



# A STUDY ON MOBILE BANKING AWARENESS AND PROBLEM FACED BY WORKING WOMEN PERSPECTIVE WITH REFERENCE TO SATNA CITY (MP)

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## ABSTRACT

*The paper deals the consumers perception and awareness towards Mobile banking system related to working women awareness towards mobile banking system with special reference to Satna city in Madhya Pradesh. Investigations were collected from primary as well as secondary sources. Primary source were analyzed with the help of various statistical measures such as simple percentage analysis and Secondary data have been collected from books, journals, newspapers, internet and periodicals. Bank is one of the highest financial institutions which regularly explore use and benefits of technology provided to customers through number of services. Mobile banking is a service that helps the customer to handle financials transaction or operations with the help of mobile device. The major banks in India are increasingly providing services through electronic channels such as ATMs, internet banking, Tele-banking and mobile banking. The research is an attempt to study the working women awareness on mobile banking. A survey research is conducted among the consumers who are residing in satna city.*

**Keywords:** *Electronic Channels, Mobile Banking, women awareness*

## I. Introduction

Banking sector's profitability depends on better customer relationship. And nowadays today's consumer banking needs are getting more complex and demands are for more innovative products. So give them better services banks have introduced a new profitable technology called MOBILE BANKING. And many more like internet banking, ATM, debit card, credit card etc. Over the last few years, the mobile and wireless market has been one of the fastest growing markets in the world and it is still growing at a rapid pace. And also spread of mobile phones across the developing world is one of the most remarkable technology stories of the past decade. Mobile banking is enjoying a rapid growth in India. It has successfully crossed the introduction stage. Mobile banking is different from internet banking and ATMs anyways. The internet is not as commonly used as the mobile phones. Further, the internet requires particular devices such as a desktop or a laptop. Mobile banking system is one which provides all daily banking operations to customer with one click of the mobile handset with support application.

Improvement of Technology in the Bank:

The banks improvement of Technology in Olden days and Modern days.

Olden days:



In olden days, customers visit the bank and know the bank formalities with the help of bank staff and then the customers withdraw the cash. After they done their works, then they will be return to their homes.

Modern days:

Ex: Internet banking

Now a day in the banking sector also, including the technology play dominate role. In many years ago, people approached the bank and waited in the long queue for withdrawing cash, requesting a statement of account, transferring the funds etc. so the bank takes many steps to decreases the difficulties and adopt the new technologies of e-banking service. E-banking includes Mobile banking, internet banking and Automatic Teller machine.

Ex: Internet banking:

- Open with only internet explorer, Firefox.
- Login: [www. Tmbnet. in](http://www.Tmbnet.in).
- Enter the User ID and password.
- Choose your desired transaction.
- Select the account type eg: Transfer the fund.
- Don' t forget the Logout after your transaction

### III. OBJECTIVES OF THE STUDY

1. To study the working women awareness of mobile.
2. To evaluate the percentage of women using mobile banking.
3. To Find out major problems faced by working women in mobile banking.
4. To study the level of satisfaction of working women in mobile banking.

### IV. Review of Literature

#### Singh T. and Kaur M. (2012)

Conducted a study with aimed to compare the pre-login and after login features of selected banks online portals. For study purpose two leading banks, one each from public and private sector were selected. State bank of India and ICICI banks were used for the study to analyze the online banking services. A content analysis technique was

used to study the listed features of selected websites. Further study found that selected banks" online portals differ on various features such as accounts information, fund transfer, online requests and general information. Study concluded that ICICI bank's online portal had upper hand as compare to SBI bank's portal. Further both of the banks attempt to make their online

#### Shah A. (2012)

Conducted a study on Market Research on Factors Affecting Customer Adoption of Internet Banking" in Vadodara, Gujarat, and Western, India. It provides a detail

Understanding of how and why specific factors affect the consumer decision. Sample survey of 300 local respondents were analyzed for study. The researcher has found that banking needs, followed by risk and privacy



concerns, and cost saved were the major factors that promote the adoption of internet banking. Further convenience and feature availability were found to moderately affect Internet banking adoption.

**Singh S. (2010)**

Explained the use of internet banking in customer relationship management. The author surveyed the opinion of 400 customers of two public sector and two private sector banks. ANOVA was applied to find out the significant differences and found that private sector banks were better in results. The website of private sector banks was also found more attractive. The study found that internet banking also considered an important tool by the banks and used as a business strategy to create, retain and maintain long-term profitable Customer relationship by satisfying customers' needs.

**Poolad D. and Ramesh H. N. (2010)**

Examined the concept of service quality and demonstrate the model of service quality gap and seek to measure the gap between customer satisfaction of services and their preference of the interpretive service in internet banking in commercial banks in India. The primary data was collected from 102 respondents and analyzed by employing correlation and regression analysis. The study revealed that there was significant difference between overall expectations and satisfaction of customers. Customers were more concern

With the „sufficient menu for transaction“ „variety of services readily accessible“, “availability for business“ , and „user

-friendly system“ as important factors for the internet Banking portal more secure, informative and user-friendly but still they differ on one account or another

**V. Research design:**

Research may be very broadly defined as systematic gathering of data and information and its analysis for advancement of knowledge in any subject. Research attempts to find answer intellectual and practical questions through application of systematic methods. Webster's Collegiate Dictionary defines research as "studious inquiry or examination; esp: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws". Some people consider research as a movement, a movement from the known to the unknown.

The data have been divided into two main categories- primary data and secondary data. The primary data have been collected through exploratory research like questionnaire with working women of mobile banking. This data is collected to working women of satna city. I have chosen data from higher education sectors and office working women from Satna city.

The secondary data collected form web sites, newspapers, journals and magazines and also research papers. Data for the research is collected from a survey in satna city.

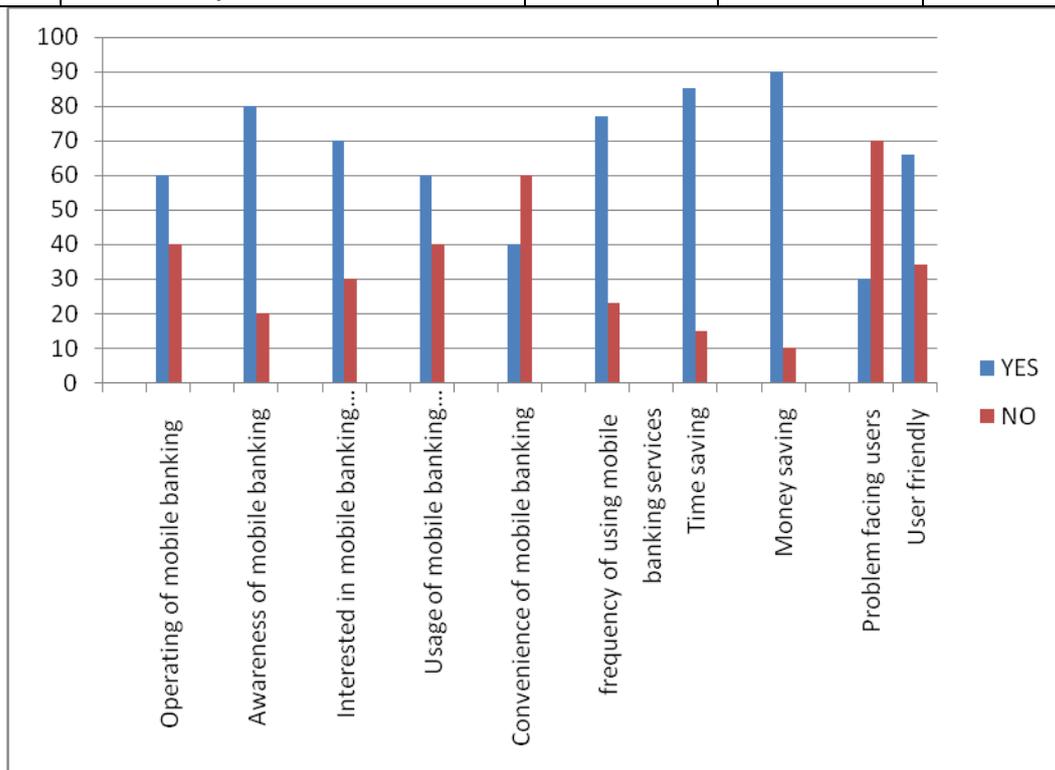
There is sample size is 100 respondents for research. And I will use random selection technique method for this research.



**VI. Data Analysis**

According to this study we find the result on two factors one is awareness and other one is perception of problem faced by working women.

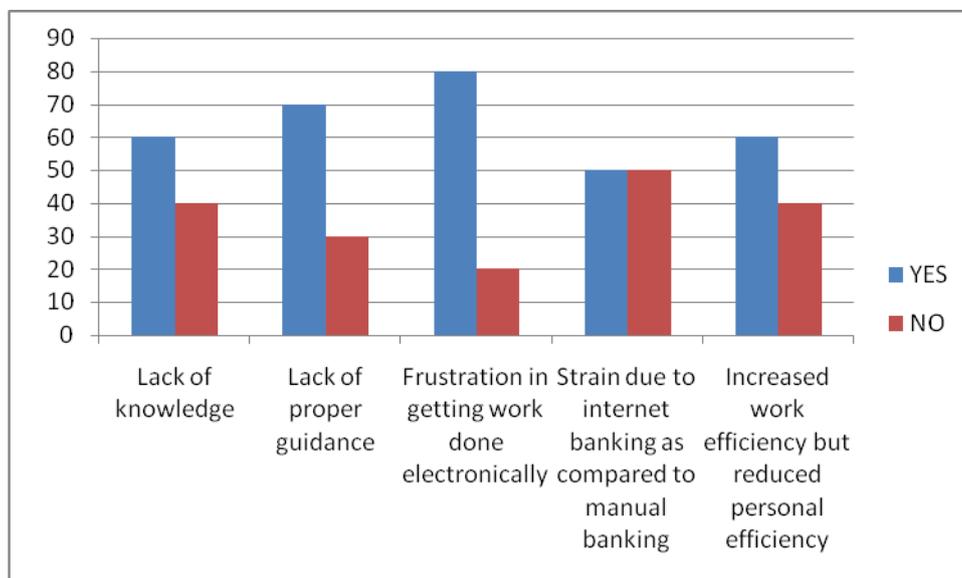
S. No	Respondent	YES	NO	TOTAL
1	Operating of mobile banking	60	40	100
2	Awareness of mobile banking	80	20	100
3	Interested in mobile banking services	70	30	100
4	Usage of mobile banking services	60	40	100
5	Convenience of mobile banking	40	60	100
6	frequency of using mobile banking services	77	23	100
7	Time saving	85	15	100
8	Money saving	90	10	100
9	Problem facing users	30	70	100
10	User friendly	66	34	100





Problems faced by working women while using Internet Banking

Statements	YES	NO
Lack of knowledge	60	40
Lack of proper guidance	70	30
Frustration in getting work done electronically	80	20
Strain due to internet banking as compared to manual banking	50	50
Increase work efficiency but reduce personal efficiency	60	40



INTREPRATION:-

Awareness of working women

The above table shows 100 respondent, i made 10 questions regarding research study like awareness of mobile having working women, they were interested or not, percentage of using mobile banking, they were convenience are not, using of mobile banking frequently or not, your banking services is good or having suffer from that, you think about time saving and money saving is this and mobile banking is user friendly or not for you. On the above data 60% of working women know about how to operate mobile banking .but due to only some of using card less transaction.

80% of working women awareness about mobile banking rest of 20% not awareness about this system.70% of working women were interested in mobile banking system and rest of 20% working women were not interested. 60% of working women used mobile banking for online purchasing and also used kind of transaction. But 40% of workingwomen were somehow not believes or you can say



that not user friendly. 60% of working women opinion that this system was not convenience and 40% of working women were conveniently used.

Frequencies of using mobile banking services were 77% of working women. And rests of 23% were often uses.85% to90% working women opinion were mobile banking is time saving and money saving both.

30% working women were problem facing were mobile banking system. But out of 100% there was 66% of working women were now user friendly with mobile banking system.

#### STATEMENT OF THE PROBLEM

Lack of knowledge -60% Problems faced by working women while using Internet Banking satna city

Lack of proper guidance-70% Problems faced by working women while using Internet Banking in satna city

Frustration in getting work done electronically-80% Problems faced by working women while using Internet Banking in satna city

Strain due to internet banking as compared to manual banking-50% Problems faced by working women while using Internet Banking in satna city

Increased work efficiency but reduced personal efficiency-60 Problems faced by working women while using Internet Bankin in satna city

#### VII. RECOMMENDATIONS:

1. Banking products and services, how they operate and their benefits. Banks should organize public exhibitions and talk to working women.
2. Awareness campaigns to create awareness among women customer's regarding mobile banking services and to make popular among the entire age and income group.
3. The bank should come forward with more advertisements through the flex in the bank so the customers may easily understand how to operate mobile banking services at the counter of all banks.

#### FINDINGS:

Based on the survey, it is found that most of the respondents are using mobile banking services through mobile phone. However around 67% of working women are using mobile banking and remaining 33% are not. The majority of the mobile banking service is comfortable without using online banking service and they are also interested to the facility. Mostly in satna city there are mostly working women's are belonging to rural area so somehow they are not much confident to use mobile banking.

1. Mobile banking use is secure, very easy and convenient to handle the services to customers.
2. Customer should check transaction history details and statements anytime and anywhere and also make sure that there is no unauthorized transaction or access.



### VIII. CONCLUSIONS:

Mobile banking is big platform of new technology which promotes banking functions in India through mobile technology and also helps increasing their customers. Now a days, banking services which is very secure and safe without any efforts. This paper explores the awareness of working women who using mobile banking is the new era of technology which helps the banking industry grow at higher speed and also most important use is development of economic in India. But somehow mobile banking literacy is not much strong in rural area. so the working women of satna city is mostly happy with off line banking in some case.

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