

## **A STUDY ON PERCEPTION OF YOUTH TOWARDS MOBILE BANKING**

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### **ABSTRACT:**

In this modern era, mobile banking has become one of the most essential services offered by banks. It helps in enhancing the customer satisfaction by offering uninterrupted services. Mobile banking has made the lives of the youth more convenient in making use of banking services. In the recent years, the use of internet banking has made a great impact on the banking services provided to customers. Major restrictions in this model were the access of computer and internet. Therefore, mobile banking has been introduced as a model of electronic banking to the customers where only a mobile phone is required. One of the main reasons for their superiority is the growth of mobile users in the economy. The services are available all the time. It mostly communicates with its clients through information technology. It also provides assistance to consumers who live in unbanked areas. It has mostly aided users in transacting via their cell phone, which is less expensive than traditional bank access. This article aids in determining the youth's attitudes on banking sector developments and the adoption of cutting-edge technology. A sample size of 150 people was chosen, and google forms were sent to collect primary data and draw conclusions, ideas, and recommendations.

**Key words:** Customer Experience, Growth of mobile users, Latest Technology adoption, Mobile Banking, Youth perception.

### **INTRODUCTION:**

A bank is a financial institution that accepts public savings and other forms of deposit in exchange for interest-bearing loans to its customers. A well-organized banking system is critical for the country's economic development. Banks, like other financial institutions, are the most effective means of securing credit flows into markets. Initially, the majority of banks provided SMS banking services to their customers. When WAP-enabled smart phones were introduced in 1999, the first European banks began offering mobile web services.

According to one academic model, mobile banking refers to the provision and use of banking and financial services through mobile telecommunication devices. Bank transactions and stock market transactions are examples of services that may be provided.

A user can execute financial transactions supplied by a bank using a portable electronic device such as a smartphone or tablet via mobile banking apps. The majority of virtual banking transactions or financial operations can be carried out with the help of a mobile phone and an internet connection. As a result, fewer people visit physical banks. Mobile banking allows users to check and perform transactions at any time and as many times as they want. Since the need to visit banks has gradually been eliminated, mobile banking has reduced the cost of operations. All you need to conduct mobile banking transactions is a mobile phone and internet access. It makes your online banking activities more convenient, and it also eliminates the need to wait in long lines for financial transactions to be completed.

### **Features of mobile banking**

Instead of physical locations, many banks are emphasising their mobile applications and attempting to enhance them with the most features feasible. Mobile banking has become the most convenient way for consumers to interact with their bank and their assets, and digital technology will almost certainly continue to advance in the future to improve the convenience and enjoyment of banking for clients.

Users of mobile banking can take advantage of a variety of advantages. Only a few of them are included below. So, without further ado, let's have a look at the mobile banking features.

- **Accessibility**

Mobile banking enables easy accessibility; regardless of whether you are physically present at the location where your bank is located, you may perform a transaction or easily access your account from any location, and only banking applications, not banks, provide this function.

- **Secure login**

One of the best features of mobile banking is secure login. Security is a major concern in the banking industry, and mobile banking may be the best solution. The mobile banking allows you to login safely because only you can access your account by entering your email address and password each time, and if anyone else tries and fails to log in to your

account, you will receive an email notifying you of the failed login attempts, and your account will be blocked after the third login failure for the next 24 hours. Not only can you login securely with the help of these security advancements, but your most sensitive financial data is also highly secure.

- **Glanceable account balance and transaction history**

Mobile banking applications have numerous opportunities to provide relevant and up-to-date financial information to their customers. Banking apps eliminate the need to visit the bank to have your passbook updated in order to view your transaction history. Get your transaction history directly on your mobile phone by going green with banking apps.

- **24/7 availability**

Unlike banks, banking apps are available 24 hours a day, seven days a week. If you need to transfer money outside of banking hours, you can do so with the help of a mobile app, which is available 24 hours a day, seven days a week. Normally, banks are closed on Saturdays and Sundays, and you cannot transfer money on these days, even if it is urgent; you must wait until the next working day, but with mobile apps, you can transfer money even on Saturdays and Sundays, as they are available and accessible 24/7.

- **Receive alerts and notifications**

Do you know what new schemes your bank is offering while you're sitting at home? Of course not, but with the help of banking apps, it is now possible to know everything while sitting at home. The banking app keeps you up to date by delivering the necessary notifications and alerts. You can use mobile banking to be notified when transactions are completed or denied, as well as a variety of other important details. Notifications are extremely important and beneficial, and receiving timely notifications is only possible through banking apps.

#### **REVIEW OF LITERATURE:**

- **According to Ms. Vandana Shrivastava and Dr. Yogendra Kumar Verma's study on mobile banking: opportunities, challenges, and cyber laws, mobile computing is a new way of providing value benefits to valuable users. Despite its benefits, it**

introduces new security issues and challenges that may stymie the effective growth of a very beneficial technique.

- According to Prof. Nidhi Singh and Neena Sinha's study on mobile banking and its impact on customer's banking transactions: a comparative analysis of Public and Private sector banks in India, frequent use of mobile banking services has a positive impact on customer transaction rate and also describes the importance of E- transactions through mobiles for customers and also supports banks to work on those areas to enhance relationship with customers.
- According to Dr. ParulDeshwal's study of mobile banking in India, mobile phones have enormous potential for conducting financial transactions, thereby leading to financial growth with a lot of convenience and at a much lower cost.

#### **OBJECTIVES OF STUDY:**

- Investigate mobile banking usage patterns among young people.
- Investigate the utility and drawbacks of mobile banking.

#### **SCOPE OF THE STUDY:**

- The study was designed to elicit responses from young people aged 18 to 30, and customers over the age of 30 were excluded.
- The study was completed in a short period of time.
- Customers must have a mobile banking app in order to use the mobile banking services provided by banks.

#### **LIMITATIONS OF THE STUDY:**

- The study was conducted using information provided by a small number of respondents.
- The most significant limitation was time.

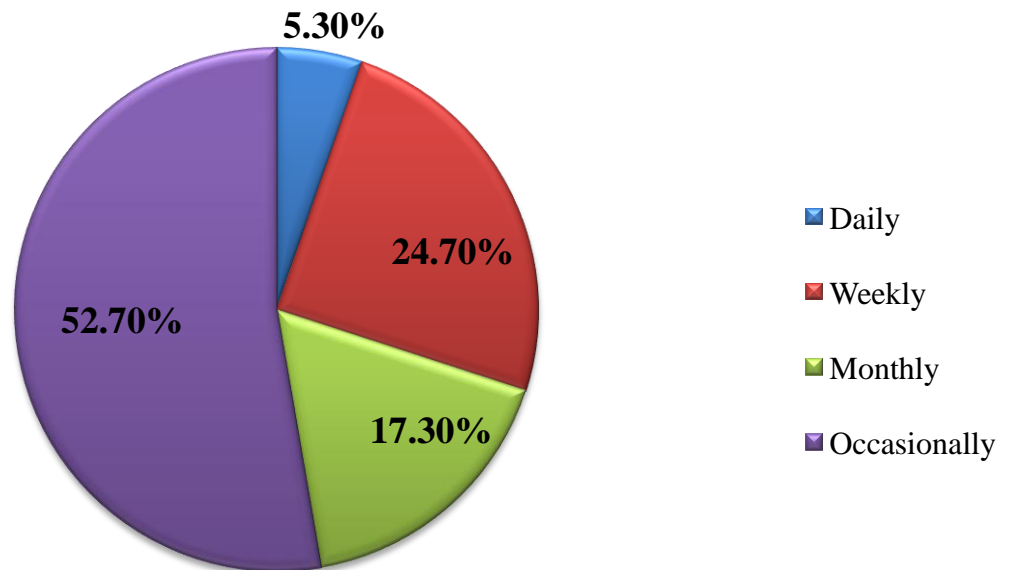
#### **RESEARCH METHODOLOGY:**

The research was carried out using primary and secondary data on a small population, with appropriate findings, analysis, and conclusions. Google forms were distributed to youth aged 18-30 in order to collect primary data. The perception of youth toward mobile banking was studied using a sample of 150 respondents. Simple tools such as pie charts and graphs were used to arrive at findings, suggestions, and conclusions. The acquired data was analysed and interpreted solely on the basis of the primary data collected.

**DATA ANALYSIS AND INTERPRETATION:**

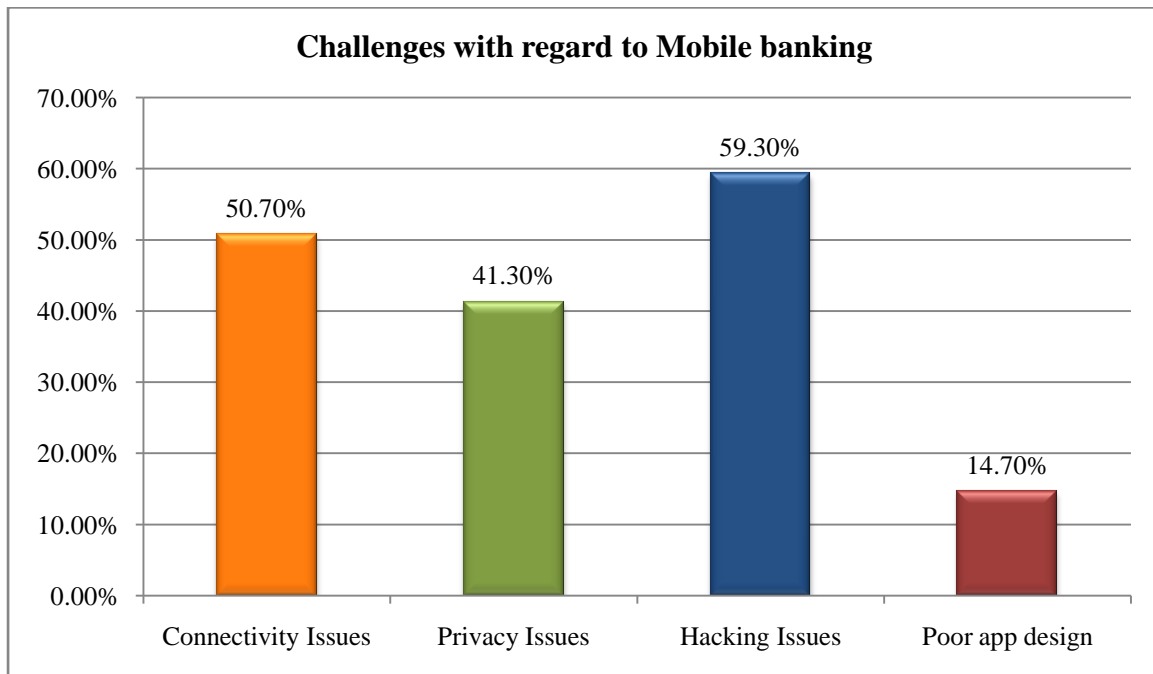
1. A pie chart depicting the frequency of mobile banking transactions.

**Frequency of transactions using mobile banking**



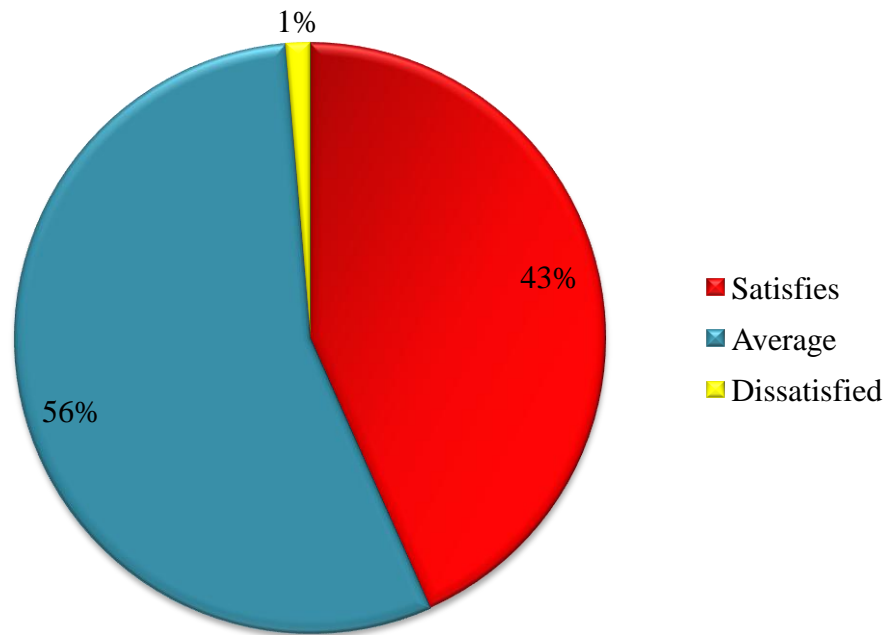
**Source:** Primary data

2. A bar diagram depicting the difficulties that customers encountered when using mobile banking.



Source: Primary data

3. A chart illustrating the level of customer satisfaction in mobile banking.



Source: Primary data

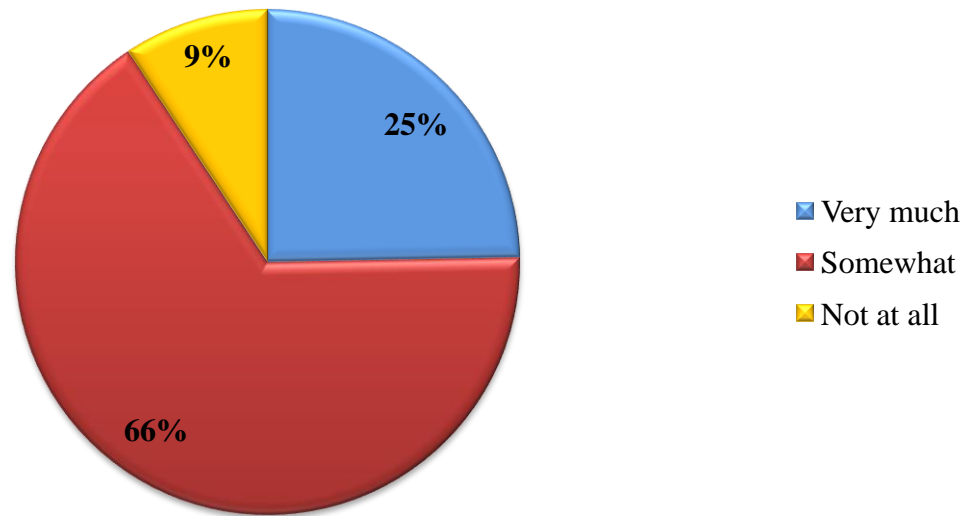
**4. Table illustrating the factors that encourage customers to use mobile banking.**

| Factors            | Frequency  | Percentage |
|--------------------|------------|------------|
| Cost effectiveness | 26         | 17.3       |
| Saves time         | 125        | 83.3       |
| Ease of use        | 71         | 47.3       |
| Technology savvy   | 36         | 24         |
| <b>Total</b>       | <b>258</b> | <b>100</b> |

Source: Primary data

Note: Since the respondents had a choice of selecting multiple options, the frequency is 258.

**3. Pie chart representing the security perception of youth towards Mobile banking**



Source: Primary data

#### FINDINGS OF THE STUDY:

1. According to the findings of the preceding study, approximately 66 percent of the sample population finds it convenient to use mobile banking technology.
2. We can also see that 52.7 percent of the sample population uses mobile banking on a regular basis.
3. The factors that influence and motivate customers to use mobile banking are that it saves time, is cost effective, is simple to use, and is technologically savvy.
4. Connectivity and privacy issues are also major issues that customers face in general.
5. According to the findings of this study, nearly 59.3 percent of the sample population believes that mobile banking has a significant disadvantage due to hacking issues.

#### SUGGESTIONS FOR THE STUDY:

- FOR BANKS:



1. Bankers can educate their customers about new technology and the benefits of using mobile banking. To accomplish this, they must regularly conduct customer awareness programmes and maintain open lines of communication with their customers.
2. Banks must take the initiative to motivate and induce their customers to use mobile banking services provided by them.
3. Extreme caution must be exercised in examining the major challenges of mobile banking, such as hacking issues, privacy issues, and connectivity issues, and proper measures must be implemented to find solutions to such problems.
4. Banks must begin promoting their official apps and websites to customers so that they are aware of them in order to avoid privacy and other issues.
5. In order to reduce personal visits to banks, banks must adopt cutting-edge technology and innovation that allows customers to complete all transactions through mobile banking.

- **FOR CUSTOMERS:**

1. To avoid hacking and privacy issues, customers must use the bank's official website and log into apps promoted by banks.
2. Because mobile banking can only be processed with a stable internet connection, check where there is a stable connection before proceeding with the transaction, and avoid making payments on public Wi-Fi.
3. If any discrepancies are discovered while using mobile banking services, they must immediately notify the relevant bank.
4. Customers should endeavour to avoid disclosing their passwords, account numbers, or any other financial information to others in order to stay safe, secure their financial transactions, and avoid money laundering.
5. Customers must protect their accounts by using a strong password that includes both upper and lower case characters, as well as alphabets and numerals.
6. In order to minimise multiple payments, connectivity challenges, and server problems, customers must ensure that they have access to strong and secure internet connectivity..

**CONCLUSION:**

According to the findings of the survey, there has been a good transition in banking services from traditional to internet banking services. Customers may now conduct financial and non-financial transactions more conveniently and effectively thanks to mobile banking technologies. It has helped customers save time and money by allowing them to do transactions without having to visit the bank in person, and it is available 24 hours a day, seven days a week. The greatest challenge to banks, which has caused clients to avoid using mobile banking services, is connectivity, hacking, and privacy concerns. Banks must upgrade their technologies on a regular basis in order to attract new clients to deposit their money. As a result, banks must more effectively handle these difficulties by implementing solutions to overcome them while also attempting to improve their banking services. These methods can assist banks in maintaining positive client relationships and achieving customer satisfaction.

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