

Women Customers Awareness on SBI Mobile Banking Services

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ABSTRACT

SBI offers to their customers mobile banking services through Wireless Application Protocol, Short Messaging Service and Unstructured Supplementary Service Data. It adopts various marketing strategies to make reach the services to the end user. In this regard, a study to know the women customer awareness on SBI mobile banking services in competitive technology was carried out in Udumalpet taluk. The study reveals that majority of the women customer are with medium level of awareness on the mobile banking service offered by bank. Area of Residence, Age, Marital Status, Educational Qualification, Occupation, Nature of the Family, Members in the Family, Earning Members in the Family, Monthly Income, Family Income per Month, Period of Customership, Period of Usage, Frequency of Usage have an influence on their level of awareness.

Keywords: Awareness, Customer, Mobile Banking, Services.

INTRODUCTION:

Banking sector occupies a significant position in our economy. Strong and effective financial initiatives enabled the way for the rapid growth of the industry. Mobile banking service, first inventiveness of the mobile commerce rely on digitization to make ease of use of the banking transaction just- in- time process. India is ranked as fourth in adoption of mobile banking worldwide with 14,170 crore worth transaction as on May 2018 (RBI Report, 2018).

MOBILE BANKING SERVICES OF STATE BANK OF INDIA:

State Bank of India (SBI), headquarter at Mumbai started its operation on 2nd June 1806 and it was nationalized on 2nd June 1956. It has a strong network of 18,354 branches in home country and 195 international branches across 36 countries with 2,78,872 supportive human resources strength and 42 crore reliable customers. It's service includes consumer banking, corporate banking, finance and insurance, investment banking, mortgage loans, private banking, private equity, savings, securities, asset management, wealth management as well as modern banking services like credit card, debit card, e-banking and mobile banking services to meet the expectations of the modern customers.

SBI offers Mobile banking services through Wireless Application Protocol (WAP), Short Messaging Service (SMS) and Unstructured Supplementary Service Data (USSD). The services includes Funds transfer, Immediate Payment Services, Enquiry services- Balance Enquiry, Mini Statement, Demat Account Services, Cheque book Requests, Bill Pay- Utility bills, credit cards, Insurance premium, Donations, Subscriptions Donations, Top up - Recharge Mobile, DTH, MobiCash, wallet Top up, M Commerce -Merchant payments, SBI life insurance premium.

REVIEW OF LITERATURE:

Karthikeyani A.(2017) in her thesis entitled "Customer satisfaction on e-banking services of select public sector banks in Tiruppur district" revealed that educational qualification, occupation, monthly income, frequency of usage, amount of transaction, period of usage have a due influence on level of awareness on e-banking services.

Amsaveni T, Kanagarathinam M(2017)in their article “A study on consumer awareness of e-banking services in public sector banks in Coimbatore district” reveal that mobile banking customers are highly aware on Information about charges related to customer account followed by Access of account through e-mail and Information about Demat .

Umerz.M,Jyothi.K& Haseena.D (2014)In their research article titled “An Empirical Study on The Customer’s Opinion Towards Mobile Banking” found that quick services, easy to use, convenient , time saving and use anywhere have a positive influence in adopting mobile banking.

Garima Malik and Kapil Gulati (2013) in their article entitled “An Exploratory Study On Adoption And Use of SMS/ Mobile Banking In India With Special Reference to Public Sector Banks” revealed that accuracy highly influences the usage of mobile banking followed by convenience, control & accessibility, cost and security.

Zohra Saleem And Kashif Rashid (2011) in their research paper titled “Relationship Between Customers Satisfaction And Mobile Banking Adoption In Pakistan” reveals that technologically efficient as well as cheap, reliability and secured technology development enhances the usage of mobile banking services.

STATEMENT OF THE PROBLEM:

SBI, the market leader is in forefront to provide innovative mobile banking services to meet the needs of its valuable customers. It adopts various marketing strategies to make reach the services to the end user. In this regard a study to know the women customer awareness on SBI mobile banking services in competitive technology era is felt relevant.

OBJECTIVES OF THE STUDY:

The following are the objectives of study:

1. To assess the level of awareness of women mobile banking customers
2. To identify the variables that influences their level of awareness

METHODOLOGY:

Udumalpet is a renowned commercial taluk in Tirupur district. The response of one hundred and eighty six SBI women mobile customers, selected through convenience technique, has been obtained using interview schedule. Information from previous researches and reports of SBI and RBI as well as articles from journals, magazines and web support the theoretical aspects. The extent of awareness of the respondents is measured using simple percentage analysis and the association of the select variables with level of awareness is ascertained by employing chi-square test.

LIMITATION OF THE STUDY:

The present study asses the women customer awareness on SBI mobile banking services in Udumalpet Taluk. The opinion may also be biased. Hence, finding and result may not to be generalized.

FINDINGS OF THE STUDY:

Level of Awareness:

Awareness index is computed to ascertain in the level of awareness of respondents on the mobile banking service offered by SBI. The response is rated on a five point scale. Answer to question range one to five. Thus the maximum score is one hundred and thirty, the mean awareness is 79 and standard deviation is 10. The score up to 69 is categorized as low; the score 70-88 is categorized as medium and score 89 and above is categorized as high.

Table 1 shows that 45(24.19 per cent) respondents have low level of awareness, 111 (59.68 per cent) respondents have medium level of awareness and 30(16.13 per cent) respondents have high level of awareness on mobile banking service offered by SBI.

Factors Influencing the Awareness -Chi-square test:

Chi-square test is applied to know the status of association between the personal factors -Area of Residence, Age, Marital Status, Educational Qualification, Occupation, Nature of Family, Members in the Family, Earning Members in the Family, Monthly Income, Family Income per month as well as other variables-Mode of Operation, Period of Customership, Period of Usage, Frequency of Usage-and Level of Awareness of women

SBI mobile banking customer (Table.2)

Ho: There is no significant association between the select variables and level of awareness.

Inference:

It is inferred that among the variables selected, there exist a significant association between area of residence, age, marital status, educational qualification, occupation, nature of the family, members in the family, earning members in the family, monthly income, family income per month, period of customership, period of usage, frequency of usage and level of awareness on the mobile banking service offered ($p < 0.01$), where as there does exist a significant association between selected variable mode of operation and level of awareness on the mobile banking service offered ($p > 0.05$).

SUGGESTIONS:

Based on above findings, the following are the suggestions to enhance the level of awareness on mobile banking service.

1. Utilize NGOs to initiate the benefits of availing mobile banking services among the rural mass
2. Social media can be effectively utilized to promote the mobile banking services offered
3. The bank can establish a separate cell to train its customers on m-banking services
4. Special campaign can be initiated by bank

CONCLUSION:

SBI continuously registers its benevolence in the minds of its customers and is recognized by government and various institutions through prestigious awards. The present study reveals that majority of the women customers are with medium level of awareness on the mobile banking service offered by bank. Further research can be conducted by expanding in this area to explore with the geographical as well as involving more banking technology.

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Table 1: Level of Awareness of Mobile Banking Customer

Level of Awareness	Number of Respondents	Percentage of Respondents
Low	45	24.19
Medium	111	59.68
High	30	16.13
Total	186	100

Source: Primary Data

Table 2: Select Variables and Level of Awareness (Chi-square test)

Variables		Level of Awareness			Total N=186	χ^2	'P' value
		Low n=45	Medium n=111	High n=30			
Area of Residence	Rural	20(57.10)	15(42.90)	0(0.00)	35(100.00)	29.452	0.000**
	Semi urban	20(18.90)	66(62.30)	20(18.90)	106(100.00)		
	Urban	5(11.10)	30(66.70)	10(22.20)	45(100.00)		
Age (In years)	Up to 25	10(18.20)	35(63.60)	10(18.20)	55(100.00)	21.319	0.002**
	26-40	25(30.90)	36(44.40)	20(24.70)	81(100.00)		
	41-60	5(20.00)	20(80.00)	0(0.00)	25(100.00)		
	Above 60	5(20.00)	20(80.00)	0(0.00)	25(100.00)		
Marital Status	Married	45(30.80)	81(55.50)	20(13.70)	146(100.00)	16.820 ^a	0.000**
	Unmarried	0(0.00)	30(75.00)	10(25.00)	40(100.00)		
Educational Qualification	No formal education	0(0.00)	1(100.00)	0 (0.00)	1(100.00)	74.777	0.000**
	HSC level	20(58.80)	14(41.20)	0 (0.00)	34(100.00)		
	Diploma	5(20.00)	20(80.00)	0 (0.00)	25(100.00)		
	Undergraduate	15(27.30)	35(63.60)	5(9.10)	55(100.00)		
	Post graduate	5(7.60)	41(62.10)	20(30.30)	66(100.00)		
	Professional	0 (0.00)	0 (0.00)	5(100.00)	5(100.00)		
Occupation	Agriculturist	10(33.30)	20(66.70)	0 (0.00)	30(100.00)	105.536	0.000**
	Business	0 (0.00)	6(37.50)	10(62.50)	16(100.00)		
	Govt. employee	0 (0.00)	20(100.00)	0 (0.00)	20(100.00)		
	Private employee	20(36.40)	15(27.30)	20(36.40)	55(100.00)		
	Professional	0 (0.00)	5(100.00)	0 (0.00)	5(100.00)		
	House wife	10(50.00)	10(50.00)	0 (0.00)	20(100.00)		
	Student	0 (0.00)	25(100.00)	0 (0.00)	25(100.00)		
	Retired	5(33.30)	10(66.70)	0 (0.00)	15(100.00)		
Nature of the Family	Joint	10(11.80)	50(58.80)	25(29.40)	85(100.00)	27.137	0.000**
	Nuclear	35(34.70)	61(60.40)	5(5.00)	101(100.00)		
Members in the Family	Up to 3	35(33.00)	51(48.10)	20(18.90)	106(100.00)	18.908	0.000**
	4 to 5	10(16.70)	45(75.00)	5(8.30)	60(100.00)		
	6 and Above	0(0.00)	15(75.00)	5(25.00)	20(100.00)		
Earning	One	15(37.50)	20(50.00)	5(12.50)	40(100.00)	14.836	0.005**

Variables		Level of Awareness			Total N=186	χ^2	'P' value
		Low n=45	Medium n=111	High n=30			
Members in the Family	Two	25(21.60)	66(56.90)	25(21.60)	116(100.00)		
	Three and Above	5(16.70)	25(83.30)	0(0.00)	30(100.00)		
Monthly Income (In Rs)	Up to10,000	25(45.50)	20(36.40)	10(18.20)	55(100.00)	95.169	0.000**
	10,001 to 25,000	15(15.60)	81(84.40)	0(0.00)	96(100.00)		
	25,001 to 50,000	5(16.70)	10(33.30)	15(50.00)	30(100.00)		
	Above 50,000	0(0.00)	0(0.00)	5(100.00)	5(100.00)		
Family Income per Month (In Rs)	Up to20,000	30(66.70)	15(33.30)	0(0.00)	45(100.00)	95.982	0.000**
	20,001 To 50,000	10(12.30)	66(81.50)	5(6.20)	81(100.00)		
	50,001 to 75,000	5(11.10)	20(44.40)	20(44.40)	45(100.00)		
	Above 75,000	0(0.00)	10(66.70)	5(33.30)	15(100.00)		
Mode of Operation of Account	Singly	30(22.20)	80(59.30)	25(18.50)	135(100.00)	4.073	0.396
	Either or survivor	5(33.30)	10(66.70)	0(0.00)	15(100.00)		
	Jointly	10(27.80)	21(58.30)	5(13.90)	36(100.00)		
Period of Customership	Up to 1 Year	0(0.00)	15(75.00)	5(25.00)	20(100.00)	42.348	0.000**
	2 To 5 Years	30(33.30)	35(38.90)	25(27.80)	90(100.00)		
	6To 10 Years	10(21.70)	36(78.30)	0(0.00)	46(100.00)		
	Above 10 Years	5(16.70)	25(83.30)	0(0.00)	30(100.00)		
Period of Usage	Upto 1 Year	35(28.00)	65(52.00)	25(20.00)	125(100.00)	9.588	0.008**
	Above 1 Year	10(16.40)	46(75.40)	5(8.20)	61(100.00)		
Frequency of Usage	Daily	0(0.00)	0(0.00)	10(100.00)	10(100.00)	104.439	0.000**
	Weekly once	0(0.00)	25(83.30)	5(16.70)	30(100.00)		
	Weekly twice	0(0.00)	20(100.00)	0(0.00)	20(100.00)		
	Monthly once	10(66.70)	0(0.00)	5(33.30)	15(100.00)		
	When required	35(31.50)	66(59.50)	10(9.00)	111(100.00)		

Source: Primary Data

**Significant at one per cent level
