than 92% of the whole value of Mobile banking transactions in the country which are as follows:

State bank of India (SBI): State bank is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai, Maharashtra. Being the only Indian bank, it was ranked as the 221st bank in the Fortune global 500 list of the world's biggest bank corporations of 2020, and it is the 43rd largest bank in the world. It is the largest bank in India which has its market share of 23% of assets and 25% share of total loans and deposit market. It was the one of the oldest banks in the Indian subcontinent, which was called as Imperial bank of India then came under the control of RBI, and RBI renamed it as State bank of India in 1955. Being the country's largest lender of funds, SBI has spotted a noticeable increase in the number of transactions occurring in various

digital mediums, with the percentage striking from 60 in the pandemic situation to 67 presently. This bank is leading with 36% market share in NSE by doing mobile transactions compared to others.

ICICI Bank: ICICI bank was set up the Industrial Credit and Investment Corporation of India(ICICI) which is an Indian financial institution as a main governed subsidiary in Vadodara, Gujarat. This bank has solidly 5275 branches and 15, 589 ATMs across India and also in the world. It also has secondary branches in various developed and developing countries in the world. It is one of the Big Four banks in India. This bank has acquired second position in holding shares with 21.5% market shares for making Mobile banking transactions.

HDFC bank: HDFC(Housing Development Finance Corporation) bank is India's largest private sector bank by assets with largest market capitalization as of March 2020. This bank was merged with Times bank in Feb 2000 and was the very first merger of two private banks in the New generation private sector Category. This bank has occupied third position with 17.8% shares in transacting funds through Mobile Banking.

Axis Bank: Axis bank is the third largest private sector bank providing the complete range of financial services for the personal and corporate banking. This bank has 4094 branches and additional counters and 12,922 ATMs. It also set off one of the ATMs at the world's highest sites at Thegu, Sikkim which is at the height of 4023 meters above land level and 13200 feet above sea level. This bank acquires 4th place in making mobile banking transactions with 12.8% shares in the market.

Kotak bank: Kotak Mahindra Bank Limited is an Indian private sector bank which provides various financial services like personal finance, investment banking, life insurance and wealth management. It was founded by Uday Kotak as an Indian financial services conglomerate. Then, it has received a banking license as Kotak Mahindra Finance Limited (KMFL), with this it has become the first non-banking finance concern in India and then it has converted into a bank. This bank has 4.7% shares in the market for Mobile Banking transactions.

1.2.3 The top Mobile Banking Applications in India:

The Indian Banking Sector is making critical changes in banking techniques by introducing the digital medium of approaching the financial and non-financial

Services. Mobile Banking has undergone a productive growth with instant Payment systems and much more. The top ten Mobile Banking Applications are as follows:

ICICI iMobile Application : ICICI Bank's iMobile Application dispenses a broad and safe platform for the Customers with over 250 both non-financial and financial services. This app takes care of the routine banking needs from the Smartphone. This app is available both in iOS and Android versions. This is the only app which has its Highest rating for its services in the Google Play Store.

HDFC Mobile Banking App : HDFC Bank Mobile Banking app provides a simple, Secured and Comfortable platform for over 120+ transactions whenever needed. This app is furnished with modernized Encryption and Safety measures to keep the account secured. This app helps us to make DTH payments, to recharge our mobile, to make bill payments. This app is also served with Instant Money transfers, Demat Portfolio management and UPI Payments.

State Bank of India YONO App : SBI YONO (You Only Need One app) manages all the banking, insurance, shares and Daily shopping needs of its Customers/users. This app is suitable for international purpose as well. It helps to make card payments, view account statements and transaction history.

HDFC PayZapp : This HDFC PayZapp is useful only for sending the money, to make payments for shopping, Transferring the funds. The Very finest part of the app is that it presents rewards, coupons and discounts while doing Online Shopping.

Bank of Baroda M-Connect Plus App : This app is Attribute-filled Mobile banking app. The speciality of this app is the users can avail the services of this app with free of cost where One-time SMS fee is sued at the time of Activation. The fund transfer services are facilitated in this app with the help of IMPS/NEFT.

1.3 NEED FOR THE STUDY

- ✓ This study helps to know the perception of people towards the usage of mobile banking.
- ✓ This Research helps the banks to know the drawbacks of mobile banking in providing financial services.

- ✓ This study helps to bring a better change in Mobile banking.
- ✓ This study helps to enhance a relationship between the Banks and the Customers by the smooth layout of the mobile banking where the customers can adopt any new upgradation in the modern technology.
- ✓ The study is to reveal the factors influencing the adoption of mobile banking.

1.4 SCOPE AND SIGNIFICANCE OF THE STUDY

The Scope of this study is to know the intention of customers to adopt mobile banking and to identify the needs & requirements to perform the appropriate measures to improve the adoption and acceptance of services in Mobile banking and also to understand customer's expectation towards it. This study helps to develop new strategies which are to be formulated by the banks for the development of Mobile banking by considering the needs of the customers. The topics and theories that were covered under this study are Perceived usefulness, Perceived ease of use, Trust, Satisfaction, Website convenience, Barriers of Mobile Banking. Through this study a better understanding of the Customer's intention could be identified towards the acceptance of Mobile Banking and its Services which will make the future mobile banking as a best modern technology.

1.5 OBJECTIVES OF THE STUDY

1.5.1 Primary Objective:

To analyse the customer acceptance of Mobile Banking.

1.5.2 Secondary Objectives:

- ✓ To know the determinants of mobile banking.
- ✓ To identify the satisfaction level of customers about the services of mobile banking.
- ✓ To study the impact of mobile banking services provided by the banks on customers.

1.6 LIMITATIONS OF THE STUDY

- ✓ The duration of the research period was restricted to three months.
- ✓ Since the sample size is limited to Chennai city.

- ✓ The sample size is bounded to some extent so the data is collected from the limited respondents among the users of Mobile Banking.
- ✓ The conclusions drawn from the study are solely based on respondent's information, hence the information may be subjected to personal bias.

CHAPTER - 2

REVIEW OF LITERATURE

Laukkanen and Lauronen(2005) have stated that most of the traditional channels are being replaced by the modern ones. The development in the Electronic Service distribution was represented by the Mobile phones. The banks will succeed in providing the required services to the customers only when they understand the perception and values of the customers.

Sindhu et al., (2010) have stated that the M-Banking can be adopted most probably in rural areas than urban areas in India. The alternate channels are the biggest challenge which is concerned in Mobile banking adoption in urban areas.

Ching et al. (2011) have stated that some of the factors are acting as a positive associates like perceived usefulness, perceived ease of use, relative advantages, personal innovativeness with the intention to adopt mobile banking services. Some of the factors are considered as negatively related towards the adoption of mobile banking.

Dasgupta et al.(2011) have stated the same eight factors also affecting the adoption of mobile banking services. Nowadays, in the modern era, mobile banking is rising as a channel for banks and also the banking industry to connect with the customers through mobile phones.

Tao Zhou (2011) has stated that perceived usefulness and initial trust are the major factors influencing the usage intention of mobile banking. Initial trust is affected by quality of the information and structural assistance, whereas the perceived usefulness is influenced by the quality of the information and the system. The need of initial trust is highlighted by the low switching cost and high perceived risk.

Bamoriya and Singh(2012) have stated that people find mobile banking is more convenient than traditional banking which allows the users to maintain the transactions easily and make the transactions very quickly and also helps the banks to reduce the operational costs. The major problems which are considered as the barrier of mobile banking are security issues, insufficient operating guidance, handling mobile phones and some network issues.

Akturan and Tezcan (2012) have stated that perceived usefulness, perceived social risk, perceived performance risk, and perceived benefit are the factors which influence the attitude towards adoption of mobile banking, which clearly tells us that attitude was the ultimate determinant of mobile banking adoption. More than that they have also stated that these factors are not interrelated.

Vishal et.al (2012) have stated that mobile banking is universal as the transactions are made between business to business(B2B), business to customers(B2C), customers to customers(C2C)and it has a exotic feature that is interoperability which it allows other systems to interact with each other as technology is improved. The challenges or the barriers which affect the adoption of mobile banking are standardization, and also the issues in download and installation of apps and services in telecommunication service quality are not considered as significant.

Devadevan (2013) has stated that the major challenges in mobile banking is that apps are not developed to the developing different modernized mobile operating systems. And banks find difficulty as the faster development in technology like 2G, 3G, 4G and 5G has become major threats for the banks to adopt mobile banking as it provides a mutual benefit to both the customers and the banks.

Maroofi F. et al.(2013) have stated the factors that most significantly affect the usage intention and adoption of mobile banking are initial trust, perceived usefulness, perceived risk, low switching cost. They determine the users to use mobile banking as if the customers come to know the learning and usage of mobile banking, their initial trust will be built.

Jeong and Yoon (2013) have stated that some of the factors are having a positive Influence on adoption of Mobile banking among consumer's behavioral intention and also significant like perceived usefulness, Perceived ease of use, Perceived Credibility, and Self efficacy.

Aboelmaged and Gebba (2013) have found that factors like behavioral control and usefulness are insignificantly affecting the mobile banking adoption. And attitude has a positive impact in the adoption of mobile banking.

Silva et al., (2013), have stated that ease of use is the major concern in the adoption of M-Banking as the users need the way of user friendly and also

Privacy and security in the personal information, Reliability on the Banks and ease of use in using Mobile Banking.

Lee et al. (2013) have stated that huge financial institutions were more expected to adopt Mobile Banking. Commercial banks and credit unions are should be conscious of the upcoming technological development and its influence in the banking industry, because the new upgrades such as voice recognition and Mobile wallet are replacing the traditional methods in due course.

Renju (2014) has stated that banks may improve the quality services in providing facilities in transparency of information, punctuality in providing services or alert notifications. More over that mobile banking makes the customers reduce the frequency of visiting the banks as it provides a number of services like bill payments and managing accounts 24/7, getting account statements and purchasing drafts.

Singh. S and Srivastava. R. K (2014) has stated that compatibility, social influence and security are the factors which are affecting the mobile banking adoption in a significant manner. The faster technological updates make the banks to adopt for mobile banking services. And also people find it very easy to adopt mobile application services.

Alsamydai et al. (2014) have stated that mobile banking has a great and rapid growth in the present modern world as all the industries are adapting it. And also not only the industries but also the individuals are adapting the mobile banking for doing their complete financial transactions. The study has resulted in a way that Mobile banking is positively influenced by Perceived usefulness, Customer's attitude, Customer's intention are considered as the motivating factors of mobile banking.

Nabila and Sherina (2015) have stated that M-Banking provides financial services anywhere through mobile phones to do their transactions even if they are not in their home, or away from personal computers and Banks by that bringing the banks virtual. And adoption of M-Banking in Bangladesh has resulted in a vigorous growth in the country's mobile financial transactions and expanded the number of mobile banking users.

Fenu et al. (2015) have stated that Mobile phones and Tablets are being used eventually with Personal Computers and at sometimes they even put back

them in some applications. As the Customers adopting the mobile banking, the relationship between the employees of the banks and the Customers are lagging nowadays.

Bojjagani and Sastry (2015) have stated that the usage of Mobile Phones is spiking in the modern era. The sensitivity against these technological devices also rising eventually. The Major issues in mobile banking are privacy and privileged personal information of the customers and financial data of the concerns. The banks need to formulate more strategies to keep the information more confidential.

Amit(2016) has stated that there are eight factors which influence the mobile banking adoption in India. And they are usefulness, compatibility, awareness, security and privacy risk, self-efficacy, ease of use, financial cost and social influence. The study which was done by him found that usefulness has a greater influence and social influence has the most least influence in adopting Mobile banking. And also, mobile banking has replaced electronic banking as it is useful for wireless phone users which paves a bright future for Mobile banking.

Andrea and Mareike(2016) have stated that however Germany grasps highly innovative technology and invests a huge amount in adopting the technology, now it finds its difficult to adopt mobile banking as the people continue to rely on cash and value internet banking more than mobile banking.

Shirin and Vandhana (2016) have stated that as long as the Customers exist in the market the Trade and Transactions exist. Nowadays, the Apps are used in almost all industries so, the Promoters must renovate the plans of action to present the apps to the customers and keep them engaged in the Mobile banking for making transactions.

Laukkanen (2017) has stated that mobile banking gives a real privilege as they allow the users to avail the services anywhere and at any time and thus Mobile is distinct from mobile payments which implies the use of a mobile device to pay for simpler purchases.

Islam and Hussain(2017) have stated that considering four determinants of M-Banking like Infrastructural facility, Self-Control, Social influence, Perceived risk, the mobile banking adoption is in earlier stage in Bangladesh. And there is good potential in adopting and enhancing the usage of mobile Banking. The current minimal adoption is due to the absence of infrastructural facilities.

Zhang et al. (2018) have stated that banks have to concentrate more on privacy attributes and loyalty while designing and developing the applications of Mobile banking. The banks have to promote the apps in an interesting methods that creates fun and attract the customers to adopt mobile banking.

Amit et al. (2020) have stated that some of the aspects influencing the mobile banking are Valence, triggers, Quality, Consistency and volume of the applications.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A Research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research uses with economy in procedure. The study adopts the Descriptive research design.

Data is collected from the users and customers of mobile banking.

3.1.1 Research Model

In research, the model is a pictorial or graphical representation of a crucial concept. It explains the relationship between several variables.

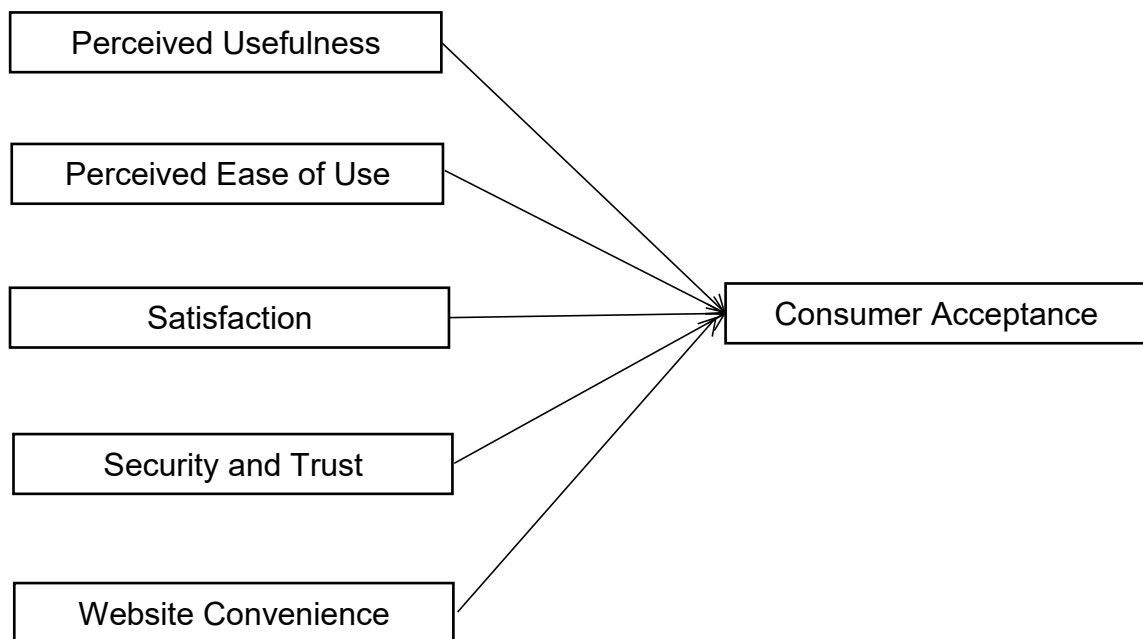


Chart 3.1 Showing the Dependant and Independent Variables of the Research

3.2 SAMPLING TECHNIQUE

Sampling is the part of statistical practice occupied with the selection of some people for the observation proposed to yield knowledge about a population of concern mainly for the purpose of statistical inference. Each and every

observation quantifies one or more properties of an observable entity set out to distinguish objects or individuals.

Sampling design: In this study sampling is done in simple random sampling and Snowball Random Sampling.

Sampling Area: The study was conducted among the users and Customers of Mobile Banking and it's services in Chennai city.

3.3 SOURCES OF DATA

3.3.1 Primary Data

The Primary data is defined as the data, which is collected for the first time and fresh in nature, and happens to be original in character through field survey. The data collection method which is used in this research is questionnaire. Here the data are systematically recorded from the respondents.

3.3.2 Secondary Data

The Secondary datum are those which have already existed and are already collected by someone else and have been passed through statistical process. The main sources of secondary data are websites, articles, journals.

3.4 STRUCTURE OF QUESTIONNAIRE

In this study, a questionnaire is used to collect the primary data from the sample. A questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire consists of many questions set in a definite order or set of forms. In this study, likert scale is used in most of the questions. Firstly, the demographic factors occupy the questionnaire, followed by the questions related to the variables used for the study. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space left for the purpose in the questionnaire itself. The respondents have to answer the questions on their own.

3.5 SAMPLING SIZE

The sample size of the study includes about 135 respondents.

3.6 PERIOD OF STUDY

The study is carried out for the period of three months from January 2021-March 2021.

3.7 ANALYTICAL TOOLS AND HYPOTHESIS USED FOR DATA

INTERPRETATION:

3.7.1 Percentage Method

Percentage is explained in information as a proportion of the whole. Percentage is calculated by taking the number of sub categories and dividing by the total.

$$\text{Percentage} = \text{Number of sub category} / \text{Total number of respondents} \times 100$$

3.7.2 Chi-Square Test

X^2 is the statistical measure how a model collates to actual observed data. The data which is used in this statistic should be random, raw, drawn from independent variables and also from large enough samples. The researcher used in this test for his study to test the significance of association between two attributes.

$$X^2 = (O_{ij} - E_{ij})^2 / E$$

Null Hypothesis (H_0) : There is no significant association between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

3.7.3 Correlation Coefficient

The Correlation coefficient is a statistic which is used to measure the strength of the relationship between the relative movements of two variables or attributes. The value ranges between -1.0 to 1.0. A correlation which shows 0.0 that states a linear relationship between the movement of the two attributes.

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Null Hypothesis (H_0) : There is no significant relationship between the Website is efficient in Speed to do their Complete Business Transactions and the Bank will give adequate Security Measures in Transactions.

3.7.4 Anova Test

One-way ANOVA is a statistical technique that is used to compare the means of more than two groups.

Anova test-I

Null Hypothesis (H_0) : There is no significant difference among various age groups on the usage of Mobile Banking Services.

Anova test-II

Null Hypothesis (H_0) : There is no significant difference among the Genders of the Respondents on the Adoption of any New Upgradation in Mobile Banking Services.

3.7.5 Regression Analysis

In Statistical modeling, Regression is a set of statistical processes for calculating the correlation between a dependent variable and one or more independent variables.

Null Hypothesis (H_0) : There is no significant influence between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1 Showing the Gender of the Respondents

Gender	No. of Respondents	Percentage of Respondents (%)
Male	63	46.7
Female	72	53.3
Total	135	100

Source: Primary Data

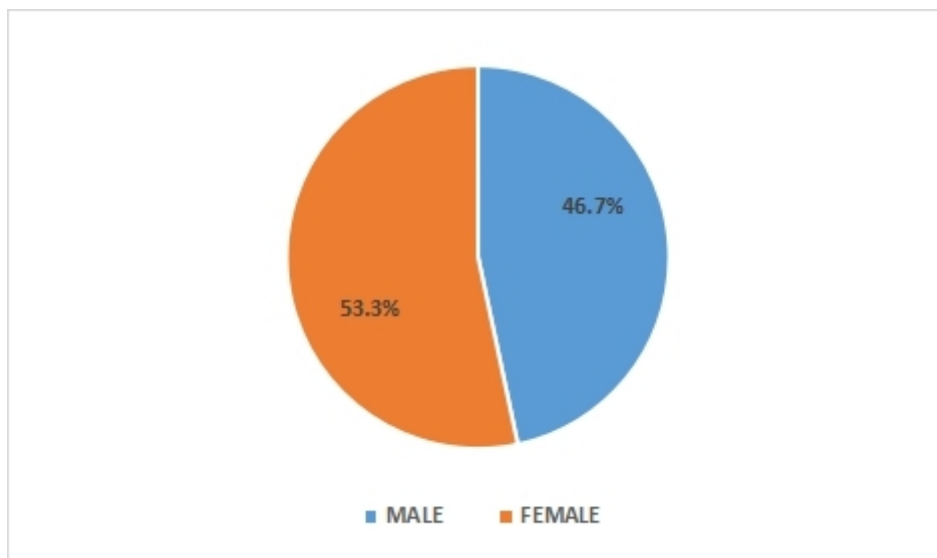


Chart 4.1 showing the Gender of the Respondents

Inference:

From the table, it is clearly defined that 53.3% of the respondents are male and 46.7% of the respondents are female.

Table 4.2 Showing the Age of the Respondents

Age Groups	No. of Respondents	Percentage of Respondents (%)
18-25	99	73.3
26-35	19	14.1
36-45	6	4.4
46-55	5	3.7
56 & Above	6	4.4
Total	135	100.0

Source: Primary Data

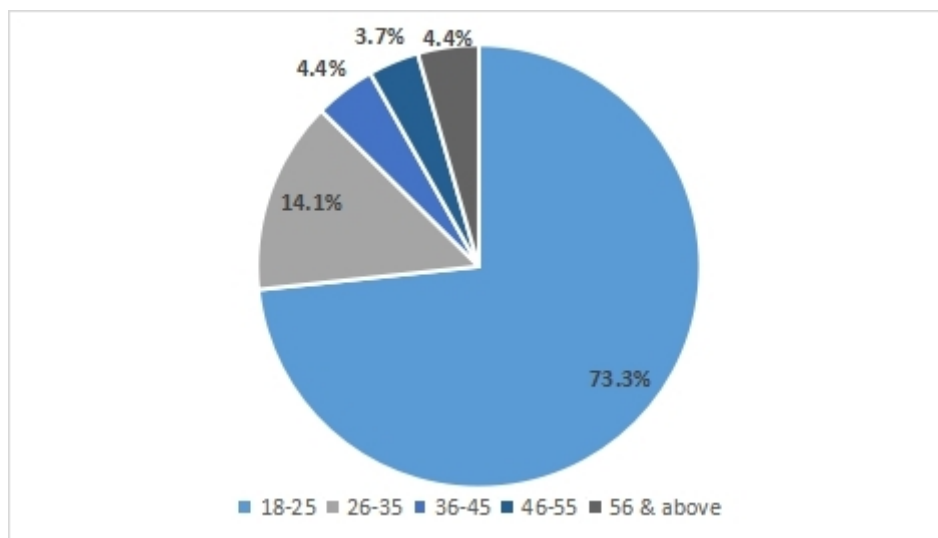


Chart 4.2 showing the age of the Respondents

Inference:

From the above table, it is inferred that 73.3% of the respondents belongs to the age group of 18-25 years, 14.1% of the belongs to the age group of 26-35 years, 4.4% belongs to the age group of 36-45 years, 3.7% are in the age group of 46-55 and 4.4% are in the age group of 56 & above.

Table 4.3 Showing the Annual Income of the Respondents

Annual Income	No. of Respondents	Percentage of Respondents (%)
Less Than 2,00,000	82	60.7
2,00,000-5,00,000	41	30.4
5,00,000-10,00,000	7	5.2
10,00,000 & Above	5	3.7
Total	135	100.0

Source: Primary Data

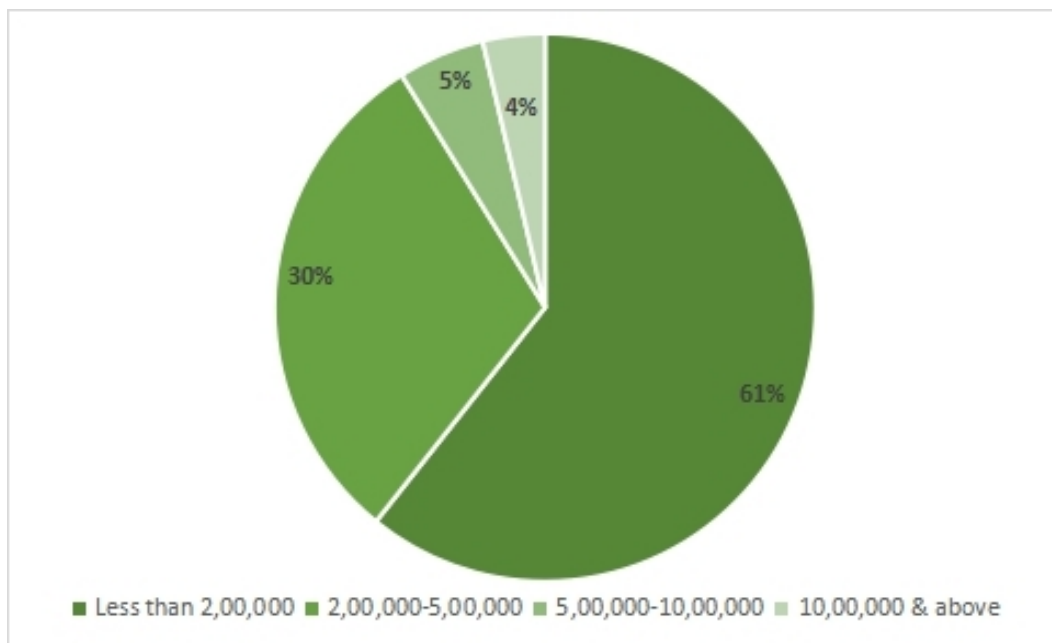


Chart 4.3 showing the Annual Income of the Respondents

Inference:

From the above table, it is inferred that that 61% are earning less than 2,00,000 and 30% are earning 2,00,000-5,00,000, 5% are earning 5,00,000-10,00,000 and 4% are earning 10,00,000 and above annually.

Table 4.4 Showing the Marital Status of the Respondents

Marital Status	No. of Respondents	Percentage of Respondents (%)
Married	35	25.9
Unmarried	100	74.1
Total	135	100.0

Source: Primary Data

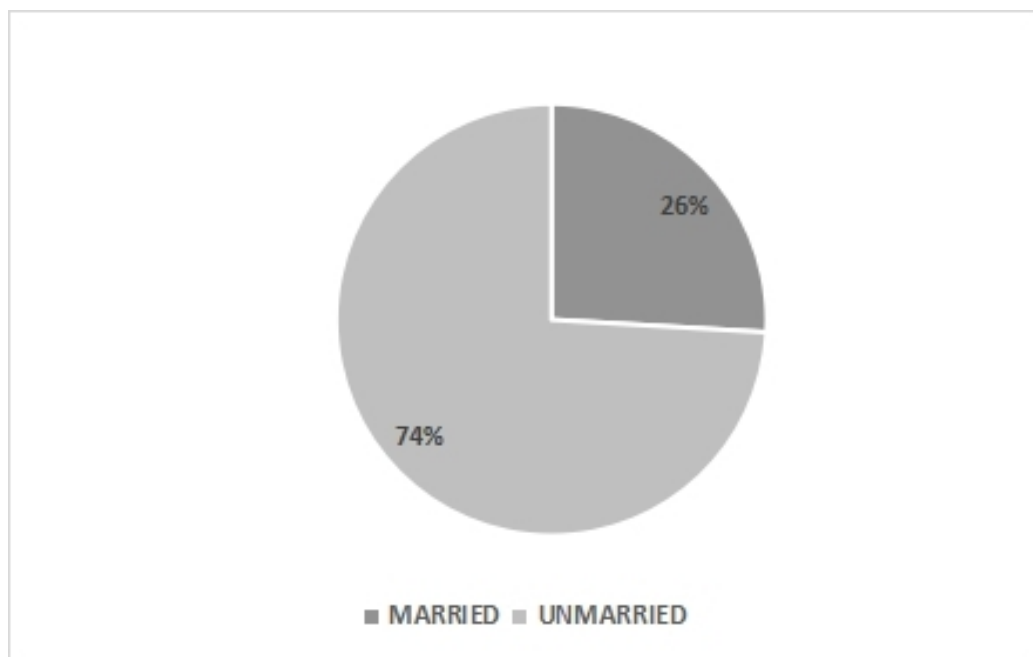


Chart 4.4 showing the Marital Status of the Respondents

Inference:

From the table it is inferred that 74% of the respondents are unmarried and 26% of the respondents are married./

Table 4. 5 Showing the Qualification of the Respondents

Qualification	No. of Respondents	Percentage of Respondents (%)
Higher Secondary	15	11.1
Diploma	6	4.4
Under Graduate	71	52.6
Post Graduate	43	31.9
Total	135	100.0

Source: Primary Data

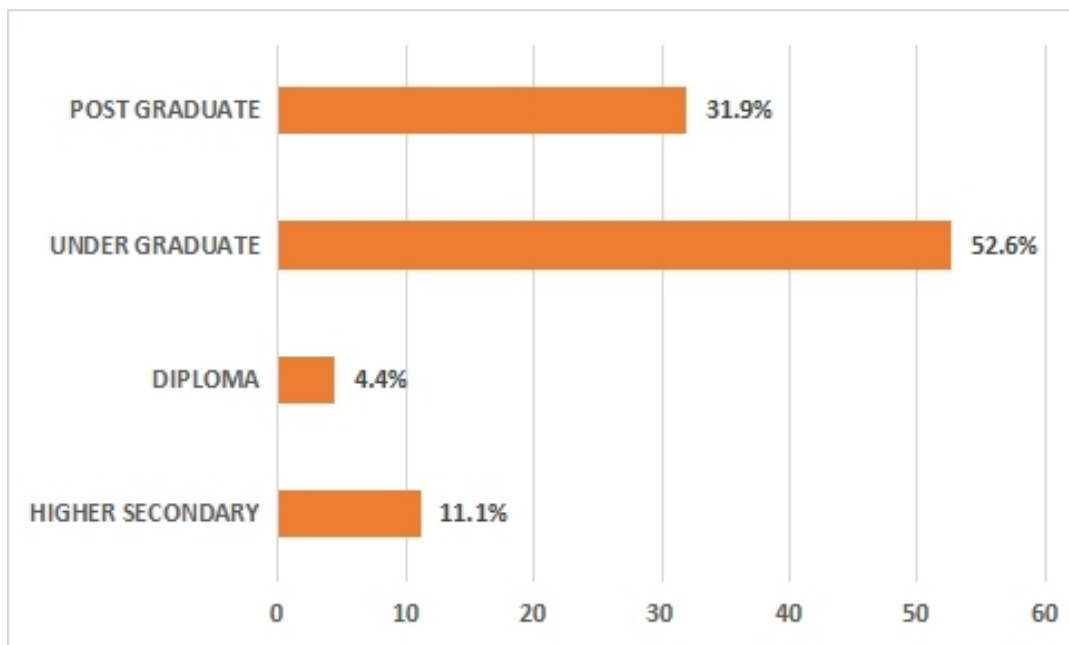


Chart 4. 5 showing the Qualification of the Respondents

Inference:

From the above table, it is inferred that 52.6% have qualified with Under Graduation and 31.9% have qualified with Post Graduation, 11.1% of the respondents have completed higher secondary, 4.4% have completed Diploma.

Table 4.6 Showing The Occupation Of The Respondents

Occupation	No. of Respondents	Percentage of Respondents (%)
Self- Employed	26	19.3
Public Sector	13	9.6
Private Sector	36	26.7
Unemployed	7	5.2
Student	52	38.5
Others (House Wife)	1	0.7
Total	135	100.0

Source: Primary Data

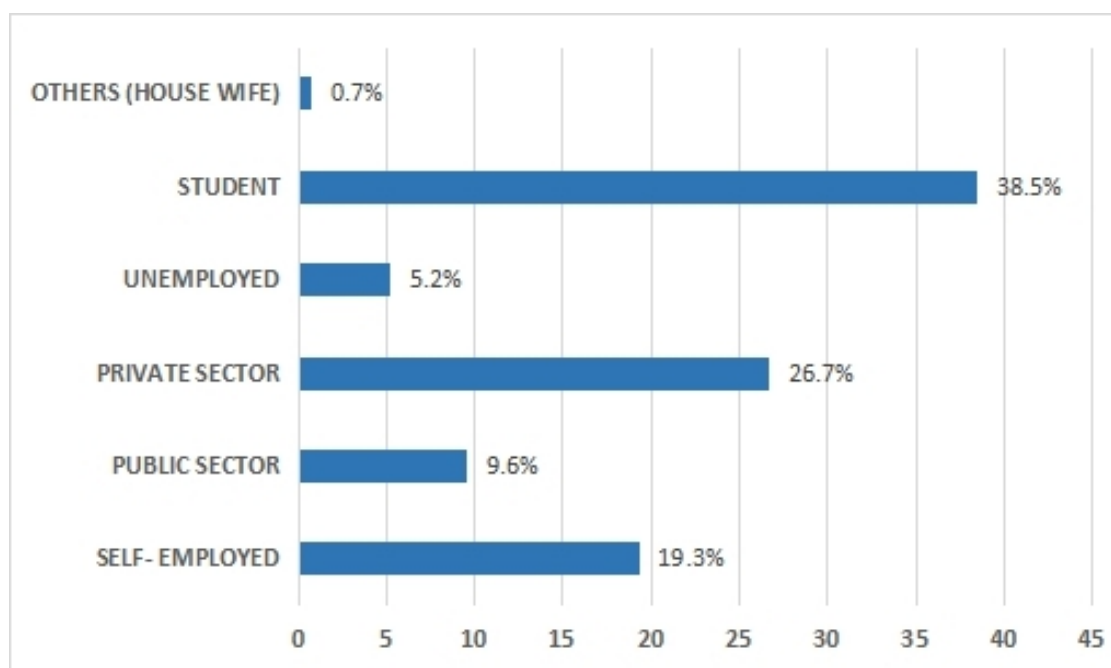


Chart 4.6 showing the Occupation of the Respondents

Inference:

From the above table, it is inferred that 38.5% of the respondents are students, 26.7% are working in private sector, 19.3% are self-employed, 9.6% are working in public sector, 5.2% are unemployed, and 0.7% are house wife.

Table 4.7 Showing the Awareness Level of the Respondents about Mobile Banking

Frequency	No. of Respondents	Percentage of Respondents (%)
Extremely Aware	34	25.2
Very Aware	38	28.1
Moderately Aware	42	31.1
Slightly Aware	15	11.1
Not At All Aware	6	4.4
Total	135	100.0

Source: Primary Data

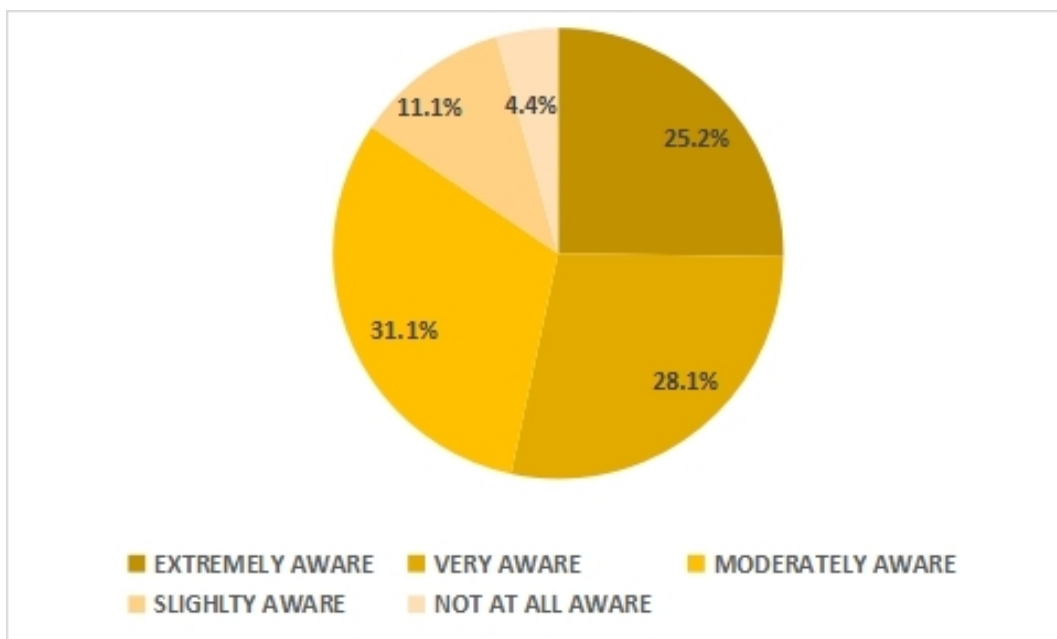


Chart 4.7 Showing the Awareness Level of the Respondents about Mobile Banking

Inference:

From the above table, it is inferred that 31.1% of the respondents are moderately aware, 28.1% are very aware, 25.2% are extremely aware, 11.1% are slightly aware and 4.4% are not at all aware of mobile banking.

Table 4.8 Showing the Sources of Awareness of Mobile Banking

Sources	No. Of Respondents	Percentage Of Respondents (%)
Digital Advertising	52	38.5
Newspaper/ Magazines	17	12.6
Banks	28	20.7
Family/ Friends	38	28.1
Total	135	100.0

Source: Primary Data

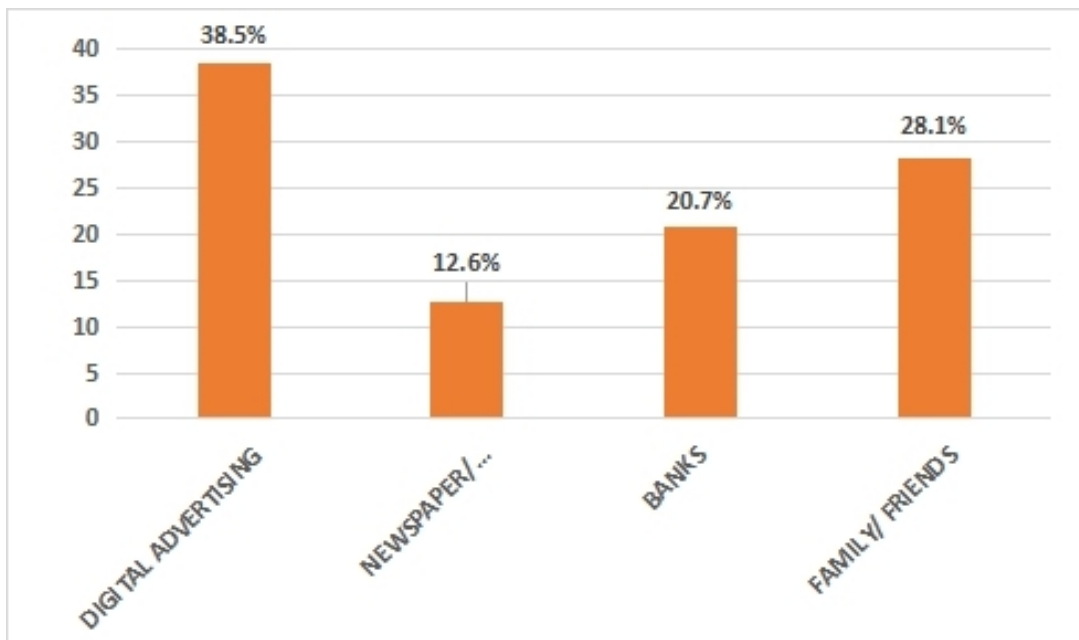


Chart 4.8 Showing the Sources of Awareness of Mobile Banking

Inference:

From the above table, it is inferred that 38.5% of the respondents are come to about mobile banking through Digital advertising, 28.1% of the respondents are come to about mobile banking through family/ friends, 20.7% of the respondents are come to about mobile banking through banks, 12.6% of the respondents are come to about mobile banking through newspaper.

Table 4.9 Showing the Time Period of Usage of Mobile Banking by the Respondents

Time Period	No. of Respondents	Percentage of Respondents (%)
Less Than 6 Months	44	32.6
For a Year	47	34.8
1-5 Years	38	28.1
More Than 5 Years	6	4.4
Total	135	100.0

Source: Primary Data

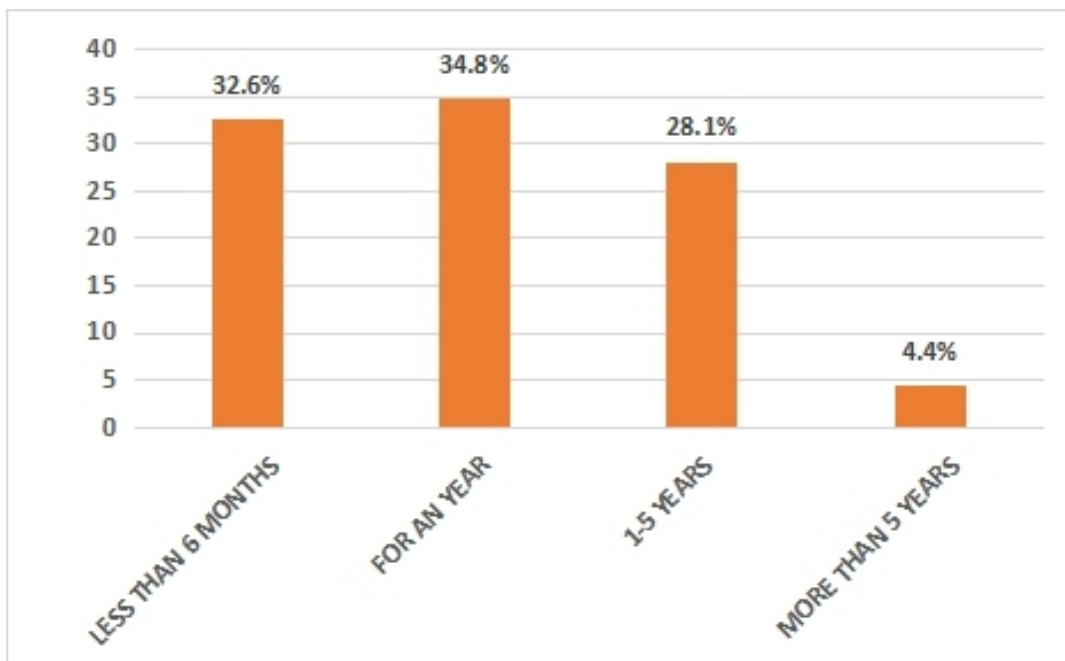


Chart 4.9 Showing the Time Period of Usage of Mobile Banking by the Respondents

Inference:

From the above table, it is inferred that 34.8% of the respondents are using mobile banking for a year, 32.6% are using mobile banking for less than 6 months, 28.1% are using for 1-5 years and 4.4% are using for more than 5 years.

Table 4.10 Showing the Usage of Mobile Banking by The Respondents

Frequency	No. of Respondents	Percentage of Respondents (%)
Very Often	33	24.4
Often	47	34.8
Sometimes	24	17.8
Rare	23	17
Never	8	5.9
Total	135	100.0

Source: Primary Data

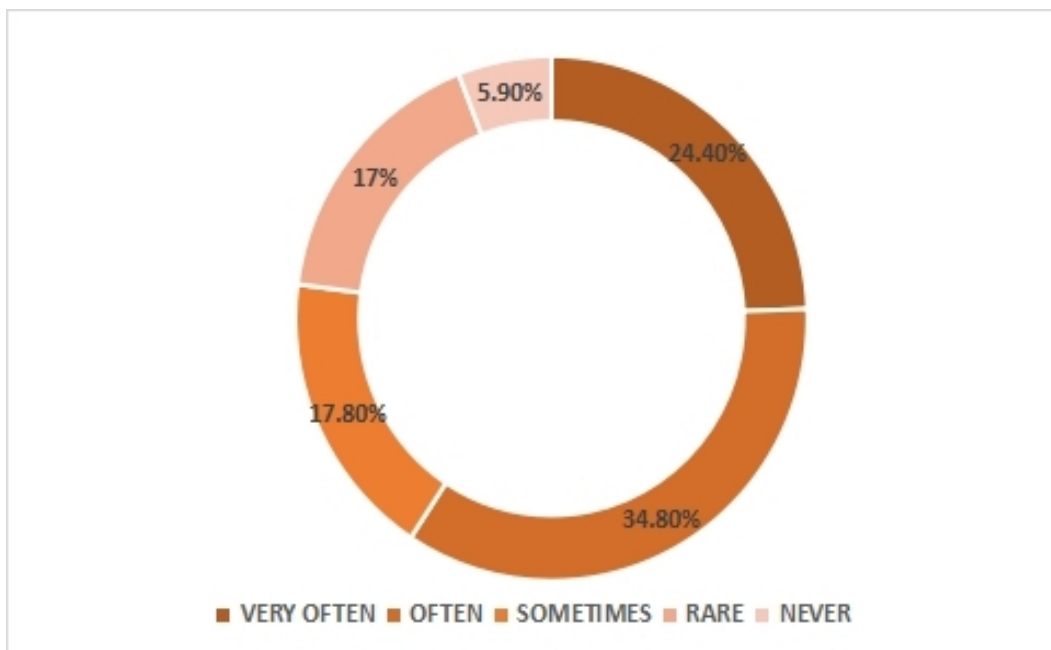


Chart 4.10 Showing the Usage of Mobile Banking by The Respondents

Inference:

From the above table, it is inferred that 34.8% are using mobile banking often, 24.40% are using mobile banking very often, 17.8% using sometimes, 17% are using rarely and 5.9 % never use mobile banking.

Table 4.11 Showing the Respondent's Opinion as to Whether the Learning to use the Mobile Banking is Effortless

Frequency	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	33	24.45
Agree	64	47.41
Neither Agree Nor Disagree	27	20
Disagree	10	7.40
Strongly Disagree	1	0.74
Total	135	100.00

Source: Primary Data

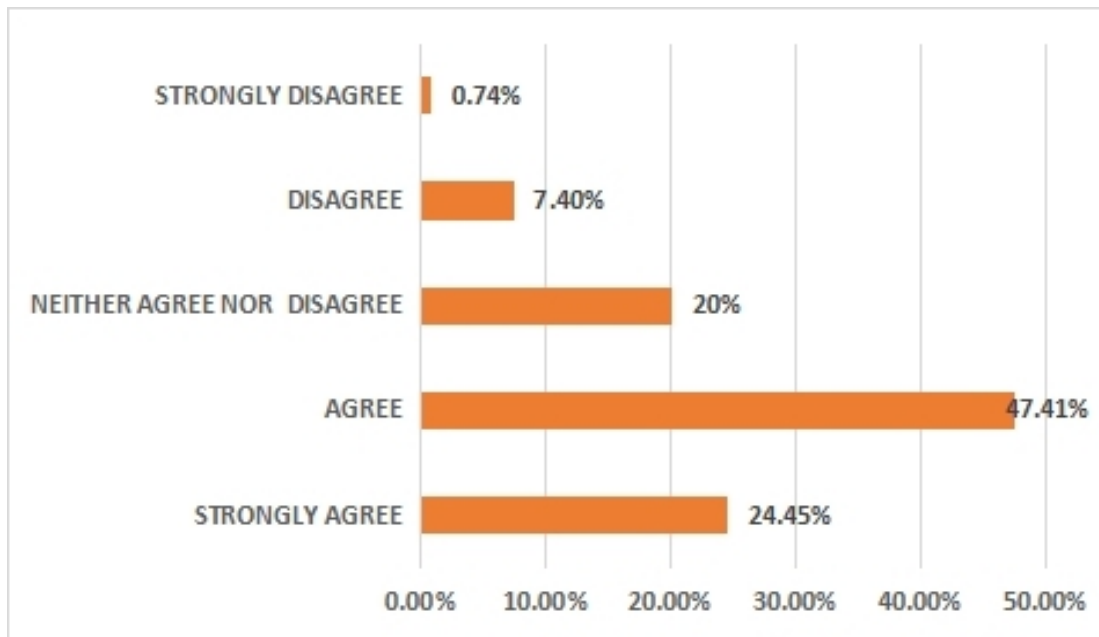


Chart 4.11 Showing the Respondent's Opinion as to Whether the Learning to use the Mobile Banking is Effortless

Inference:

From the above table, it is inferred that 47.41% of the respondents agree, 24.45% strongly agree, 20% of the respondents neither agree nor disagree, 7.40% are disagree and 0.74% are strongly disagree that it is easy to learn using mobile banking.

Table 4.12 Showing the Respondent's Opinion as to Whether the Learning of Interface Processes in Mobile Banking is Effortless

Frequency	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	40	29.6
Agree	69	51.1
Neither Agree Nor Disagree	22	16.3
Disagree	4	3
Strongly Disagree	0	0
Total	135	100

Source: Primary Data

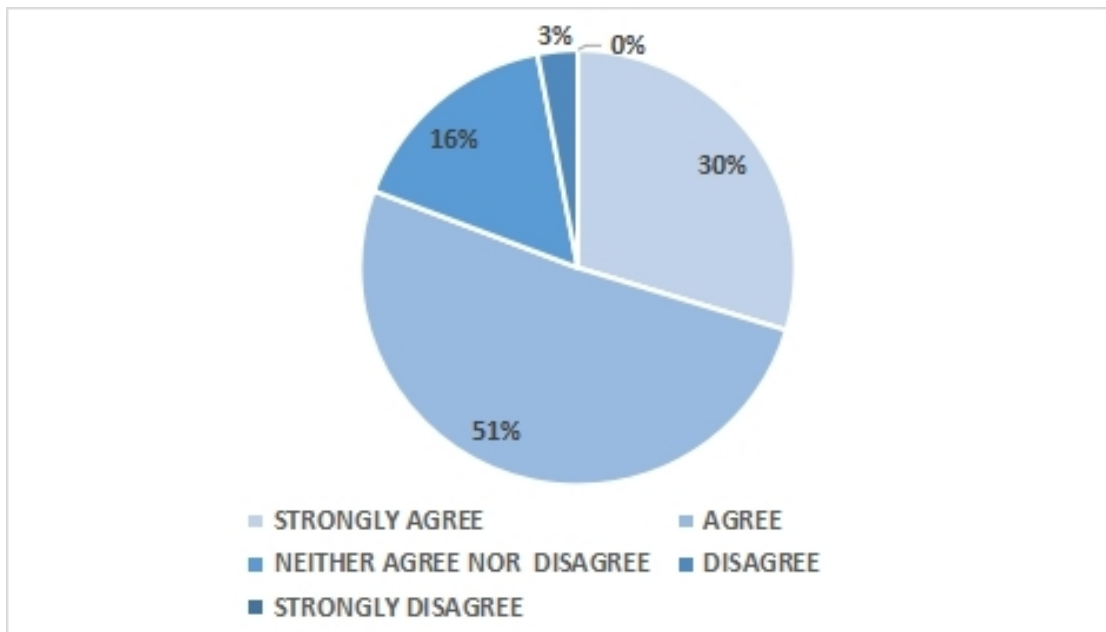


Chart 4.12 Showing the Respondent's Opinion as to Whether the Learning of Interface Processes in Mobile Banking is Effortless

Inference:

From the above table, it is inferred that 51% of the respondents agree, 30% of the respondents strongly agree, 16% neither agree nor disagree, 3% disagree and 0% strongly disagree that it is easy to learn the interface processes in mobile banking.

Table 4.13 Showing the Respondent's Opinion as to Whether it is effortless to do their Complete Banking Business via Mobile Banking

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	38	28.1
Agree	58	43
Neither Agree Nor Disagree	32	23.7
Disagree	7	5.2
Strongly Disagree	0	0
Total	135	100

Source: Primary Data

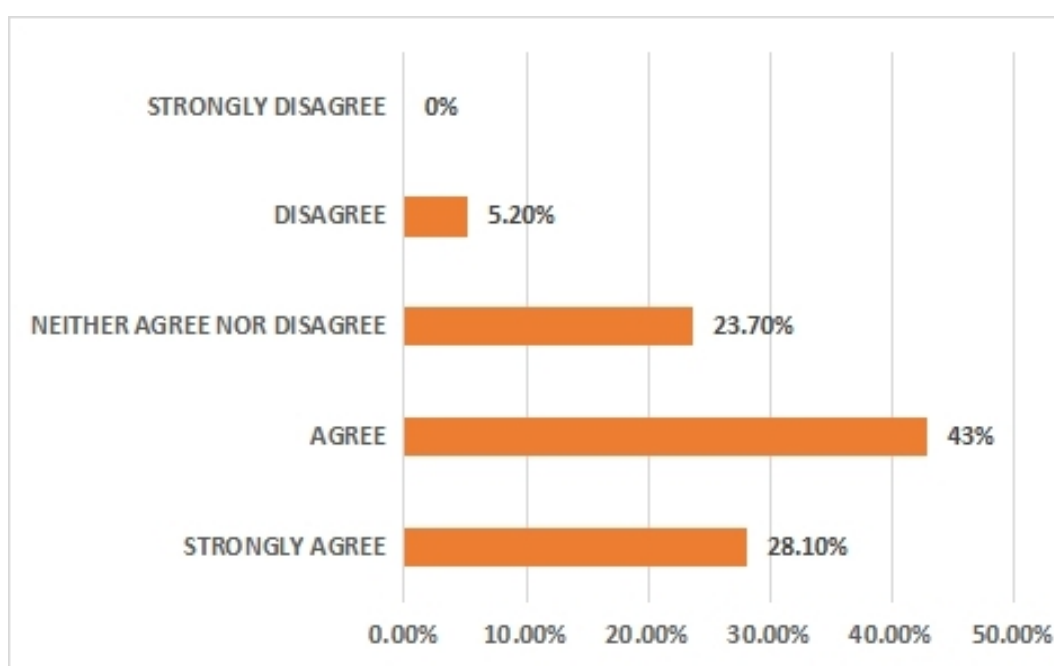


Chart 4.13 Showing the Respondent's Opinion as to Whether it is effortless to do their Complete Banking Business via Mobile Banking

Inference:

From the above table, it is inferred that 43% of the respondents agree, 28.10% strongly agree, 23.7% neither agree nor disagree, 5.2% disagree and 0% strongly disagree that it is effortless to do their complete banking business via mobile banking.

Table 4.14 Showing the Respondent's Opinion as to Whether the Mobile Banking Improves Their Efficiency In Conducting Financial Transactions

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	34	25.2
Agree	77	57
Neither Agree Nor Disagree	18	13.3
Disagree	6	4.4
Strongly Disagree	0	0
Total	135	100

Source: Primary Data

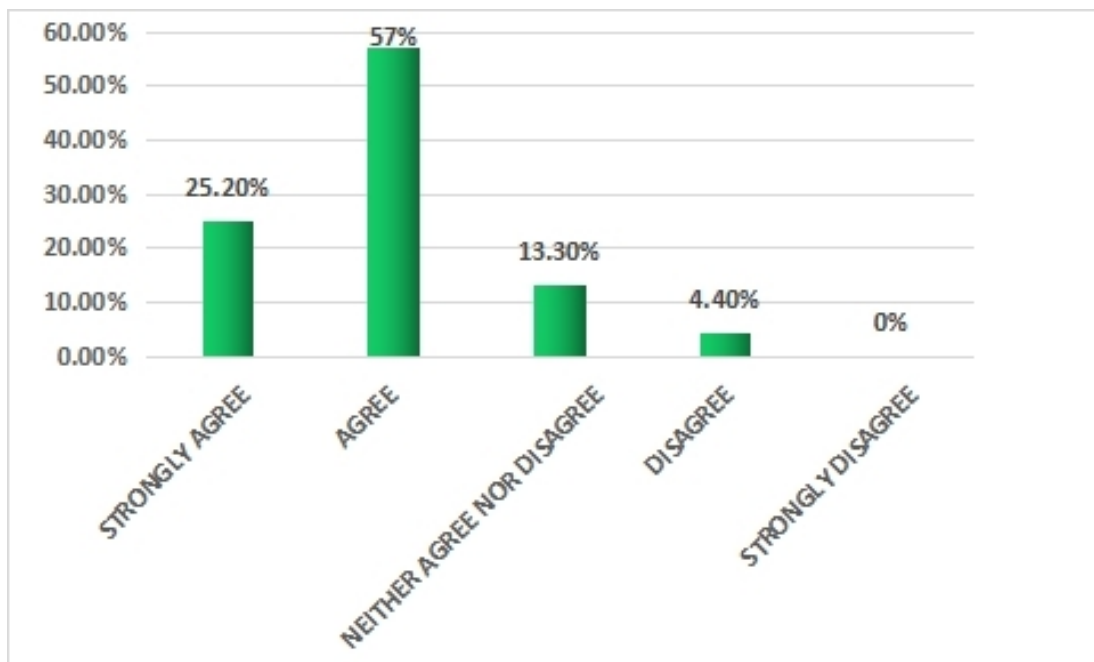


Chart 4.14 Showing the Respondent's Opinion as to Whether the Mobile Banking Improves Their Efficiency In Conducting Financial Transactions

Inference:

From the above table, it is inferred that 57% of the respondents agree, 25.20% strongly agree, 13.30% neither agree nor disagree, 4.40% disagree and 0% strongly disagree that mobile banking improves their efficiency in conducting financial transactions.

Table 4.15 Showing the Respondent's Opinion as to Whether it is Convenience to Use Mobile Banking

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	38	28.1
Agree	67	49.6
Neither Agree Nor Disagree	23	17
Disagree	6	4.4
Strongly Disagree	1	0.7
Total	135	100

Source: Primary Data

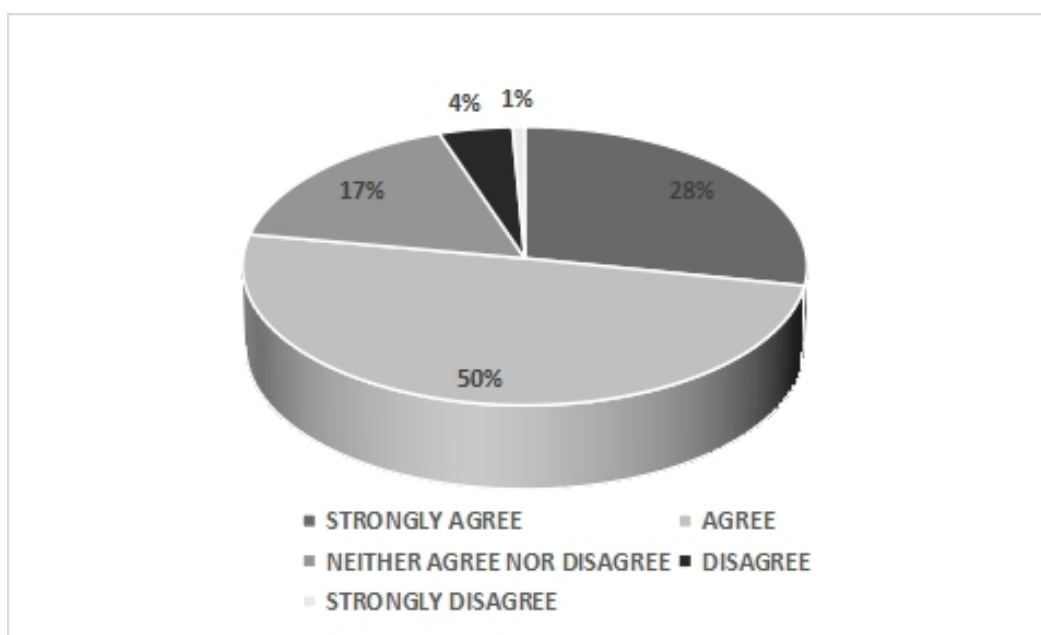


Chart 4.15 Showing the Respondent's Opinion as to Whether it is Convenience to Use Mobile Banking

Inference:

From the above table, it is inferred that 50% of the respondents agree, 28% strongly agree, 17% neither agree nor disagree, 4% disagree and 1% strongly disagree that mobile banking is convenient to use.

Table 4.16 Showing the Respondent's Opinion as to Whether their Banks Allows them to Use More Banking Services in a Convenient Manner

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	3	26.7
Agree	72	53.3
Neither Agree Nor Disagree	22	16.3
Disagree	4	3
Strongly Disagree	1	0.7
Total	135	100

Source: Primary Data

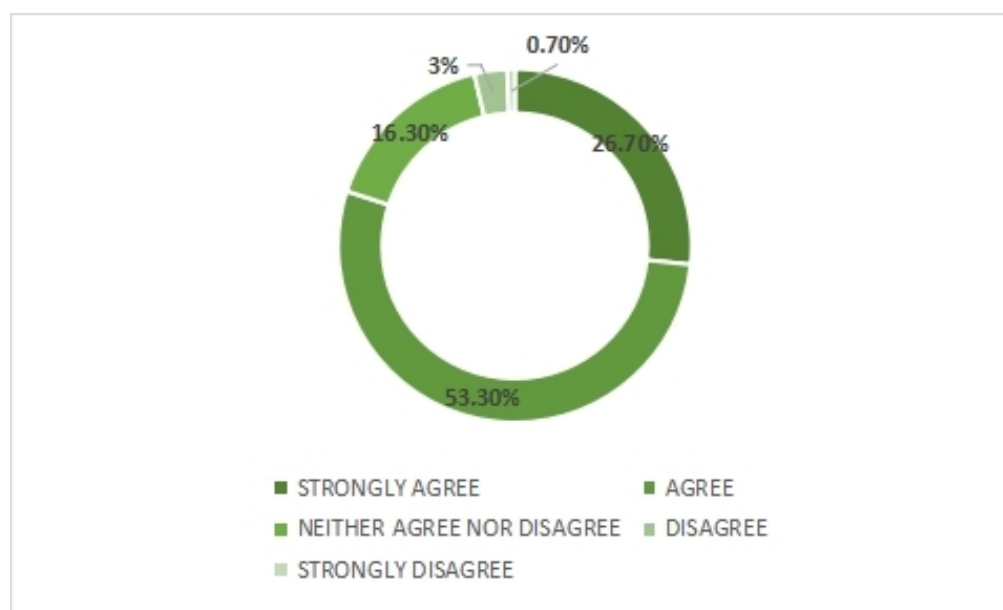


Chart 4.16 Showing the Respondent's Opinion as to Whether their Banks Allows them to Use More Banking Services in a Convenient Manner

Inference:

From the above table, it is inferred that 53.3% of the respondents agree, 26.7% strongly agree, 16.30% neither agree nor disagree, 3% disagree and 0.7% strongly disagree that their banks allow them to use more banking services in a convenient manner.

Table 4.17 Showing the Factors that Motivate the Respondents to Adopt Mobile Banking

Factors	No. Of Respondents	Percentage Of Respondents (%)
Improved User Interface	39	28.9
Reduced Risks Involved In Transactions	59	43.7
Increased Awareness	28	20.7
Free Demo By The Banks	9	6.7
Total	135	100

Source: Primary Data

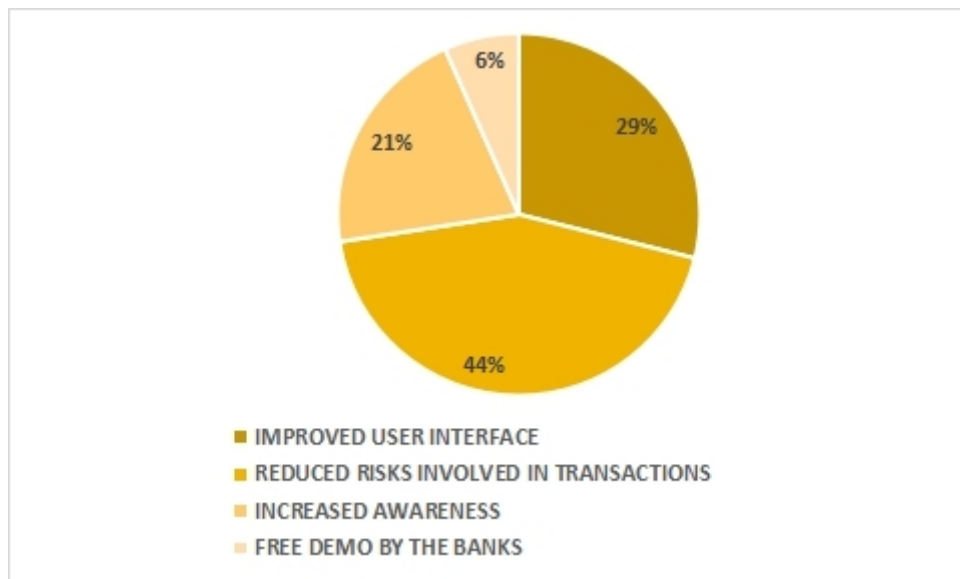


Chart 4.17 Showing the Factors that Motivate the Respondents to Adopt Mobile Banking

Inference:

From the above table, it is inferred that 44% are using mobile banking because of reduced risks involved in transactions, 29% of the respondents are motivated by improved user interface in mobile banking, , 21% are using because of increased awareness, and 6% are using because of free demo given by banks.

Table 4.18 Showing the Services in Mobile Banking that are Mostly Liked to Used by the Respondents

Services	Balance Updates		Bill Payments		Mobile Recharge		Buy Goods/ Services		Easy Money Transfer	
Frequency	N	%	N	%	N	%	N	%	N	%
Always	84	62.22	30	22.22	60	44.44	28	20.74	65	48.14
Often	28	20.74	47	34.81	35	25.93	41	30.37	36	26.67
Sometimes	19	14.07	41	30.37	30	22.22	29	21.48	27	20
Rarely	2	1.5	13	9.62	8	5.92	21	15.55	4	2.96
Never	2	1.5	4	2.96	2	1.5	16	11.85	3	2.22
Total	135	100	135	100	135	100	135	100	135	100

Source: Primary Data

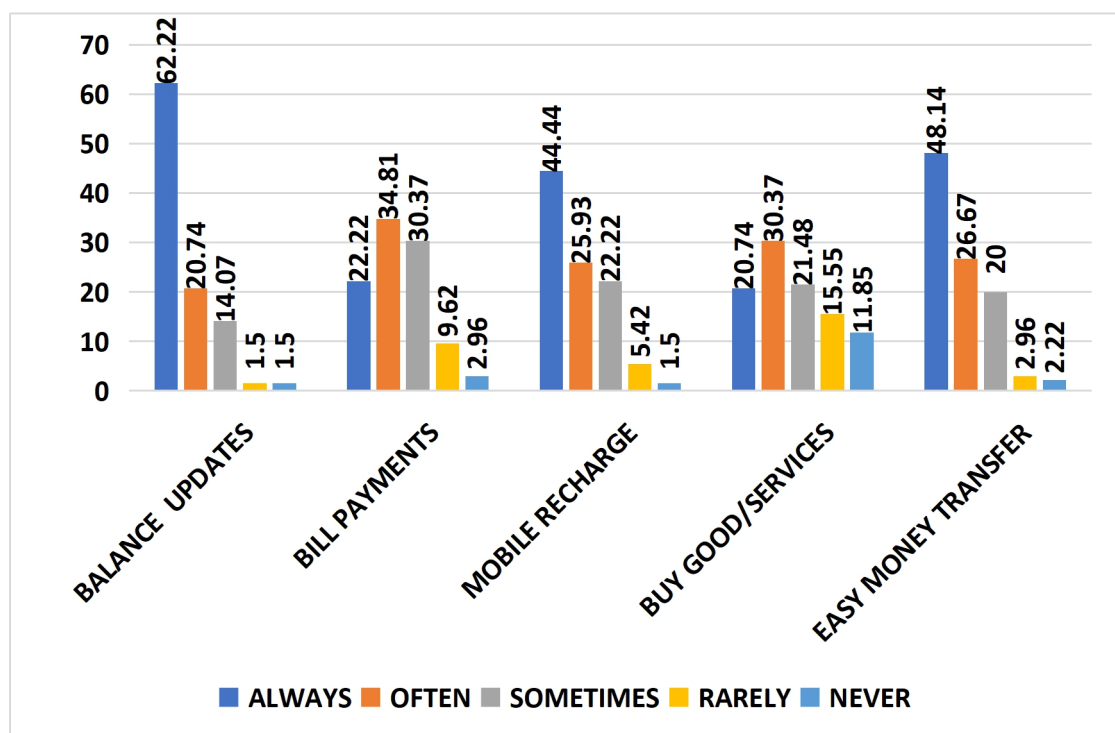


Chart 4.18 Showing the Services in Mobile Banking that are Mostly Liked to Used by the Respondents

Inference:

From the above table it is inferred that 62% of the respondents are always using, 20.74% are often using, 14.07% are sometimes using, 1.5% are rarely using and 1.5% respondents never use Mobile Banking for Balance Updates Services.

From the above table it is inferred that 34.81% of the respondents are often using, 22.22% of the respondents are always using, 30.37% are sometimes using, 9.6% are rarely using and 2.96% respondents never use Mobile Banking for Bill Payments Services.

From the above table it is inferred that 44.44% of the respondents are always using, 25.93% are often using, 22.22% are sometimes using, 5.92% are rarely using and 1.5% respondents never use Mobile Banking for Mobile Recharge.

From the above table it is inferred that 30.37% of the respondents are often using, 21.48% are sometimes using, 20.74% are always using, 15.55% are rarely using and 11.85% respondents never use Mobile Banking To Buy The Goods/ Services.

From the above table it is inferred that 48.14% of the respondents are always using, 26.67% are often using, 20% are sometimes using, 2.96% are rarely using and 2.22% respondents never use Mobile banking for transferring the money easily.

Table 4.19 Showing the Respondent's Opinion as to Whether their Banks Will Provide the Products/Services by Considering their Interests and Needs of the Customers

Frequency	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	32	23.7
Agree	73	54.1
Neither Agree Nor Disagree	24	17.8
Disagree	4	3
Strongly Disagree	2	1.5
Total	135	100

Source: Primary Data

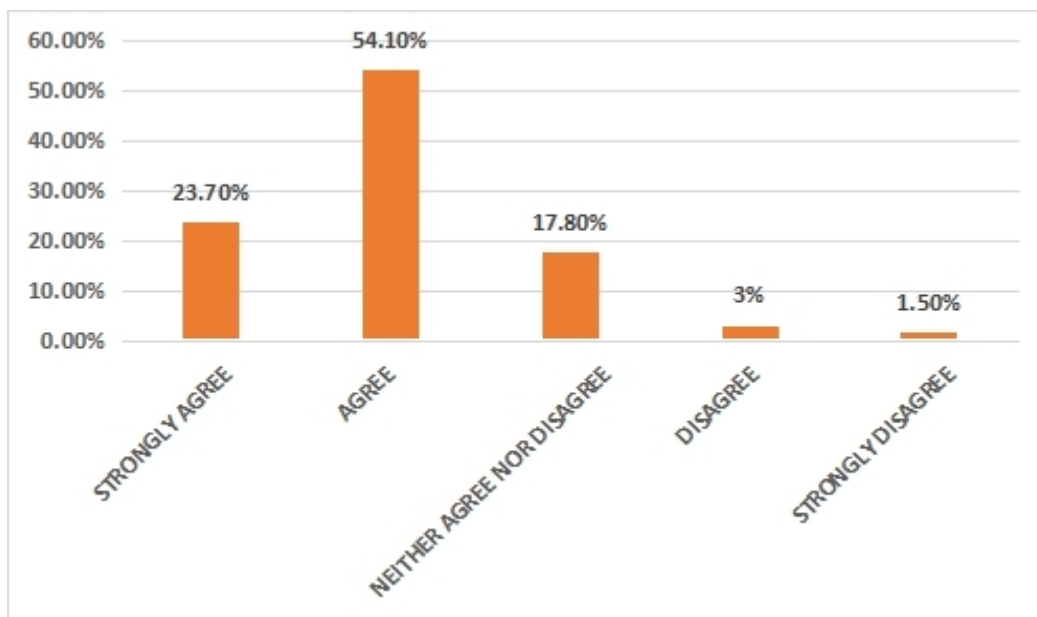


Chart 4.19 Showing the Respondent's Opinion as to Whether their Banks Will Provide the Products/Services by Considering their Interests and Needs of the Customers

Inference:

From the above table, it is inferred that 54.1% of the respondents agree, 23.7% strongly agree, 17.80% neither agree nor disagree, 3% disagree and 1.5% strongly disagree that their banks will provide the products/ services by considering their interests and needs of the customers.

Table 4.20 Showing the Different Modes that Respondents Prefer to Get Verification/ Confirmation Notifications from the Banks

Particulars	No. of Respondents	Percentage of Respondents (%)
Through Emails	44	32.6
Through SMS	83	61.5
Brochures	8	5.9
Total	135	100

Source: Primary Data

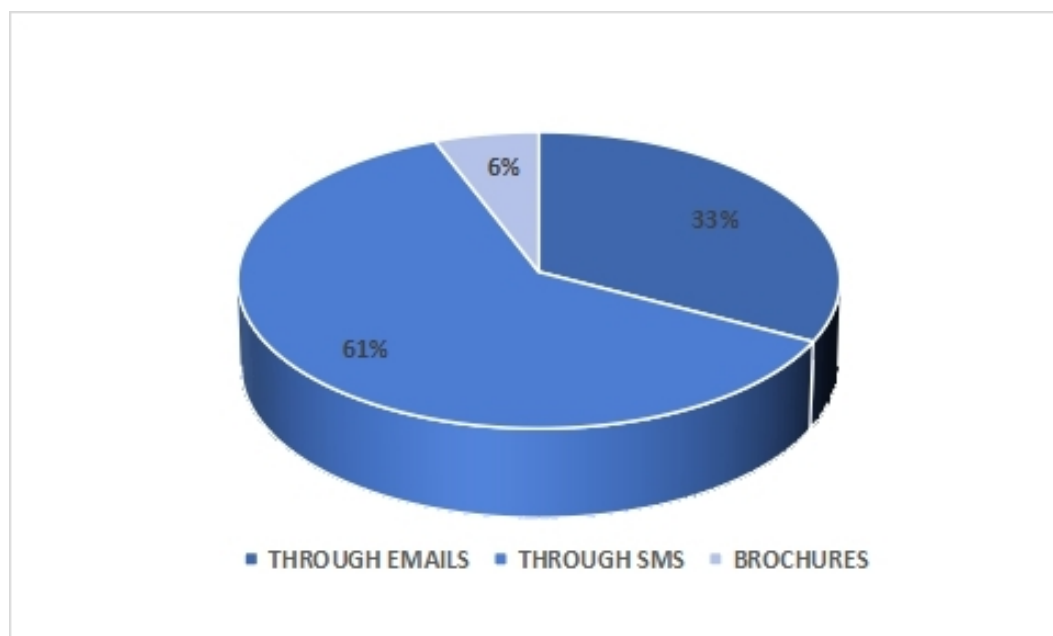


Chart 4.20 Showing the Different Modes that Respondents Prefer to Get Verification/ Confirmation Notifications from the Banks

Inference:

From the above table, it is inferred that 61% prefers to get notifications through SMS, 33% prefers to get notifications through emails, 6% prefers to get notifications through brochures.

Table 4.21 Showing the Respondent's Opinion as to Whether the Adoption of Mobile Banking has Reduced the Frequency of Customers Visiting to Banks

Frequency	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	43	31.9
Agree	56	41.5
Neither Agree Nor Disagree	27	20
Disagree	9	6.7
Strongly Disagree	0	0
Total	135	100

Source: Primary Data

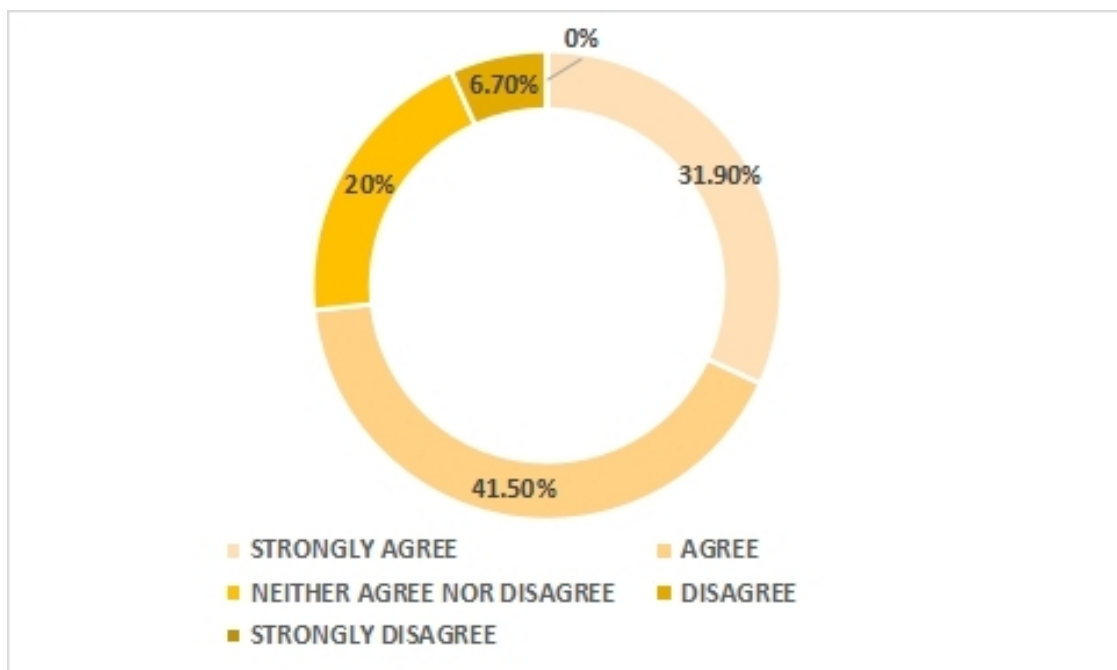


Chart 4.21 Showing the Respondent's Opinion as to Whether the Adoption of Mobile Banking has Reduced the Frequency of Customers Visiting to Banks

Inference:

From the above table, it is inferred that 41.5% agree, 31.9% strongly agree, 20% neither agree nor disagree, 6.7% disagree and 0% strongly disagree that mobile banking has reduced the frequency of customers visiting the banks.

Table 4.22 Showing the Respondent's Opinion as to Whether their Banks Provide Adequate Security Measures in Transactions

Particulars	No. Of Respondents	Percentage Of Respondents (%)
Strongly Agree	24	17.8
Agree	74	54.8
Neither Agree Nor Disagree	29	21.5
Disagree	6	4.4
Strongly Disagree	2	1.5
Total	135	100

Source: Primary Data

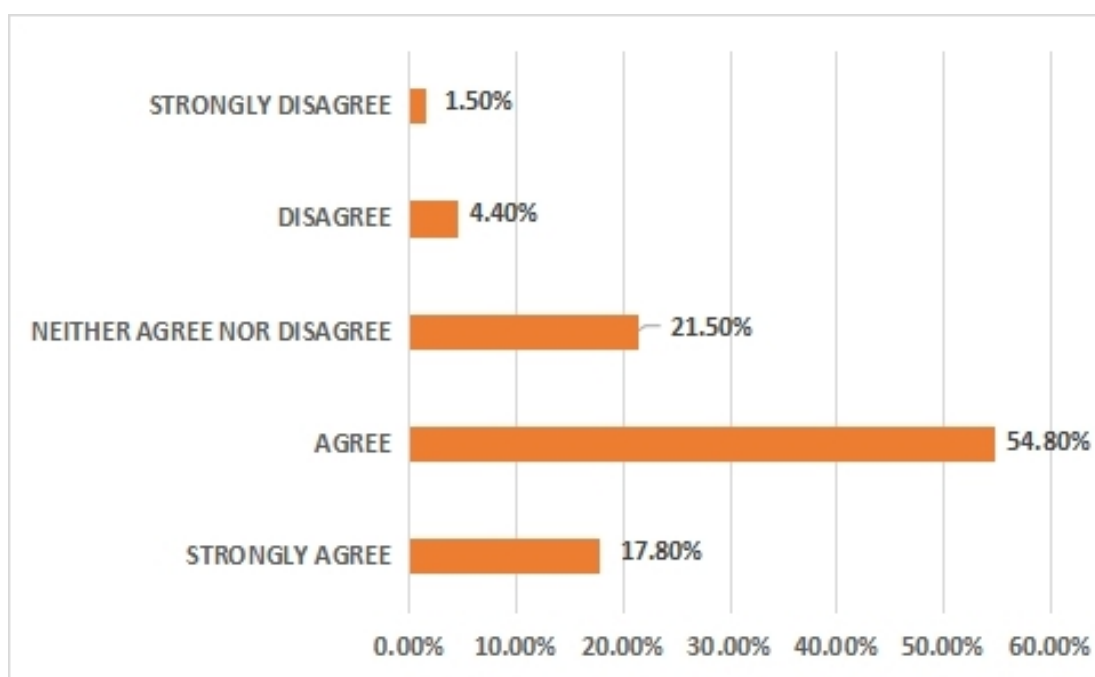


Chart 4.22 Showing the Respondent's Opinion as to Whether Their Banks Provide Adequate Security Measures in Transactions

Inference:

From the above table, it is inferred that 54.8% of the respondents agree, 21.5% neither agree nor disagree, 17.8% strongly agree, 4.4% disagree and 1.5% strongly disagree that their banks provide adequate security measures in transactions.

Table 4.23 Showing the Respondent's Opinion as to Whether they Ever Received the Money Which they Lost in Mobile Banking

Particulars	No. Of Respondents	Percentage Of Respondents (%)
Always	38	28.1
Often	41	30.4
Sometimes	25	18.5
Rarely	7	5.2
Never	24	17.8
Total	135	100

Source: Primary Data

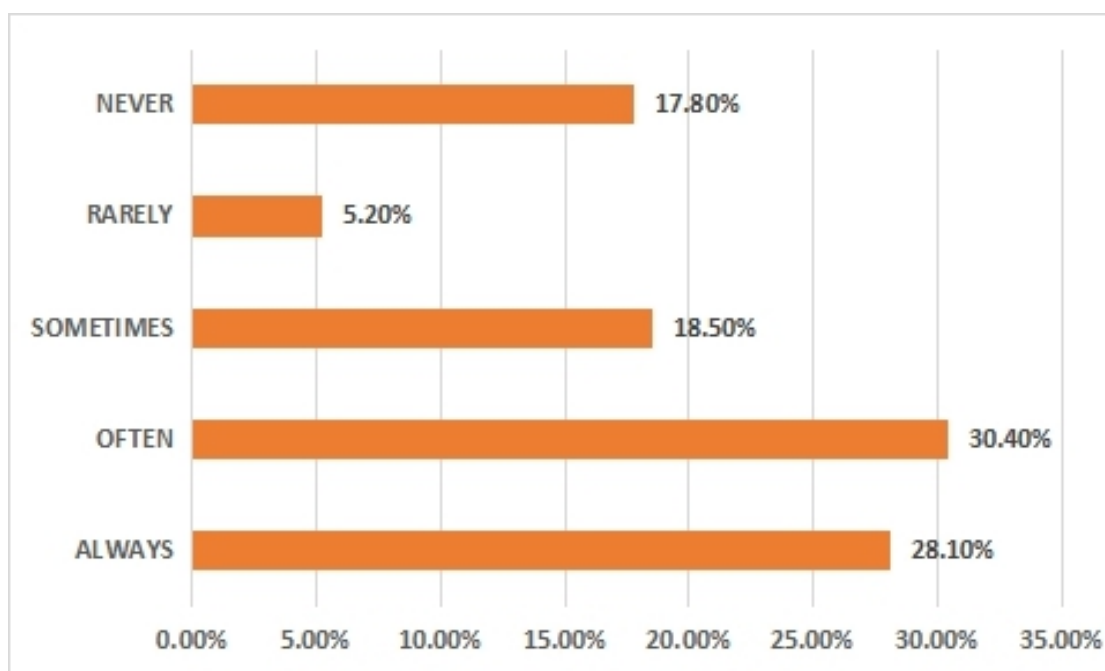


Chart 4.23 Showing the Respondent's Opinion as to Whether they Ever Received the Money Which they Lost in Mobile Banking

Inference:

From the above table, it is inferred that 30.40% of the respondents often receive the money, 28.1% always receive the money, 18.5% sometimes receive the money, 5.20% rarely receive the money, 17.8% never receive the money which they had lost in mobile banking.

Table 4.24 Showing the Respondent's Opinion as to Whether their bank tries to solve the complaints Raised And Issued Faced By The Customers

Particulars	No. of Respondents	Percentage of Respondents (%)
Always	35	25.9
Often	42	31.1
Sometimes	36	26.7
Rarely	13	9.6
Never	9	6.7
Total	135	100

Source: Primary Data

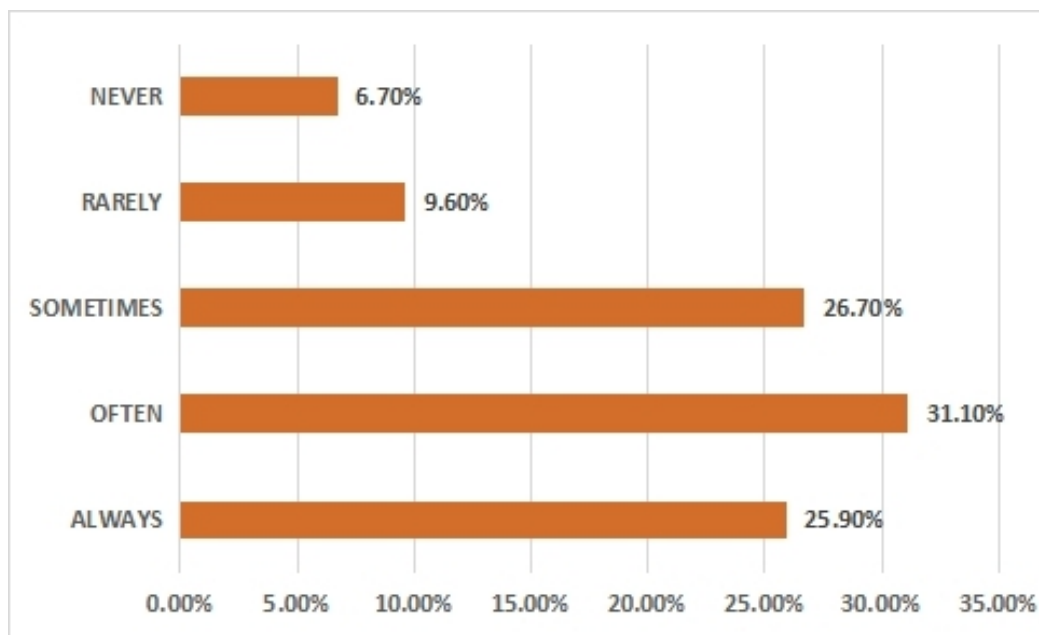


Chart 4.24 Showing the Respondent's Opinion as to Whether their bank tries to solve the complaints Raised And Issued Faced By The Customers

Inference:

From the above table, it is inferred that 25.9% says always, 31.10% says often, 26.7% says sometimes, 9.6% says rarely and 6.7% never try to solve the complaints raised and issued faced by the respondents.

Table 4.25 Showing the Respondent's Opinion as to Whether the Mobile Banking Will Not Leak Consumer's Personal Information To Other Institutions

Particulars	No. Of Respondents	Percentage Of Respondents (%)
Strongly Agree	29	21.5
Agree	54	40
Neither Agree Nor Disagree	37	27.4
Disagree	9	6.7
Strongly Disagree	6	4.4
Total	135	100

Source: Primary Data

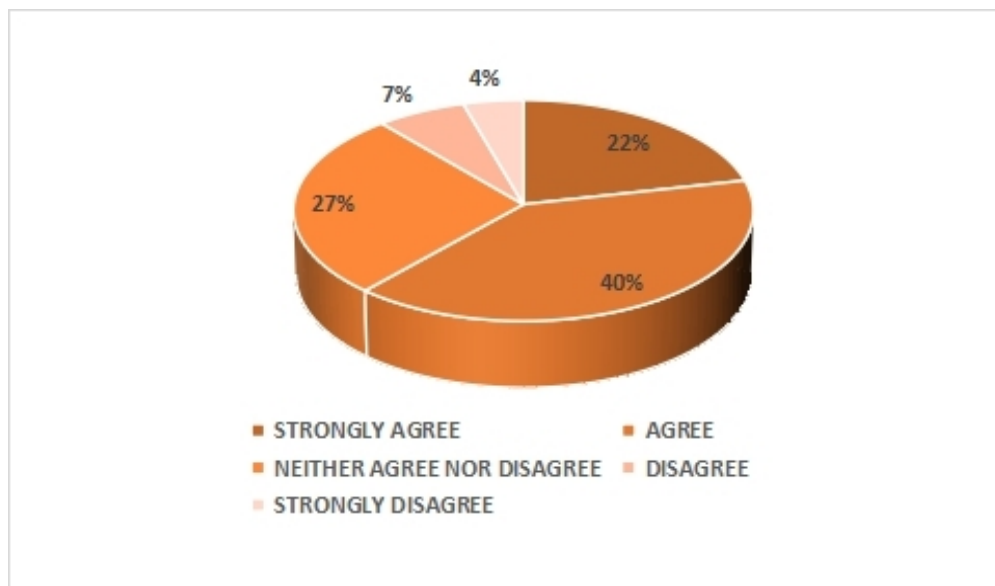


Chart 4.25 Showing the Respondent's Opinion as to Whether the Mobile Banking Will Not Leak Consumer's Personal Information To Other Institutions

Inference:

From the above table, it is inferred that 40% agree, 22% strongly agree, 27% neither agree nor disagree, 7% disagree and 4% strongly disagree that mobile banking will not leak consumers personal information to other institutions.

Table 4.26 Showing the Respondent's Opinion as to Whether the Customers are Getting Enough Help and Support from the Website on Mobile Banking and its Services

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	25	18.5
Agree	70	51.9
Neither Agree Nor Disagree	27	20
Disagree	6	4.4
Strongly Disagree	7	5.2
Total	135	100

Source: Primary Data

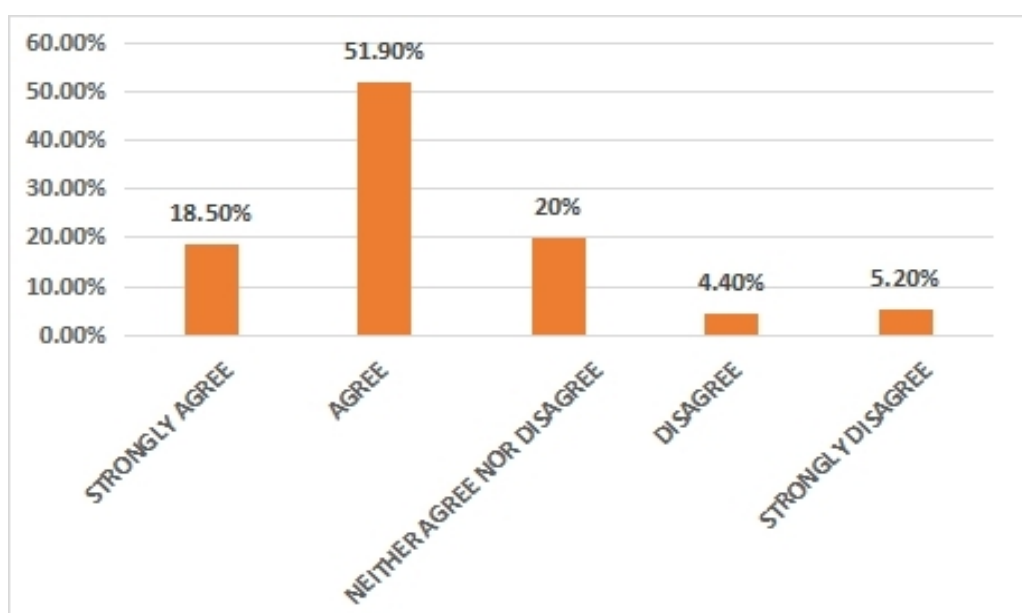


Chart 4.26 Showing the Respondent's Opinion as to Whether the Customers are Getting Enough Help and Support from the Website on Mobile Banking and its Services

Inference:

From the above table, it is inferred that 51.9% of the respondents agree, 20% neither agree nor disagree, 18.5% strongly agree, 4.4% disagree and 5.2% strongly disagree that their banks provide enough help and support from the website on mobile banking and its services.

Table 4.27 Showing the Respondent's Opinion as to Whether the Website Is Efficient in Speed to do their Complete Business Transactions

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	27	20
Agree	68	50.4
Neither Agree Nor Disagree	28	20.7
Disagree	10	7.4
Strongly Disagree	2	1.5
Total	135	100

Source: Primary Data

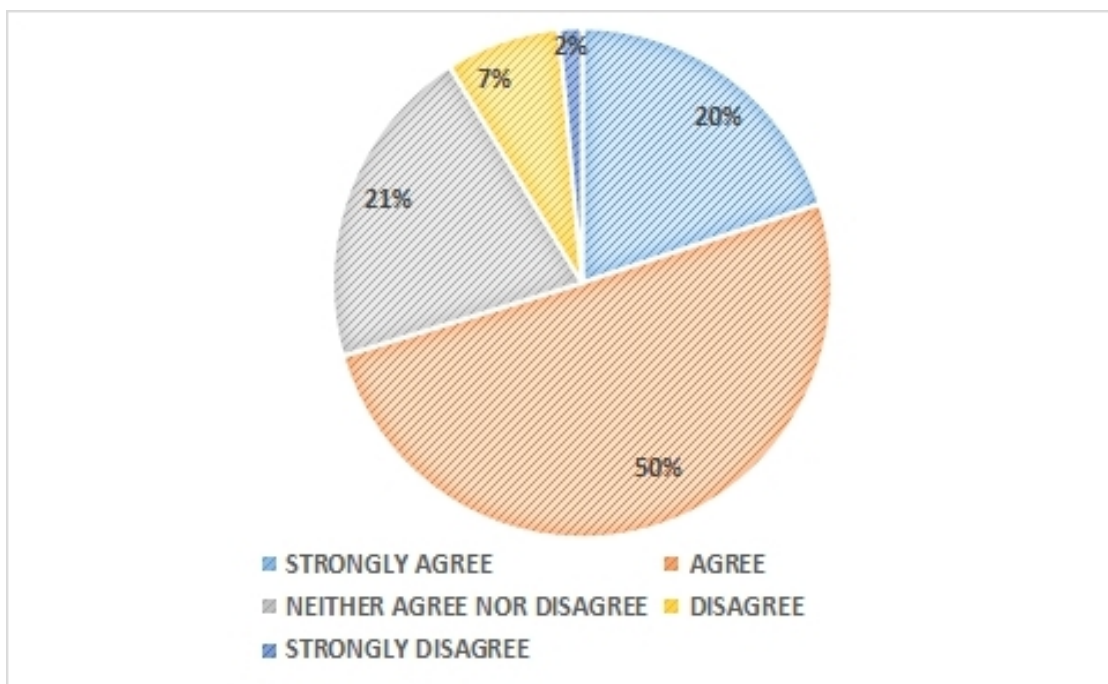


Chart 4.27 Showing the Respondent's Opinion as to Whether the Website Is Efficient in Speed to do their Complete Business Transactions

Inference:

From the above table, it is inferred that 50% of the respondents agree, 20% strongly agree, 21% neither agree nor disagree, 7% disagree and 2% strongly disagree that the website is efficient in speed to do their complete business transactions.

Table 4.28 Showing the Respondent's Opinion as to Whether the Website is Error Free o Use.

Particulars	No. of Respondents	Percentage f Respondents (%)
Strongly Agree	13	9.6
Agree	60	44.44
Neither Agree Nor Disagree	44	32.6
Disagree	13	9.6
Strongly Disagree	5	3.7
Total	135	100

Source: Primary Data

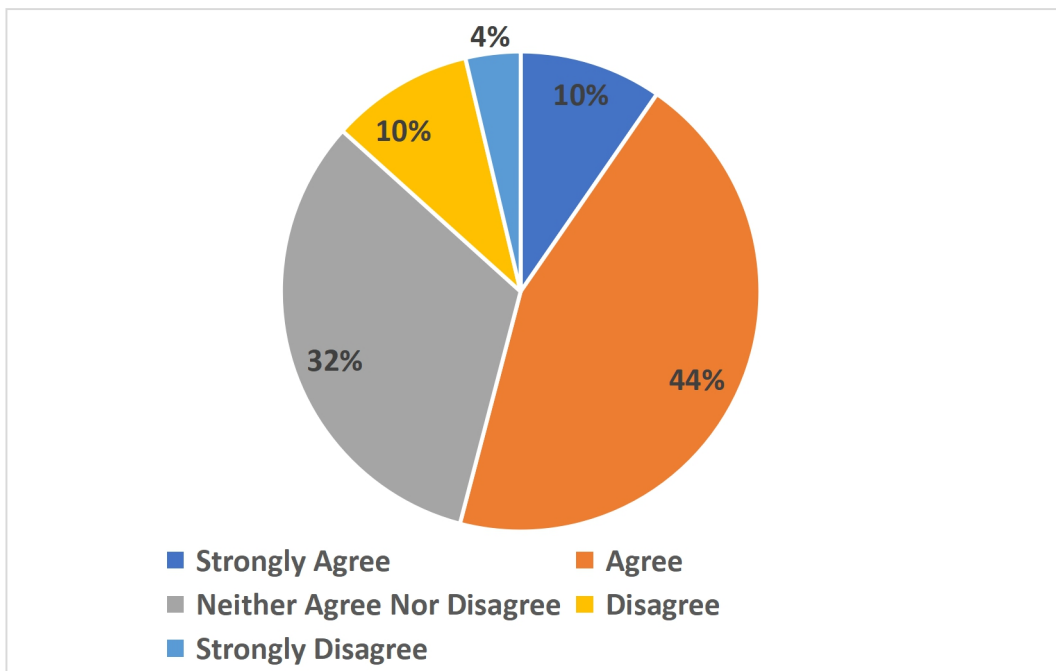


Chart 4.28 Showing the Respondent's Opinion as to Whether the Website Is Error Free to Use.

Inference:

From the above table it is inferred that 44.44% of the respondents agree, 32.6% neither agree nor disagree, 9.6% of the respondents strongly agree, 9.6% disagree and 3.7% strongly disagree that the website is error free to use.

Table 4.29 Showing the Respondent's Opinion as to Whether the Adoption of Any New Upgrades in Mobile Banking Services is Easy.

Particulars	No. of Respondents	Percentage of Respondents (%)
Strongly Agree	29	21.5
Agree	69	51.1
Neither Agree Nor Disagree	28	20.7
Disagree	6	4.4
Strongly Disagree	3	2.2
Total	135	100

Source: Primary Data

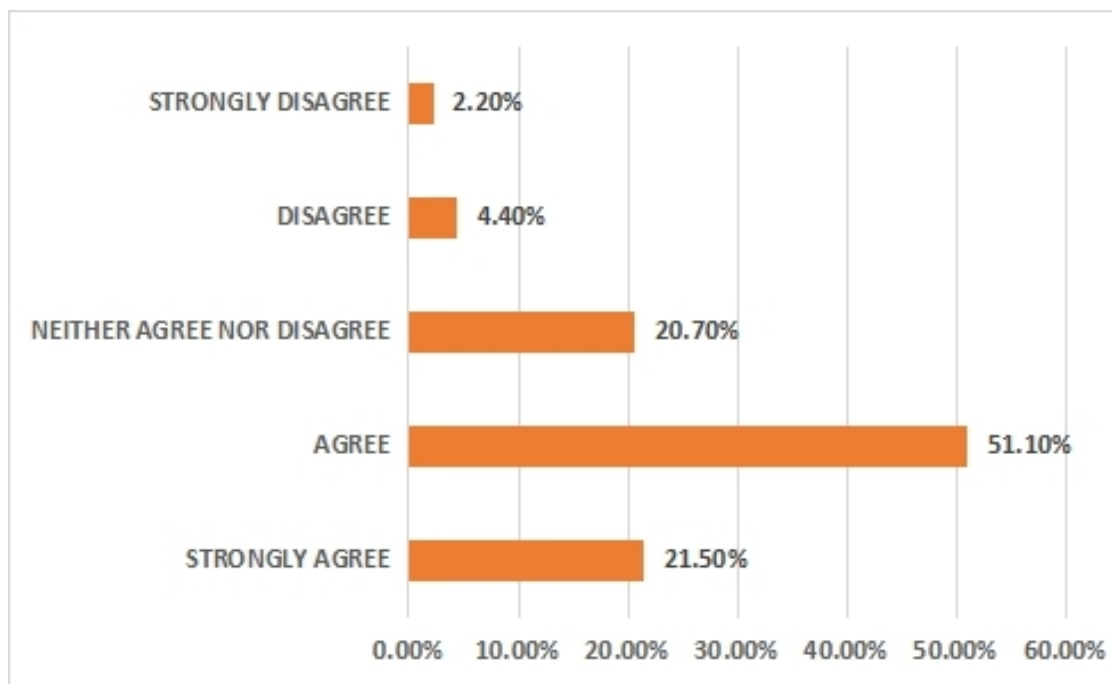


Chart 4.29 Showing the Respondent's Opinion as to Whether the Adoption of Any New Upgrades in Mobile Banking Services is Easy.

Inference:

From the above table, it is inferred that 51.10% of the respondents agree, 21.5% strongly agree, 20.7% neither agree nor disagree, 4.4% disagree and 2.2% strongly disagree that it is easy to adopt any new upgrades in mobile banking services.

Table 4.30 Showing the Respondent's Opinion as to Whether they Would Suggest Mobile Banking to their Friends /Family

Particulars	No. of Respondents	Percentage of Respondents (%)
Always	33	24.4
Often	43	31.9
Sometimes	49	36.3
Rarely	6	4.4
Never	4	3
Total	135	100

Source: Primary Data

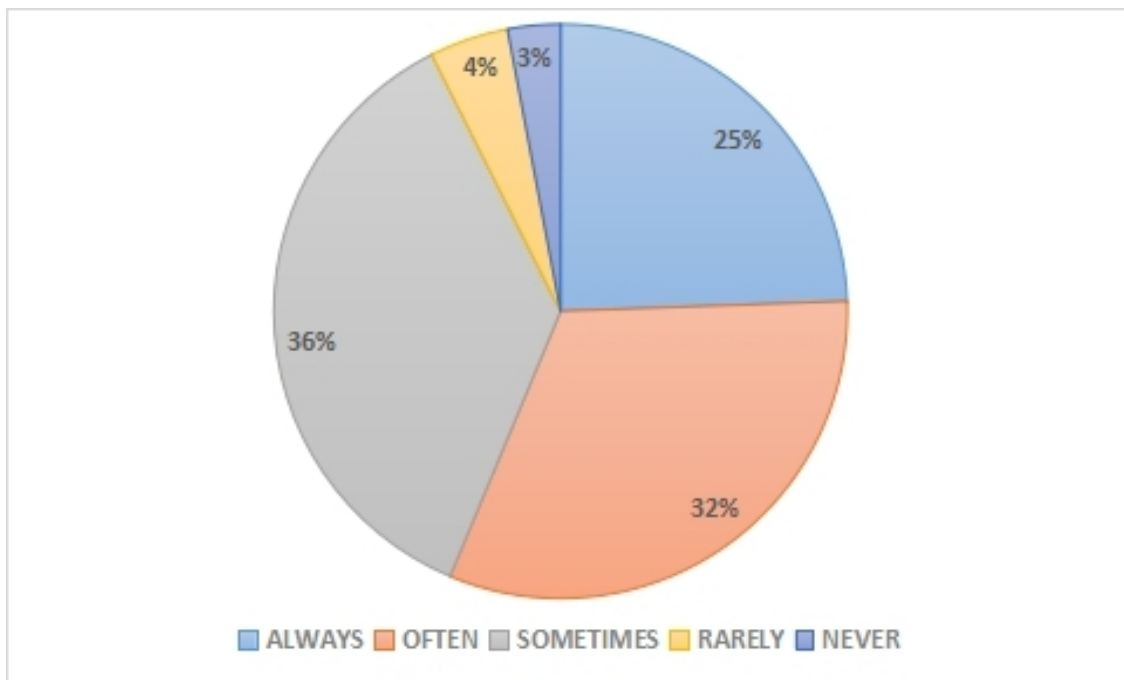


Chart 4.30 Showing the Respondent's Opinion as to Whether they Would Suggest Mobile Banking to their Friends /Family

Inference:

From the above table, it is inferred that 36.3% of the sometimes suggest, 31.9% often suggest, 24.4 % always suggest, 4.4% rarely suggest and 3% of the respondents never suggest Mobile Banking to their Friends/ Family.

Table 4.31 Showing the Overall Satisfaction of the Respondents Towards the Quality of Mobile Banking Services

Particulars	No. of Respondents	Percentage of Respondents (%)
Highly Satisfied	25	18.5
Satisfied	83	61.5
Neither Satisfied Nor Dissatisfied	24	17.8
Dissatisfied	0	0
Highly Dissatisfied	3	2.2
Total	135	100

Source: Primary Data

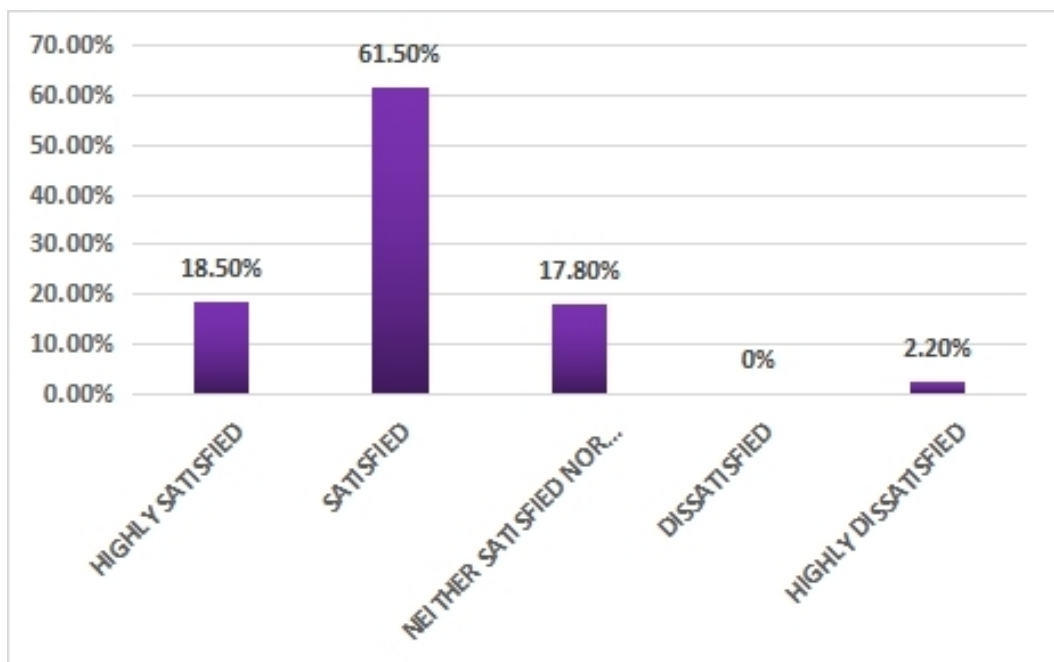


Chart 4.31 Showing the Overall Satisfaction of the Respondents Towards the Quality of Mobile Banking Services

Inference:

From the above table, it is inferred that 61.5% of the respondents were satisfied, 18.5% were highly satisfied, 17.8% were neither satisfied nor dissatisfied, 0% were dissatisfied and 2.20% were highly dissatisfied about the quality of services in mobile banking services.

4.2 INFERENCE ANALYSIS

4.2.1 CHI-SQUARE TEST

A chi-square statistic shows the relationship between two categorical variables.

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0) There is no significant association between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

Alternate Hypothesis (H_1) There is significant association between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

Source: Primary Data

Table 4. 32 showing the Cross Tabulation between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

		Overall Satisfaction on the Quality of Mobile Banking Services				Total
		Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly satisfied	
Complaints and issues Solvency by the Banks	Never	1	4	4	0	9
	often	1	3	7	2	13
	Sometimes	1	8	23	4	36
	Rarely	0	5	32	5	42
	Always	0	4	17	14	35
Total		3	24	83	25	135

Source : Primary data

Table 4. 33 Showing the Chi-Square test between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	28.050 ^a	12	.005*
Likelihood Ratio	26.415	12	.009
Linear-by-Linear Association	17.444	1	.000
N of Valid Cases	135		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .20.

Source: Primary Data *Significant at 5% level.

INFERENCE:

A chi-square test of independence was performed to examine the association between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

The results of chi-square test of independence showed P value (0.005) is less than 0.05. Hence the null hypothesis is rejected and the alternative hypothesis is accepted. There is significant association between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.

4. 2. 2 CORRELATION

Correlation is a statistical technique for investigating the strength and direction of the relationship between quantitative continuous variables. Correlation measures the degree of association between two variables.

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0) : There is no significant relationship between the Website is efficient in Speed to do their Complete Business Transactions and the Bank will give adequate Security Measures in Transactions.

Alternate Hypothesis (H_1) : There is significant relationship between the Website is efficient in Speed to do their Complete Business Transactions and the Bank will give adequate Security Measures in Transactions.

Table 4.34 Showing The Correlation Between the Website is efficient in Speed to do their complete business transactions and the Bank will give adequate Security Measures in Transactions.

		The Website is efficient in Speed to do your complete business transactions	My Bank will give adequate security Measures in Transactions
The Website is efficient in Speed to do your complete business transactions	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	135	135
My Bank will give adequate security Measures in Transactions	Pearson Correlation	.327*	1
	Sig. (2-tailed)	.001	
	N	135	135

Source: Primary Data, *Significance Level at 1% (2-tailed).

INFERENCE:

Since the P value .001 is less than .01, the alternative hypothesis is accepted and the null hypothesis is rejected. So, the table indicates that the website is efficient in speed to do their complete business transactions and the Bank will give adequate security Measures in Transactions are positively and significantly correlated with each other. The correlation coefficient is 0.327, hence the two variables are low correlated.

4. 2. 3 ANOVA TEST - I

One-way ANOVA is a statistical technique that is used to compare the means of more than two groups.

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0) : There is no significant difference among various age groups on the usage of Mobile Banking Services.

Alternate Hypothesis (H_1) : There is significant difference among various age group on the usage of Mobile Banking Services.

Source: Primary Data

Table 4.35 showing the Descriptive Statistics among various age groups on the usage of Mobile Banking Services.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		min	max
					Lower bound	Upper bound		
18-25	99	3.31	1.192	.120	3.08	3.55	1	5
26-35	19	4.37	.684	.157	4.04	4.70	3	5
36-45	6	4.17	1.169	.477	2.94	5.39	2	5
46-55	5	3.80	1.643	.735	1.76	5.84	2	5
56 & above	6	4.00	1.095	.447	2.85	5.15	3	5
Total	135	3.55	1.201	.103	3.34	3.75	1	5

Source : Primary data

Table 4. 36 showing the Result of ANOVA between various age groups on the usage of Mobile Banking Services.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.090	4	5.522	4.190	.003
Within Groups	171.347	130	1.318		
Total	193.437	134			

Source : Primary data

INFERENCE:

ANOVA was performed to examine the difference among various age groups on the usage of Mobile Banking. Results of ANOVA showed P value (.003) is less than 0.05, hence alternative hypothesis is accepted and null hypothesis is rejected. There is a significant difference among various age groups on the usage of Mobile Banking Services.

4.2.4 ANOVA TEST-II

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0) : There is no significant difference among the Genders of the Respondents on the Adoption of any New Upgradation in Mobile Banking Services.

Alternate Hypothesis (H_1) There is significant difference among the Genders of the Respondents on the Adoption of any New Upgradation in Mobile Banking Services.

Source: Primary Data

Table 4.37 showing the Descriptive Statistics among the various Annual Income of the Respondents on the Adoption of any New Upgrades in Mobile Banking Services

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		min	max
					Lower bound	Upper bound		
Less than 2,00,000	82	3.84	.777	.086	3.67	4.01	1	5
2,00,000-5,00,000	41	3.93	.905	.141	3.64	4.21	2	5
5,00,000-10,00,000	7	3.14	1.574	.595	1.69	4.60	1	5
Above 10,00,000	5	4.40	.894	.400	3.29	5.51	3	5
Total	135	3.85	.885	.076	3.70	4.00	1	5

Source : Primary data

Table 4. 38 Showing the Result of ANOVA between Annual Income of the Respondents on the Adoption of any New Upgrades in Mobile Banking Services

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.260	3	1.753	2.302	.080
Within Groups	99.777	131	.762		
Total	105.037	134			

Source : Primary data

INFERENCE:

ANOVA was performed to examine the difference among various Annual Income of the Respondents on the Adoption of any New Upgrades in Mobile Banking Services. Results of ANOVA showed P value (.080) is more than 0.05, hence null hypothesis is accepted. There is no significant difference among various between Annual Income of the Respondents on the Adoption of any New Upgrades in Mobile Banking Services.

4. 2. 5 REGRESSION ANALYSIS

In Statistical modeling, Regression is a set of statistical processes for calculating the correlation between a dependent variable and one or more independent variables.

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0) : There is no significant influence between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking.

Alternate Hypothesis (H_1) : There is significant influence between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking.

Table 4.39 Showing the Correlation and Regression between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking

Model	R	R Squares	Adjusted R square	Std. Error of the Estimate
1	.619 ^a	.383	.359	.548

a. Predictors: (Constant), website convenience, satisfaction, PU, security and trust, PEU

Table 4.40 showing the Regression and Residual between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking

Model		Sum of Squares	df.	Mean Square	F	Sig.
1	Regression	24.031	5	4.806	15.986	.000 ^b
	Residual	38.783	129	.301		
	Total	62.815	134			

a. Dependent Variable: customer acceptance

b. Predictors: (Constant), website convenience, satisfaction, PU, security and trust, PEU

Table 4.41 Showing the Result of Regression between each and every factor that influences the Customer Acceptance on Mobile Banking

Model		Unstandardised coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.171	.381		3.070	.003
	PU	.112	.081	.111	1.383	.169
	PEU	.054	.078	.059	.697	.487
	Satisfaction	.090	.076	.085	1.176	.242
	Security and Trust	.316	.075	.354	4.199	.000
	Website Convenience	.183	.072	.218	2.550	.012

Source: Primary Data

INFERENCE:

All the constructs taken for the study including Perceived Usefulness, Perceived Ease of Use, Satisfaction, Security and Trust, Website Convenience are significant and hence positively influences the Customer Acceptance of Mobile Banking. From the above table showing the results of Linear Regression, we infer Security and Trust is the highest predictor of Customer Acceptance of Mobile banking having a beta value of 0.354 followed by Website Convenience (0.218) and Perceived Usefulness (0.111). Perceived Ease of Use is the least predictor of intention of Customer accepting the Mobile banking. The R-Square Value is 0.383. Adjusted R² value 0.359 denotes that 36% of the intention of the Customers to accept the Mobile Banking was influenced by the above constructs and the variation of 64% was due to the other variables outside the regression model.

CHAPTER - 5

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- ✓ From the analysis, it was found that Majority of the Customers are Female.
- ✓ Most of the Customers (73.3%) belong to the age group of 18-25 years.
- ✓ The Study exhibits that Majority of the Customers (60.7) are earning Less than Two Lakh.
- ✓ Most of the Customers (74.1%) are unmarried.
- ✓ From the analysis, it was found that Majority of the Customers (52.6%) are qualified with Under Graduation.
- ✓ The study states that 38.5% of the Customers are Students.
- ✓ It was found that 31.1% are moderately aware about the Mobile Banking services.
- ✓ The Study exhibits that 38.5% of the Customers have come to know about Mobile Banking through Digital Advertising.
- ✓ It was found that 34.8% of the customers are using mobile banking for a year.
- ✓ 38% of the Customers are often using Mobile Banking.
- ✓ From the analysis it is found that, 47.41% of the Customers have agreed that it is effortless to learn using Mobile Banking.
- ✓ Half of the Customers (51.1%) have agreed that the Interface Processes in Mobile Banking are clear and easy to understand.
- ✓ It was found that nearly half of the Customers (43%) have agreed that it is effortless to do their complete banking business via mobile banking.
- ✓ Majority of the Customers (57%) have agreed that Mobile Banking improves their efficiency in conducting their financial transactions.
- ✓ This study exhibits that half of the Customers (49.6%) have agreed that it is convenient to use Mobile Banking.
- ✓ This research revealed that Majority of the Customers (53.3%) have agreed that their banks allow them to use mobile banking services in a convenient manner.
- ✓ From the analysis it was found that nearly half of the Customers (43.7%) adopt Mobile Banking because of the Reduced Risks involved in the transactions.

- ✓ From the analysis, Majority of the Customers (62.22%) always use the Mobile Banking for Balance Updates Service.
- ✓ The Study Exhibits that 34.81% of the Customers often use the Mobile Banking for Bill Payments Service.
- ✓ It was found that nearly half of the Customers (44.44%) sometimes use the Mobile Banking for Mobile Recharge Service.
- ✓ This research has revealed that only few of the Customers (30.37%) rarely use Mobile Banking to Buy goods/services.
- ✓ From the analysis, it was found that nearly half of the Customers (48.14%) never use Mobile Banking for Easy transfer of Money.
- ✓ Majority of the Customers (54.1%) have agreed that their banks will provide the products/services by considering the interests and needs of the customer.
- ✓ Majority of the Customers (61.5%) prefer to get Notifications for Verification/ Confirmations messages through SMS.
- ✓ This study has revealed that 41.5% of the Customers have agreed that Mobile Banking has reduced the Frequency of Customers visits to Banks.
- ✓ Majority of the customers (54.8%) have agreed that their Banks provide adequate Security Measures in transactions.
- ✓ From the analysis, it was found that only few of the Customers (30.8%) often receive the money which they lost in Mobile Banking.
- ✓ It was found that 31.1% of the Customers have said that their Banks often try to solve the Complaints raised and issued faced by the Customers.
- ✓ The Study exhibits that nearly half of the Customers (40%) have agreed that their bank will not leak the Consumer's Personal Information to other Institutions.
- ✓ It was found that Majority of the customers have agreed that the customers are getting enough help and support from the website on mobile banking and its services.
- ✓ Half of the Customers (50.4%) have agreed that the Website is efficient in Speed to do their Complete Business Transactions.
- ✓ From the analysis, it was found that nearly half of the Customers (44.44%) have agreed that the Website is error free to use.
- ✓ It was found that half of the Customers (51.1%) have agreed that it is easy to adopt any new upgrades in mobile banking services.

- ✓ This study implies that 36.3% of the Customers will Sometimes suggest Mobile Banking to their Friends/ Family.
- ✓ Majority of the customers (61.5%) are satisfied with the Quality of Mobile Banking Services.
- ✓ From the inferential analysis of Chi-Square, it was found there is significant association between the Complaints and issues solvency by the banks and the Overall Satisfaction of Mobile Banking Services Provided by the Banks.
- ✓ From the inferential analysis of Correlation, it was found that the efficiency of the Website in Speed to do the complete business transactions by the customers and the Adequate Security Measures in Transactions given by the Banks are positively and significantly correlated with each other. The correlation coefficient is 0.327, hence the two variables are low correlated.
- ✓ From the inferential analysis of ANOVA-I, there is significant difference among various age group on the usage of Mobile Banking Services.
- ✓ From the inferential analysis of ANOVA-II, it was found that it was found that there is no significant difference among various between Annual Income of the Respondents on the Adoption of any New Upgradation in Mobile Banking Services.
- ✓ From the regression analysis, it was found that there is a impact of Perceived Usefulness, Perceived Ease of Use, Satisfaction, Security and Trust, Website Convenience on Customer Acceptance of Mobile Banking. The results shows that Security and Trust, Website Convenience and Perceived Usefulness are the highest Predictors of intention Acceptance of Mobile Banking by the Customers. Perceived Ease of Use is the least predictor of intention of Customer accepting the Mobile banking

5.2 SUGGESTIONS

- ✓ Banks can increase the security measures to avoid the hesitance of the aged users to use Mobile Banking.
- ✓ Banks can conduct awareness programs about the Mobile banking services and its usage.
- ✓ Banks or the Banking industry can make more demonstration in using and learning to avail the services.
- ✓ Banks can conduct a survey on a regular basis to know the interests and needs of the customers and provide the services according to their needs which also make the banks and customers to maintain a cordial relationship.
- ✓ Grievance Redressal Process can be more effective by timely response from the Banks to identify the issues faced by the users of Mobile Banking.
- ✓ The people who are Older are not ready to take risks and to trust modern technology and also hesitate to undergo a new adoption. The bank may take measures to reduce the fear of Risks in transactions in Mobile Banking.
- ✓ As a huge amount of funds has been spent to develop the Apps for Mobile Banking, some crucial actions can be taken to familiarize those apps to the Mobile Banking users.
- ✓ The study suggests the banks take some appropriate measures to acquire the trust and satisfaction of Consumers on Mobile banking which leads to the rapid adoption and acceptance and usage of Mobile banking.
- ✓ The bank may take the necessary steps to put an end to the money losing in Mobile Banking by the Customers.

5.3 CONCLUSION

The study on Customer Acceptance of Mobile Banking focuses to identify the behaviour of the customers in adopting the mobile banking services. The study has revealed that five factors are influencing the adoption of mobile banking such as perceived usefulness, perceived ease of use, Satisfaction, Security and Trust and Website Convenience. The perceived usefulness and perceived ease of use are significantly affecting the intention to the adoption of mobile banking. The results of analysis also say that there is positive correlation between the website efficiency in speed and website is error free to use. So the customers are availing good website facilities from the Mobile banking which help them to make transactions error free and also in a faster way which builds a trust on Mobile banking. The banks can also make measures to make awareness about mobile banking by conducting more programs and demonstrations. Also as a huge amount of funds has been spent to develop the Apps for Mobile Banking, some crucial actions can be taken to familiarize those apps to the Mobile Banking users. So that, the future of Mobile banking will be paved in the positive path which gives useful and secured services.

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APPENDIX - I (QUESTIONNAIRE)

Information collected through this questionnaire will be used for research purposes only. This won't be made for any other purposes apart from research. The project is on Customer acceptance on Mobile Banking.

Name :

1. Gender :

- a) Male b) Female

2. Age :

- a)18-25 years b)26-35 years
c)36-45 years d)46-55 years
e)56 years & above

3. Annual Income :

- a) Less than 2,00,000 b) 2,00,000-5,00,000
c) 5,00,000-10,00,000 d) above 10,00,000

4. Marital status :

- a) Married b) Unmarried

5. Qualification:

- a) Higher Secondary b) Diploma
c) Under Graduation d) Post Graduation

6. What is your occupation ?

- a) Self- Employed b) Public sector
c) Private sector d) Unemployed
e) Student f) Others: _____

7. Are you aware of Mobile Banking?

- a) Extremely aware b) Very aware
b) Moderately aware d) Slightly aware
e) Not at all aware

8. How did you come to know about Mobile Banking?

- a) Digital Advertising b) Newspapers/ Magazines
c) Banks d) Family and Friends

9. How long have you been using mobile banking?
- a) Less than 6 months b) For an year
 - c) 1-5 Years d) More than 5 years
10. How often do you use Mobile Banking?
- a) Very often b) Often c) Neutral d) Rare e) Never
11. It is effortless to learn using Mobile banking.
- a) Strongly Agree b) Agree c) Neither Agree nor disagree
 - d) Disagree e) Strongly disagree
12. The interface processes in M-Banking are clear and easy to understand.
- a) Strongly Agree b) Agree c) Neither Agree nor disagree
 - d) Disagree e) Strongly disagree
13. It is effortless to do your complete Banking businesses via Mobile Banking.
- a) Strongly Agree b) Agree c) Neither Agree nor disagree
 - d) Disagree e) Strongly disagree
14. Mobile banking improves your efficiency in conducting financial transactions
- a) Strongly Agree b) Agree c) Neither Agree nor disagree
 - d) Disagree e) Strongly disagree
15. It is convenient to use mobile banking.
- a) Strongly Agree b) Agree c) Neither Agree nor disagree
 - d) Disagree e) Strongly disagree
16. Mobile banking allows you to use more banking services in a convenient manner.
- a) Strongly Agree b) Agree c) Neither Agree nor disagree
 - d) Disagree e) Strongly disagree
17. What would motivate you to adopt and use Mobile Banking?
- a) Improved User Interface
 - b) Reduced risks involved in my transactions
 - c) Increased awareness
 - d) Free demo by the Banks
18. Which service you would like to use most in Mobile Banking.

Particulars	Always	Often	Sometimes	Rarely	Never
Balance updates					
Bill payments					
Mobile recharge					
Buy goods/ services					
Easy money transfer					

19. It is assured that banks providing Mobile banking services will consider the interests and needs of users and provide the products and services they need.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
d) Disagree e) Strongly disagree

20. Which mode among the following, you would prefer to get a verification or confirmation notifications from the banks?

- a) Through SMS b) Through e-mails c) Brochures

21. Adoption of mobile banking has reduced the frequency of Customers visiting banks.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
d) Disagree e) Strongly disagree

22. My bank gives adequate security measures in transactions.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
d) Disagree e) Strongly disagree

23. Have you ever received the money which you have lost in mobile banking?

- a) Always b) Often c) Sometimes d) Rarely e) never

24. Does your bank try to solve the complaints raised by you and try to solve the issues faced by you?

- a) Always b) Often c) Sometimes d) Rarely e) never

25. Mobile Banking will not leak consumer's personal information to other institutions.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
d) Disagree e) Strongly disagree

26. It is easy to get enough help and support from the Website on mobile banking and its services.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
- d) Disagree e) Strongly disagree

27. The Website is efficient in speed to do your complete business transactions.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
- d) Disagree e) Strongly disagree

28. The website is error free to use.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
- d) Disagree e) Strongly disagree

29. It is easy to adopt any new upgrades in mobile banking services.

- a) Strongly Agree b) Agree c) Neither Agree nor disagree
- d) Disagree e) Strongly disagree

30. Do you suggest mobile banking to your friends/ family?

- a) Always b) Often c) Sometimes d) Rarely e) never

31. Are you and satisfied with the quality of Mobile banking Services provided by your banks?

- a) Highly satisfied b) Satisfied
- b) Neither satisfied nor dissatisfied d) Dissatisfied
- e) Highly dissatisfied

Customer Acceptance on Mobile Banking

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Abstract: - Mobile banking has become the modern era in almost all countries in the world. Mobile banking refers to the provision of financial services through mobile phones or smartphones with internet connectivity. The people in the country were very much adapted to the new technology in order to be updated with the promising trends in the market. The aim of this study was to examine the customer acceptance of mobile banking. The Research has found out five factors influence the adoption of mobile banking such as Perceived usefulness, Perceived Ease of Use, Satisfaction, Security and Trust and Website Convenience. The study has adopted descriptive research design. The primary data is collected from 135 respondents who are the customers and users of mobile banking by using a questionnaire. Collected data were analyzed with the help of Percentage analysis and Statistical Package for Social Science (SPSS) and the hypothesis were tested using Chi-squared tests & correlations. The people who are Older are not ready to take risks and to trust modern technology and also hesitate to undergo a new adoption. As a huge amount of funds has been spent to develop the Apps for Mobile Banking, Some crucial actions can be taken to familiarize those apps to the Mobile Banking users. The study suggests the banks take some appropriate measures to acquire the trust and satisfaction of Consumers on Mobile banking which leads to the rapid adoption and acceptance and usage of Mobile banking.

Key Words: — *Mobile Banking, Perceived usefulness, Perceived ease of use, Trust, Website facilities, Security, intention to adoption.*

I. INTRODUCTION

Banking sector nowadays undergone an extreme transformation in various developing countries with its new products and services, and new channels appearing practically on a daily basis. Over time, the banking sector has shifted its mode of rendering services from traditional to latest day or branch less modes, where the banks and the customers can avail the services at any time and from anywhere. This enormous change in the sector can be featured to the expeditious advancement of new technologies and also to the growth in mobile penetration in most of the countries in the World. Most of the people in the developing countries also in developed countries use to adapt to the mobile banking in the present modern era to do their business transactions. While technology has modified the modes and channels of delivering the services and the way consumers interact with their financial service providers, it was a shoot up in the use of wireless telecommunications like mobile phones, Internet enabled Smart-phones and PDAs (Personal digital assistants) also hand out to this conversion to a greater extent.

Mobile banking was enabled in the year 1999 and it was completed through text or SMS which was then called SMS

banking. Many European banks were bound to offer mobile banking services with the help of mobile web through Wireless Application Protocol (WAP).

Then, with the evolution of smartphones with iOS or Android operating systems, mobile banking applications set about to progress. And thus, mobile banking services has been expanded to use on a daily basis.

Mobile banking basically refers to the financial services that are delivered through mobile applications in mobile or smart phones with internet facility. This allows the consumers to do all their financial transactions from anywhere at any time. Mobile banking helps the consumers to deposit and withdraw the cash to anyone, make them to be updated with their account status, download the account statements, view the account balance, making investments in mutual funds and portfolio management services and some other facilities like bill payments, ordering a new cheque book from which they use to keep them away from their home, computer and also physical bank branches.

II. REVIEW OF LITERATURE

Laukkanen and Lauronen(2005) have stated that most of the traditional channels are being replaced by the modern ones. The development in the Electronic Service distribution was represented by the Mobile phones. The banks will succeed in

Manuscript revised April 08, 2021; accepted April 09, 2021.

Date of publication April 11, 2021.

This paper available online at www.ijprse.com

ISSN (Online): 2582-7898

providing the required services to the customers only when they understand the perception and values of the customers.

Sindhu et al. (2010) have stated that the M-Banking can be adopted most probably in rural areas than urban areas in India. The alternate channels are the biggest challenge which is concerned in Mobile banking adoption in urban areas.

Ching et al. (2011) have stated that some of the factors are acting as a positive associates like perceived usefulness, perceived ease of use, relative advantages, personal innovativeness with the intention to adopt mobile banking services. Some of the factors are considered as negatively related towards the adoption of mobile banking.

Dasgupta et al. (2011) have stated the same eight factors also affecting the adoption of mobile banking services. Nowadays, in the modern era, mobile banking is rising as a channel for banks and also the banking industry to connect with the customers through mobile phones.

Laukkanen (2017) has stated that mobile banking gives a real privilege as they allow the users to avail the services anywhere and at any time and thus Mobile is distinct from mobile payments which implies the use of a mobile device to pay for simpler purchases.

Islam and Hussain (2017) have stated that considering four determinants of M-Banking like Infrastructural facility, Self-Control, Social influence, Perceived risk, the mobile banking adoption is in earlier stage in Bangladesh. And there is good potential in adopting and enhancing the usage of mobile Banking. The current minimal adoption is due to the absence of infrastructural facilities.

Zhang et al. (2018) have stated that banks have to concentrate more on privacy attributes and loyalty while designing and developing the applications of Mobile banking. The banks have to promote the apps in an interesting methods that creates fun and attract the customers to adopt mobile banking.

Lu et al. (2020) stated that acceptance of M-Banking is significantly influenced by the perceived risk and perceived benefits. These factors predict the consumer's intention towards mobile banking.

III. RESEARCH METHODS AND FORMULATION OF HYPOTHESIS

The Scope of this study is to know the intention of customers to adopt mobile banking and to identify the needs & requirements to perform the appropriate measures to improve the adoption and acceptance of services in Mobile banking

and also to understand customer's expectation towards it. This study helps to develop new strategies which are to be formulated by the banks for the development of Mobile banking by considering the needs of the customers. The topics and theories that were covered under this study are Perceived usefulness, Perceived ease of use, Trust, Satisfaction, Website convenience and Barriers of Mobile Banking. Through this study a better understanding of the Customer's intention could be identified towards the acceptance of Mobile Banking and its Services which will make the future mobile banking as a best modern technology.

The study adopts the Descriptive research design. Data is collected from the users and customers of mobile banking and its services in Chennai city. In this study sampling is done in simple random sampling and Snowball Random Sampling. The sample size of the study includes about 135 respondents.

A. Research Model

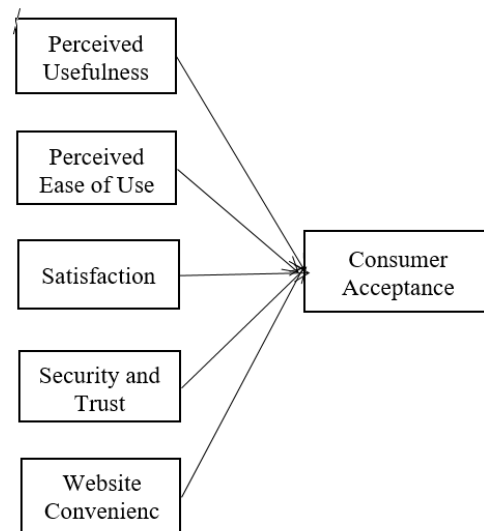


Fig.1. Showing the Dependent and Independent Variables of the Research

B. Sources Of Data

The primary data is collected through questionnaire and had systematically recorded from the respondents. The main sources of secondary data are websites, articles, and journals.

C. Structure Of Questionnaire

In this study, a questionnaire is used to collect the primary data from the sample. In the questionnaire, likert scale is used in most of the questions. Firstly, the demographic factors

occupy the first part of questionnaire, followed by the questions related to the variables used for the study.

IV. RESULTS

In this study, the regression analysis has used to analyses the factors influencing the mobile banking. In Statistical modeling, Regression is a set of statistical processes for calculating the correlation between a dependent variable and one or more independent variables.

A. Hypothesis-1:

Null Hypothesis (H0): There is no significant influence between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking.

Alternate Hypothesis (H1): There is significant influence between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking.

Table 1. Showing the Regression between the Factors Affecting Mobile Banking and Consumer Acceptance on Mobile Banking

Model	B	S.E	Beta	T Value	Sig.
(Constant)	1.171	.381		3.070	.003
PU	.112	.081	.111	1.383	.169
PEU	.054	.078	.059	.697	.487
Satisfaction	.090	.076	.085	1.176	.242
Security and Trust	.316	.075	.354	4.199	.000

All the constructs taken for the study including *Perceived Usefulness*, *Perceived Ease of Use*, *Satisfaction*, *Security and Trust*, *Website Convenience* are significant and hence positively influences the Customer Acceptance of Mobile Banking. From the above table showing the results of Linear Regression, the study infers that *Security and Trust* is the highest predictor of Customer Acceptance of Mobile banking having a beta value of 0.354 followed by *Website Convenience* (0.218) and *Perceived Usefulness* (0.111). *Perceived Ease of Use* is the least predictor of intention of Customer accepting the Mobile banking. The R-Square Value is 0.383. Adjusted R² value 0.359 denotes that 36% of the intention of the Customers to accept the Mobile Banking was

influenced by the above constructs and the variation of 64% was due to the other variables outside the regression model.

V. CONCLUSIONS AND IMPLICATIONS

Banks can increase the security measures to avoid the hesitance of the aged users to use Mobile Banking. Banks can conduct awareness programs about the Mobile banking services and its usage. Banks or the Banking industry can make more demonstration in using and learning to avail the services. Banks can conduct a survey on a regular basis to know the interests and needs of the customers and provide the services according to their needs which also make the banks and customers to maintain a cordial relationship. Grievance Redressal Process can be more effective by timely response from the Banks to identify the issues faced by the users of Mobile Banking. The people who are Older are not ready to take risks and to trust modern technology and also hesitate to undergo a new adoption. The bank may take measures to reduce the fear of Risks in transactions in Mobile Banking. As a huge amount of funds has been spent to develop the Apps for Mobile Banking, some crucial actions can be taken to familiarize those apps to the Mobile Banking users. The study suggests the banks take some appropriate measures to acquire the trust and satisfaction of Consumers on Mobile banking which leads to the rapid adoption and acceptance and usage of Mobile banking. The bank may take the necessary steps to put an end to the money losing in Mobile Banking by the Customers.

The study on Customer Acceptance of Mobile Banking focuses to identify the behavior of the customers in adopting the mobile banking services. The study has revealed that five factors are influencing the adoption of mobile banking such as perceived usefulness, perceived ease of use, Satisfaction, Security and Trust and Website Convenience. The perceived usefulness and perceived ease of use are significantly affecting the intention to the adoption of mobile banking. The results of analysis also say that there is positive correlation between the website efficiency in speed and website is error free to use. So the customers are availing good website facilities from the Mobile banking which help them to make transactions error free and also in a faster way which builds a trust on Mobile banking. The banks can also make measures to make awareness about mobile banking by conducting more programs and demonstrations. Also as a huge amount of funds has been spent to develop the Apps for Mobile Banking, some crucial actions can be taken to familiarize those apps to the Mobile Banking users. So that, the future of Mobile banking

will be paved in the positive path which gives useful and secured services.

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