

**A STUDY ON ATTITUDE AND PREFERENCES TOWARDS MOBILE
BANKING SERVICES AMONG COLLEGE STUDENTS IN MADURAI CITY**

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INTRODUCTION

The world has become a global village and almost everything has been done through technology. The growth of information technology (IT) in the world is becoming a crucial factor in the future development of businesses and industries around the world. Over the past few years now, there have been continuous development of information technology (IT) to help smoothen business operations around the world especially in the banking industry where the use of Mobile banking means a financial transaction conducted by logging on to a bank's website using a cell phone, such as viewing account balances, making transfers between accounts, or paying bills. It is a term used for performing balance checks, account transactions, payments etc. via a mobile device such as a mobile phone. In recent time Mobile banking is most often performed via SMS or the Mobile Internet but can also use special programs called clients downloaded to the mobile device.

STATEMENT OF THE PROBLEM

A bank caters to the needs of all sections of the economy. Without effective and efficient banking system no country can stand strong. If the banking services in a country is effective, efficient and innovative it can bring rapid developments. Today banks not only do local banking business but much more. It is fast changing into a global bank dealing with global customers using latest technologies. The technological revolution has added the usage of information and communication techniques that are sophisticatedly used and replaced the manual banking transactions Mobile Banking is the concept of new millennium where the process of performing banking transactions are based on electronic

technology. Hence this research has focused on the attitude of college students towards the preferences of mobile Banking system and their acceptance and utility of that system.

OBJECTIVES

- To analyse the preferences and access the satisfaction level of mobile banking services among college students.
- To offer suggestions based on the findings.

SCOPE OF THE STUDY

The scope of the study has been limited to college students only. It helps to find out the knowledge and attitude of students towards mobile banking services among the college students. The study has been confined to 200 college students of Madurai city.

HYPOTHESIS OF THE STUDY

- Relationship between personal variable and reasons for not using mobile banking
- Relationship between personal variable and usage of mobile transactions

RESEARCH METHODOLOGY

Research Design

The research design is adopted for this study is descriptive research design.

Sample Design

The sampling design adopted for this study is convenient sampling.

Sampling Area

The sample for the study was obtained from Madurai city colleges only.

Sample Size

The sample size taken for this study is 200 respondents who are studying in Madurai city colleges.

FRAMEWORK OF ANALYSIS

The researcher used the following statistical tools for analyzing the data procured from the respondents from different areas selected for the study.

- Percentage analysis
- Kruskal- Wallis
- Mann-Whitney
- Intensity value

LIMITATIONS OF THE STUDY

- The study was restricted only to the college students in Madurai city.
- The sample size is 200; it does not represent the whole population in Madurai city and hence may not be generalized

1. PERSONAL PROFILE OF THE RESPONDENTS

VARIABLES	NO OF RESPONDENTS	PERCENTAGE
GENDER		
Male	67	33.5
Female	133	66.5
Total	200	100
AGE (In years)		
17-20	75	37.5
21-24	106	53
Above 24	19	9.5
Total	200	100
EDUCATIONAL QUALIFICATION		

Bachelor degree	122	61
Master 's degree	52	26
M.Phil	13	6.5
Ph.D	13	6.5
Total	200	100
BRANCH OF STUDIES		
Arts	60	30
Science	55	27.5
Engineering	42	21
Medical	16	8
Law	27	13.5
Total	200	100
AREA		
Rural	83	41.5
Semi-Urban	46	23
Urban	71	35.5
Total	200	100
RESIDENTIAL STATUS		
Day scholar	135	67.5
Hostelite	65	32.5
Total	200	100
MEDIUM OF INSTRUCTIONS		
English	138	69
Tamil	62	31
Total	200	100
TYPE OF FAMILY		
Nuclear family	159	79.5
Joint family	41	20.5
Total	200	100

Source: Primary data

- Most of the respondents (53%) belong to the age group of 21-24.
- Majority of the respondents (66.5%) are female

- Majority of the respondents (61%) are Bachelor degree holders.
- Most of the respondents (30%) are Arts students.
- Majority of the respondents (41.5%) are from rural areas.
- Most of the respondents (67.5%) are Day scholars.
- Majority of the respondents (69%) are English medium learners.
- Most of the respondents (79.5%) belong to Nuclear family.

1.1 CLASSIFICATION OF RESPONDENTS BASED ON USAGE OF MOBILE BANKING AND REASONS FOR NOT USING MOBILE BANKING

Mobile banking services is provided by the banks on request to customers. The service is provided with secure ID and password to customer. So the researcher classified the respondents on the basis of usage of mobile banking and the results are presented in the Table 1.1

TABLE 1.1

CLASSIFICATION OF RESPONDENTS BASED ON USAGE OF MOBILE BANKING

Mobile Banking	No of respondents	Percentage
Yes	90	45
No	110	55
Total	200	100

Source: Primary data

It is noted from the above table (1.1) 45% of the respondents avail mobile banking services while the remaining 55 % of the respondents do not use it.

TABLE 1.2

REASONS FOR NOT USING MOBILE BANKING

Reason	No of respondents	Percentage
Security concern	26	24
Network problem	15	14
Difficulty in handling mobile phone	26	24
Insufficient operating guidance	20	18
Cost per transactions	23	20
Total	110	100

Source: Primary data

It is observed from the above Table (1.2), that majority 24% of the respondents refused to use mobile banking for security concern and difficulty in handling mobile phone respectively, while 20% avoid mobile banking due to transactions cost, 18% had operating difficulty and 14% of the respondents had the fear for network problem.

1.3 CLASSIFICATION OF RESPONDENTS BASED ON TRANSACTIONS OF MOBILE BANKING

Mobile banking offer fund transfer, immediate payment services, balance enquiries, mobile and DTH recharge. So the researcher classified the respondents on the basis of transactions of mobile banking and the results are presented in the Table 1.3

TABLE 1.3

CLASSIFICATION OF RESPONDENTS BASED ON TRANSACTIONS OF MOBILE BANKING

Mobile banking services	No of respondents	Percentage
Balance Enquiry	16	18
Mobile & DTH recharge	21	23
Bill Payment	23	26
E-mail & Text alerts	8	9
Retrieving bank statements	15	17
Money Transfer	7	8
Total	90	100

Source: Primary data

The analysis makes it clear that 26% of the respondents are using mobile banking for bill payment, while 23% of the respondents prefer mobile banking for DTH recharge, 18% of the respondents are using mobile banking for balance enquiry, 9% of the respondents are having mobile banking services in their mobiles for E-mail and text alerts and 17% of the respondents are retrieving bank statements, remaining 8% of the respondents however prefer mobile banking for money transfer.

1.4 RELATIONSHIP BETWEEN PERSONAL VARIABLE AND REASONS FOR NOT USING MOBILE BANKING

The researcher examines the relationship between personal variable and reasons for not using mobile banking and the results are presented in the Table 1.4 for further analysis

Null Hypothesis

There is no significant relationship between personal variable and reasons for not using mobile banking.

Alternative Hypothesis

There is significant relationship between personal variable and reasons for not using mobile banking.

TABLE 1.4

RELATIONSHIP BETWEEN PERSONAL VARIABLE AND REASONS FOR NOT USING MOBILE BANKING

Personal variable	H value	D.F	P(H)	Result
Age	1.566	2	0.457	No significant
Education	9.063	3	0.028	Significant
Branch of studies	10.383	4	0.034	Significant
Area	4.363	2	0.113	No significant

Source: computed data

It is observed from the Table 1.4 that the calculated value for personal variable namely age (0.457), area (0.113) is higher than 0.05 which indicates that the null hypothesis-“There is no significant relationship between personal variable and reasons for not using mobile banking” is accepted. But in case of education (0.028), branch of

studies (0.034) the calculated value is less than 0.05 which means that the alternative hypothesis-“There is significant relationship between personal variable and reasons for not using mobile banking” is accepted.

1.5 RELATIONSHIP BETWEEN PERSONAL VARIABLE AND TRANSACTIONS OF MOBILE BANKING

The researcher examines the relationship between personal variable and transactions of mobile banking and the results are presented in the Table 1.5 for further analysis

Null Hypothesis

There is no significant relationship between personal variable and transactions of mobile banking.

Alternative Hypothesis

There is significant relationship between personal variable and transactions of mobile banking.

TABLE 1.5
RELATIONSHIP BETWEEN PERSONAL VARIABLE AND TRANSACTIONS OF MOBILE BANKING

Personal variable	Mann-whitney U	Z value	P value	Result
Gender	3023	-1.135	0.256	No significant
Residents	946	-0.051	0.956	No significant
Medium of instructions	742	-0.466	0.641	No significant

Source: computed data

It is inferred from the table (1.5), that the calculated value for personal variable namely gender (0.256), residents (0.956), medium of studies (0.641) is higher than 0.05 which indicates that the null hypothesis-“There is no significant relationship between personal variable and transactions of mobile banking” is accepted.

1.6 OVERALL ATTITUDE TOWARDS MOBILE BANKING SERVICES

An attempt has been made to analyse the overall attitude towards mobile banking service and the results are presented in the Table 1.6

TABLE 1.6

OVERALL ATTITUDE TOWARDS MOBILE BANKING

Statement	Number of Respondents					Intensity score	Rank
	SA	A	N	DA	SDA		
Mobile banking is useful to know the end of the day account balance	40	64	42	14	5	165	I
Mobile banking is useful to know the deposit and withdrawal status	35	36	51	26	4	152	III
Mobile banking is useful for to know debit/ credit above certain limit in account	25	60	51	14	6	156	II
Mobile banking is useful for ticketing and recharging mobiles	50	48	18	24	10	150	IV

Source: Primary data

With regard to overall attitude towards mobile banking service, “Mobile banking is useful to know the end of the day account balance” has secured the highest intensity value of 165.” Closely followed by the “Mobile banking is useful for to know debit/ credit above certain limit in account” has secured second place with the intensity value of

156 and “Mobile banking is useful to know the deposit and withdrawal status” has taken third with the intensity value of 152, “Mobile banking is useful for ticketing and recharging mobiles” has secured last rank with the intensity value of 150.

FINDINGS

- Majority of the respondents (55%) are not using mobile banking.
- With regard to “**Reasons for not using mobile banking**” majority of the respondents (24%) felt for “security concern “and “difficulty in handling mobile phone”.
- Most of the respondents (26%) are using bill payment in mobile banking transactions.
- The analysis of relationship between personal variable such as age, education qualification, branch of studies, area and reasons for not using mobile banking indicated that education, branch of studies, has significant association with reasons for not using mobile banking (**Kruskal-Wallis**).
- The analysis of relationship between personal variable such as gender, residential status, medium of instructions and transactions of mobile banking indicated that gender, residents, medium of instructions has not significant association with transactions of mobile banking (**Mann-Whitney**).
- With regard to “**overall attitude towards mobile banking**” by using **Intensity score** “Mobile banking is useful to know the end of the day account balance” has secured the highest intensity value of 165.” Closely followed by the “Mobile banking is useful for to know debit/ credit above certain limit in account” has secured second place with the intensity value of 156 and “Mobile banking is useful to know the deposit and withdrawal status” has taken third with the

intensity value of 152, “Mobile banking is useful for ticketing and recharging mobiles” has secured last rank with the intensity value of 150.

SUGGESTIONS

- To increase awareness among students, bank should conduct and educate special awareness programs to make E-Banking services more popular among customers. Most of the respondents like E-Banking services but they hesitate to use because they do not know how to use it in a correct manner and they are unsure about the security. Banks should try to give proper training to solve this problem.
- Arrange training program for the students to enable them utilize mobile banking.
- It is the responsibility of the students to update their knowledge according to the technological changes and development.

CONCLUSION

Thus research based on “ATTITUDE AND PREFERENCES TOWARDS MOBILE BANKING SERVICES AMONG COLLEGE STUDENTS “By increasing knowledge and awareness about the functions and services of banking among college students. we can ensure a healthy environment and face the challenges of this competitive world. Hence research concerns banking services not only ensure economy but also in the development of financial institutions and society.

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