

**RESEARCH REPORT
ON**

**“Customer's Satisfaction On Adoption Of Mobile
Banking Services: A Study With Special Reference To
SBI (state Bank of India)”**

Submitted for partial fulfilment of requirement for the award of degree of
BACHELOR OF COMMERCE (HONOURS)
(2017-2020)



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DECLARATION

I, Megha Chaudhary, student of Department of Finance and Commerce, Galgotias University, Greater Noida, Uttar Pradesh, hereby affirm and declare that this Research work entitled **“Customer's Satisfaction On Adoption Of Mobile Banking Services: A Study With Special Reference To SBI (state Bank of India)”** has been completed by me under the supervision of Prof. Poonam Singh, department of SFC, , Galgotias University, Greater Noida, and embodies the original piece of research work done by me and the same has been not copied, reproduced and submitted by me to any other university or the institution. Reference to other research works has been duly acknowledged.

MEGHA CHAUDHARY

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B.COM(HONS)2017-2020

CERTIFICATE

This is to certify that the project report "**Customer's Satisfaction On Adoption Of Mobile Banking Services: A Study With Special Reference To SBI (state Bank of India)**" has been prepared by MEGHA CHAUDHARY under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BACHALOR OF COMMERCE.

**Name & Signature of Faculty : PROF.POONAM
SING**

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CHAPTER-1: INTRODUCTION TO STUDY

Mobile banking is a service provided by bank or other financial institutions which allows its customers to conduct financial transactions by using a mobile device such as smartphones or tablets. Mobile banking is in trend nowadays because it is available on a 24 hour basis, mobile banking is depend on the availability of an internet or data connection.

Transactions through Mobile banking depends on the features of the mobile banking app provided, and mobile banking app includes electronic bill payment, remote cheque deposit, P2P payments and fund transfer.

Mobile banking is very easy to use its also increases speed, flexibility and security. In Mobile banking, cash transactions is not allowed so for cash withdrawal and deposit needs customer to visit an ATM or bank, only transactions take place which is done through Mobile banking app.

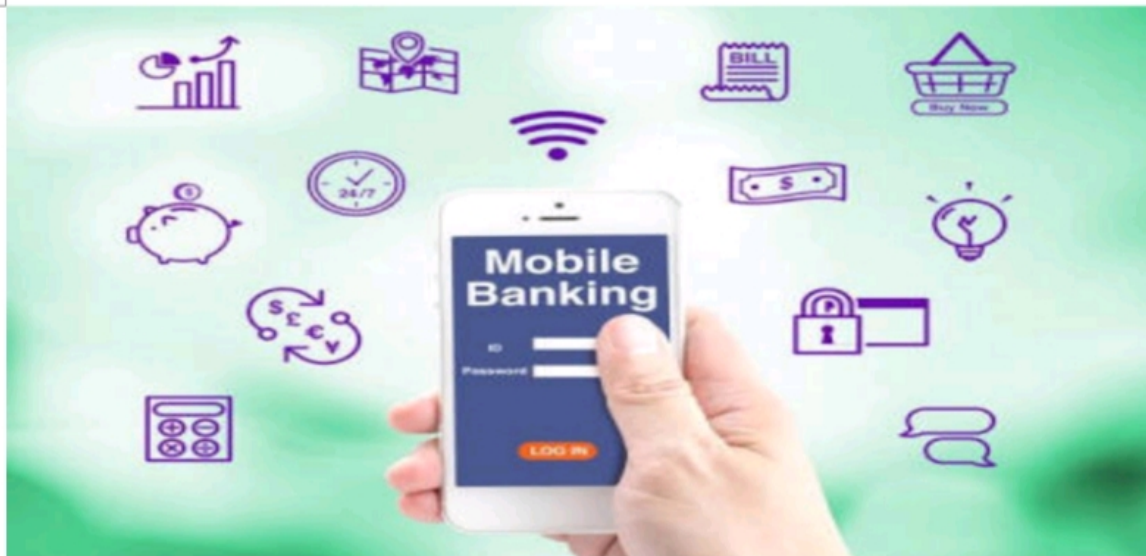
CHAPTER- 2 :REVIEW OF LITERATURE

The continuous development and usage of Mobile make people to become in habit for it. According to the demand of people, most of the companies come up with new mobile services. The new mobile services helps people in different field such as education, industry etc. Some studies the transaction through mobile is more secure than a connection through internet on PC. The mobile banking also plays role in economic growth at various levels.

There are various advantages of mobile banking are:-

1. Time saving
2. Security of transactions
3. Helping people living in rural areas
4. Increasing awareness

Mobile banking also plays an important role at international levels also in various ways like money transaction. Mobile banking makes life very easier and flexible all over the world.



Modes of accessing mobile banking

Mobile banking service is provided to the customers through the following modes:

a) SMS Banking

This is the simplest mode through which the mobile banking services is provided to the customers based on SMS communication. It is easy to use and does not require the

smart phone or any data plan activated on the mobile phone of customers for its functioning. In this mode, the transactions are carried out by sending a simple SMS to the bank. However, this mode of banking suffers from certain limitations such as inability to transaction real time, security issues and lack of good experience of the customers.

b) WAP Based Banking

This is the second mode of accessing the m-banking service and takes care of some of the limitations of SMS banking. WAP stands for wireless application protocol which is a special type of protocol used to transact on mobile devices. This mode of banking enables the customers to access the services of the banks in a real time environment through proper data communication. WAP based m-banking service provides more secured and user friendly services to the customers in a real time communication mode.

c) USSD Mode

This is the third mode through which m-banking service could be used and it helps to carry out m-banking transactions without using internet. This mode helps to access the m-banking service using Unstructured Supplementary Service Data (USSD) code. In USSD, m-banking transactions are carried out using interactive menu which is displayed on the mobile phone screen without using internet. This mode provides a secured way of accessing the m-banking service on the basic mobile

d) Mobile Web Banking

This is another way of accessing the m-banking service and is used by mobile devices with advanced browsing capabilities such as displaying complete website content. This mode of m-

banking usage provides improved customer experience with an ability to transact online as in the case of computers. Mobile web banking operates in a similarity with internet banking service thereby providing the customers with internet banking like experience on the mobile phone.

e) Application on Mobile Phone

This is the most advanced mode through which the m-banking service of different banks could be accessed. In this mode, a special type of application (popularly known as the app) of the bank is installed on the mobile phone of the user. This application provides advanced m-banking features to the users and enables them to utilize different types of facilities provided by m-banking. Bank specific applications on mobile phone have best in class user interface and security features which ultimately helps the customers to get the enhanced user experience in m-banking.

CHAPTER-3: OBJECTIVES OF THE STUDY

1. The main objective is to determine global present scenario related to mobile banking services in India.
2. To determine the actual profile of those who use SBI mobile banking services in India.
3. To determine the advantages and disadvantages of Mobile Banking.
4. To determine the consumer's satisfaction towards SBI Mobile Banking services in India.
5. To know the most preferred fixed deposit policy.

CHAPTER-4: RESEARCH METHODOLOGY

Research structure:

- Sample size 100 responded
- Convenience sampling has been used
- This study is based on secondary analysis
- Statistical tools- diagrams, graphs, tables and charts.

Methods of data collection:

Primary data through self observation

Optional data comprises of data that is aggregate from certain current writing.

Optional data that is used in the investigation are:

- Newspapers
- Websites
- Books



CHAPTER-5: DATA ANALYSIS

1. profile of the mobile banking users of SBI in India:

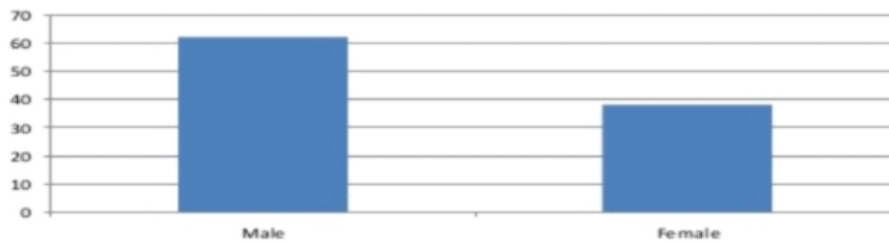
DATA ANALYSIS & INTERPRETATION

1. Gender of Respondents:

TABLE 1: Gender of Respondents.

Male	62%
Female	38%

FIGURE 1: Gender of Respondents.



Out of the total respondents (100 respondents), 38% were female and 62% were male. This is shown in Table 1 and Figure 1.

Table No.1: profile of the mobile banking users of SBI in India:

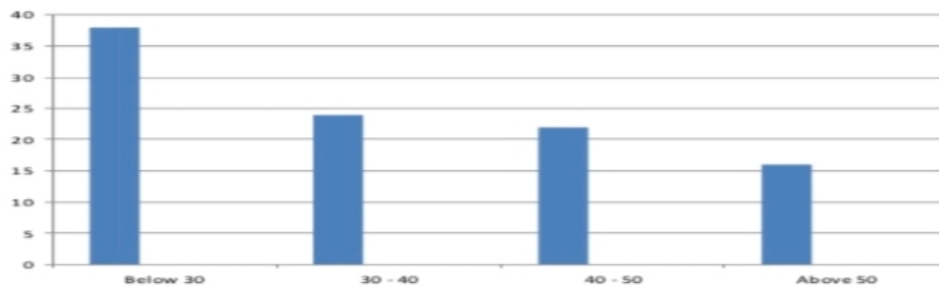
Particulars	Frequency	Chi-Square	P-Value	Hypothesis(H0)
1. Age Pattern:				
a) Less than 30 years	35	3.07	0.000	<i>Significant</i>
b) Between 30-40 years	55			
c) Above 40 years.	10			
2. Gender:				
a) Male	65	2.86	0.002	<i>Significant</i>
b) Female.	35			
3. Educational Background:				
a) SSLC	12	4.73	0.621	<i>Not Significant</i>
b) PUC	13			
c) Graduation	30			
d) Post Graduation.	45			
4. Occupation:				
a) Government employees	25	3.81	0.583	<i>Not Significant</i>
b) Private employees	35			
c) Business.	40			
5. Monthly Income Level:				
a) Less than 10,000.	11	5.02	0.001	<i>Significant</i>
b) Between 10,000 to 20,000	19			
c) Between 20,000 to 30,000	28			
d) Above 30,000/	42			

2. Age of respondents:

TABLE 2: Age of Respondents.

Below 30yrs	38%
30 – 40yrs	24%
40 – 50yrs	22%
Above 50yrs	16%

FIGURE 2: Age of Respondents.



Out of the 100 respondents, 38% were below the age of 30, 24% were between 30-40 years, 22% were between 40-50 years and 16% were above 40 years. This is shown in Table 2 and Figure 2.

Particulars	Frequency	Chi-Square	P-Value	Hypothesis(H0)
1. Age Pattern:				
a) Less than 30 years	35	3.07	0.000	<i>Significant</i>
b) Between 30-40 years	55			
c) Above 40 years.	10			
2. Gender:				
a) Male	65	2.86	0.002	<i>Significant</i>
b) Female.	35			
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b) Between 10,000 to 20,000	19			
c) Between 20,000 to 30,000	28			
d) Above 30,000/	42			

2. Reason for adoption mobile banking facilities:

Table No.2: Reason for adoption mobile banking facilities

SI. NO.	Particulars	Frequency
1.	Saving of time	20 (20.00)
2.	No need to visit the bank	40 (40.00)
3.	Customer friendly	15 (15.00)
4.	Faster/24X7 Transaction	25 (25.00)
Total		100 (100.00)
<i>Kruskal-Wallis Z-Test</i>		<i>Kruskal - Wallies Z-Test=2.189</i> <i>Asymp. Sig.(2-tailed)=0.001</i> <i>Mean Rank= 21.80</i> <i>Degree of Freedom= 03</i>

3. Actual usage of mobile banking facilities of SBI banks:

Table No.3: Usage of mobile banking facility

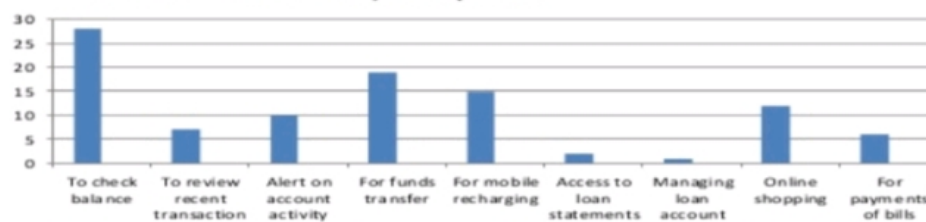
SI. NO.	Particulars	Frequency
1.	Everyday	12 (12.00)
2.	Once in a week	18 (18.00)
3.	When required	43 (43.00)
4.	Once in a fortnight	27 (27.00)
Total		100 (100.00)
<i>Kruskal-Wallis Z-Test</i>		<i>Kruskal - Wallies Z-Test= 3.715</i> <i>Asymp. Sig.(2-tailed)=0.004</i> <i>Mean Rank= 26.87</i> <i>Degree of Freedom= 03</i>

9. Perceived Utility of Respondents:

TABLE 9: Perceived Utility of Respondents.

To check balance	28
To review recent transaction	7
Alert on account activity	10
For funds transfer	19
For mobile recharging	15
Access to loan statements	2
Managing loan a/c	1
Online shopping	12
For payments of bills	6

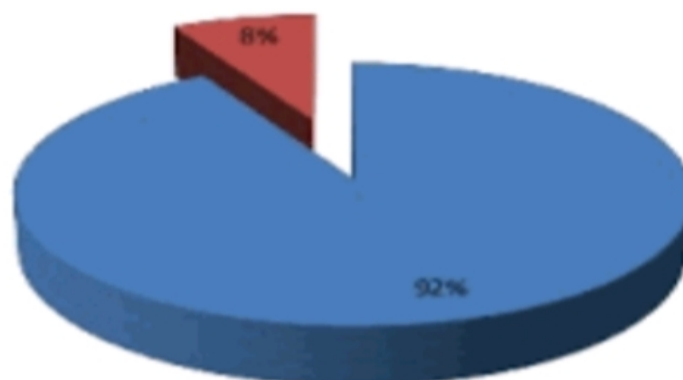
FIGURE 9: Perceived Utility of Respondents.



Out of the total respondents, 28% used mobile banking to check balance, 7% used it to review recent transaction, 10% used it for alert on account activity, 19% used it for funds transferring, 15% used it for mobile recharging, 2% used it for accessing to loan statements, 1% used it for managing loan account, 12% used it for online shopping and 6% used it for payments of bills. This is shown in Table 9 and Figure 9.

4. Consumers satisfaction towards mobile banking services in India:

Table No.4: Customer satisfaction towards mobile banking services



Statements	Mean	S.D	Whitney U-Test	(Sig 2-tailed) P-value	Hypothesis (H0)
Mobile banking menu is very easy to understand and navigate	25.30	6.81	4.193	0.000	<i>Significant</i>
Mobile banking provides faster services.	23.60	4.83	3.127	0.002	<i>Significant</i>
Awareness of Mobile Banking Services.	18.92	2.56	2.014	0.683	<i>Not Significant</i>
It is easy to make transfer Funds	24.83	6.49	2.783	0.001	<i>Significant</i>
It is easy to make a balance inquiry	22.87	5.26	3.740	0.000	<i>Significant</i>
Easily availability of mobile Network.	20.31	3.01	4.174	0.004	<i>Significant</i>
Charges for mobile banking are less compared with other services.	26.43	5.78	5.206	0.005	<i>Significant</i>
Maximum safe security for each mobile banking transaction.	21.48	7.37	4.851	0.504	<i>Not Significant</i>
False transaction occurs refund facility	23.21	5.08	3.001	0.591	<i>Not Significant</i>
Less degree of risk in usage of mobile banking	20.57	3.86	2.763	0.003	<i>Significant</i>

CHAPTER-6: FINDINGS OF THE STUDY

The following are the major findings of the study:

☒ The overall respondents were numbering, 100 customers out of that 65 respondents are belongs to male category and 35 respondents are belongs female category this shows male customers more used mobile banking users compared to female customers.

☒ In the context of age pattern, majority of the respondents numbering, 55 customers belongs to age group of between 30-40 years, this shows younger and middle age generations were more used mobile banking services

☒ Further the educational background of the respondents majority numbering, 30 and 45 respondents were graduates and post graduates respectively.

☒ Majority of the customers numbering, 40 and 25 are opinioned that no need to visit the bank and faster 24x7 transactions is main reason customers of SBI will adopt mobile banking services.

☒ Majority of the customers numbering, 43 and 27 are opinioned that customers used when required and once in a fortnight customers are more used of mobile banking facilities.

CHAPTER-7: SUGGESTIONS FOR THE STUDY

Consumers safety should be highly secured and strengthened because there is a chances of hacking and leaking of consumers personal information.

Banks needs to come up with a new system that helps to solve the problem quickly related to mobile banking services because nowadays no one have that much time.

Proper customer knowledge regarding banks will increase better utilization of the banking services, this can be achieved through seminars and meeting with customers at frequent intervals.

CHAPTER-8: CONCLUSION

This study mainly focuses on consumer's satisfaction towards mobile banking services. After the whole process of analysis this study finds out that most of the customer thinks that mobile banking is very easy to use , easy to understand and easy to access, mobile banking offers much faster services than conventional banking, through Mobile banking it is very easy to transfer funds sitting at home with in minutes, it is easy to make balance inquiry and having low degree of risk while using mobile banking services. Mobile banking is much aware than conventional banking, mobile banking having maximum security services for each mobile banking transactions and also having refund facilities for false transactions.

BIBLIOGRAPHY

- Magnize
- Internet
- News papers
- Wikipedia
- Quora

ANNEXURE

Personal Information

- **Gender** Male Female
- **Age** (please type your actual age)
- **Education** Illiterate S.S.C H.S.C Honors Masters
- **Profession** Student Employees Businessman Teacher Other

Bank Information

- **In which bank, you have the account?**
 - Please write the name:
- **Are you only user of Mobile Banking?**
 - Yes
 - No, I have other banks account
- **How you are motivated to open an account in Mobile Banking?**
 - Self-Motivated
 - Advertisement
 - Friends
 - Internet or Websites
 - Other - Please specify:

Advantage Level & Customer Satisfaction

1. **What factors affect you to open Mobile Bank account? (Choose as many as you think)**
 - a. Time Saving
 - b. Cost Saving

- c. Flexibility or Convenience
- d. Easy to use
- e. Security
- f. Reliability of Bank
- g. Other

(Put ✓ marks on your choice for Question 2 - 13)

2. Mobile Banking is Time saving than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

3. Mobile Banking is Cost saving than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

4. Mobile Banking is Flexible or Convenient than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

5. Mobile Banking is Easy to use than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

6. Mobile Banking is Secure than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

7. Mobile Banking is Reliable than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

8. Mobile Banking is Tangible than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

9. The System, Network etc. for Mobile Banking is available than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Agree e Disagree

10. Mobile Banking has better Problem Handling capability than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

11. Mobile Banking have full filled my expectation than Conventional Banking?

Strongly Agree Agree Neutral Disagree Strongly Disagree

12. Are you overall satisfied?

Highly Satisfi Neutr Dissatisfi Highly Satisfied ed al ed Dissatisfied

13. Reasons behind your dissatisfaction? (Choose As many as you think)

- a. Services are not Enough
- b. High Cost
- c. Error in Network
- d. Low Safety
- e. No compensation on SIM loss
- f. Difficult to understand
- g. Not Reliable in providing services
- h. Other

(Please

Specify).....

14. Any Comment regarding Mobile Banking in Bangladesh, Please write down:

.....

.....

.....

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Thank YOU

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