



A STUDY OF CUSTOMER AWARENESS LEVEL AMONG WOMEN CUSTOMERS OF VARIOUS BANKS

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ABSTRACT

Mobile banking was initiated in the year 2002 in India. Mobile banking helps in conducting banking transactions with ease. Transactions can be easily carried out with the help of SMS. Banking transactions could be performed with the help of mobile or laptop. It becomes easy to perform as the customers can transact at any time or anywhere. In the year 2018, all the banks have started using mobile banking applications. This help in funds transfer and processing other banking transactions. There are many customers who are not much aware about funds transfer and hence it is important for the bankers to educate them so that they could easily transfer funds using mobile banking. Some people hesitate to transfer funds as they feel, in case they enter the wrong account number, then funds will not get transferred. Funds transfer is very easy and customers should try to understand the method of transferring. The area of study is Haryana. A sample of 250 women customers indicated their response towards awareness and satisfaction about mobile banking. The customers using mobile banking have been a part of this study. Only female customers have been considered. The customers of different demographic profile indicated their awareness and satisfaction towards mobile banking.

KEYWORDS: awareness, mobile banking, demographic variables

1. INTRODUCTION

Mobile banking is considered to be an important mode of banking in the developing and developed countries. It saves a lots of time as the customer need not go to the bank and process banking transactions staying at home or in their office place. Users of mobile banking are increasing and the customers of banks whether public or private sector banks, are preferring use of mobile banking as they could access their bank account from anywhere and anytime. The customers feel free to transfer funds to some other or their own account in some other bank. Mobile bill can be easily paid, or even electricity bill can be paid online through mobile banking. Whenever any transaction is processed with the help of mobile banking, wrong account number could be entered by the customer, hence the customers should ensure that they double check the account number and IFSC code before making any payment. The credit card transactions can also be tracked with the help of mobile banking. The customers can set mobile alert wherein any debit or credit in the account can be intimated to the customer through a SMS or email. The customers should try to ensure that whenever they receive a message from the bank about debit, and in case they have not initiated such transaction, they should immediately inform the bank about the same. The customers need to process any bank transaction through mobile phone with proper care and do not involved in any unsecured transaction. Mobile banking helps the customers to process many banking transactions with ease. The customers can also create fixed deposit or make bill payment or request for cheque book, etc. through mobile banking. There is no restriction about the location or time in mobile banking, the customers could easily process banking transactions from anywhere or anytime. Many banking transactions can be processed with the help of internet banking, but it requires laptop or desktop. Mobile banking removes the need of desktop or laptop and banking transactions can be processed with the use of mobile phone.

2. TOP MOBILE BANKING APPLICATIONS IN INDIA

Mobile banking helps in conducting banking transactions with ease. Transactions can be easily carried out with the help of SMS. Banking transactions could be performed with the help of mobile or laptop. It becomes easy to perform as the customers can transact at any time or anywhere. In the year 2018, all the banks have started using mobile banking applications. This help in funds transfer and processing other banking transactions. It is necessary to



download mobile banking application on their smartphone. Mobile banking provides convenience for banking transactions. Online banking is always helpful and it saves a lot of time of the customers. In 2008, ICICI bank was first such bank that launched mobile banking. This initiated the other banks to further continue with mobile banking. Mobile banking applications of different banks has been described below:

- a. **HDFC Bank Mobile application** – This app has been introduced by HDFC Bank and it helps the customers in processing banking transactions with ease. It could be easily installed from Google play store. This app is also available in Hindi language.
- b. **ICICI Bank’s iMobile Application** - This application is being offered by ICICI Bank and it is highly rated. It can also be downloaded from Google play store. It provides facility to initiate a fixed deposit, payment of utility bills, credit card etc.
- c. **Axis Bank’s Axis Mobile Application** – This app is very popular and more than 5 million people have downloaded this app for banking transactions. Customers can use different functions and services through this app. Auto pay bill can be set for payment.
- d. **SBI’s Anywhere Personal Application** – This app provides different banking services. SBI provides many services which could be used through mobile banking application. The bank provides option to the customers to read instructions in English or Hindi.

3. REVIEW OF LITERATURE

Umesh et al (2021) indicated in the study that Mobile banking has been introduced long time back and the customers are becoming aware about usage of mobile banking. The attitude of the customers is changing towards mobile banking. The respondents indicated their response towards the benefits being provided by mobile banking like convenience, security, usage and other advantages. Chi-square was applied in the study that indicated mobile banking is considered to be convenient mode of banking.

Gowthaman et al (2021) aims to evaluate important functions which could be easily performed through mobile banking. Banking services can also be availed by going to the bank, but since customers are not having enough time, they prefer to use this channel of banking. Mobile banking has made banking easy for the customers and they can save a lots of time.

Saikia (2022) have discussed in the study that mobile banking is a result of advancement in the digital ecosystem. The customers are moving towards the concept of paperless banking and they prefer that the banking needs are completed eventually with the help of mobile banking. Due to shortage of time, customers find it difficult to go to the bank branch for such small transactions, so they prefer to process them with the help of mobile banking.

Swamy L. N. (2023) indicated that the use of information technology has become an important part of banking needs. Mobile banking save a lots of time, since they need not go to the bank for any banking transaction. Mobile banking helps the customers to access banking from anytime and anywhere. This study is based on Andhra Pradesh. The study concluded that the customers are becoming aware about mobile banking and this has made them more satisfied with the banking services.

4. OBJECTIVES OF THE STUDY

- To examine the customer awareness level towards mobile banking
- To analyze customer satisfaction level towards mobile banking
- To evaluate the association between customer awareness and age of the customers
- To evaluate the association between customer satisfaction and educational qualification of the customers

5. HYPOTHESIS OF THE STUDY

H_{01} – There is no significant association of awareness about mobile banking and the age of customers

H_{11} – There is a significant association of awareness about mobile banking and the age of customers

H_{02} – There is no significant association of satisfaction about mobile banking and the educational qualification of customers

H_{12} – There is a significant association of satisfaction about mobile banking and the educational qualification of customers



6. RESEARCH METHODOLOGY

The study is based on primary data collected through questionnaire based on demographic variables, awareness and satisfaction towards mobile banking. This research work is descriptive in nature since the customers have indicated their response towards the use of mobile banking. The area of study is Haryana. A sample of 250 women customers indicated their response towards awareness and satisfaction about mobile banking. The customers using mobile banking have been a part of this study. Only female customers have been considered. The customers of different demographic profile indicated their awareness and satisfaction towards mobile banking. ANOVA was applied to evaluate the association between awareness and age of the customers. Also the association between customer satisfaction and their educational qualification was analyzed with the help of ANOVA, applied through SPSS.

7. DATA ANALYSIS

A. Demographic variables about customers

a. Age of the customer

Age

	Frequency	Percent
Valid 30 years or below	130	52
31 – 40 years	116	46.4
41 – 50	4	1.6
Total	250	100

Majority customers are in the age group of 30 years or below i.e. 52%, followed by 31 – 40 years and then 41 – 50 years. The age of the customers impact their awareness about mobile banking services as when the customers keep on using mobile banking for quite some time, they come to know about the services and accordingly they can overcome the issues which they are facing or understand the other features of mobile banking. Once their awareness improves, their satisfaction also increases.

b. Marital status of the customer

Marital_status

	Frequency	Percent
Valid Unmarried	74	29.6
Married	176	70.4
Total	250	100



Majority customers in this study are married i.e. 70.4% and remaining 29.6% are unmarried. The married customers might be more aware about mobile banking services, as the purpose for which they are using mobile banking might vary. The needs and purpose of mobile banking improves once another family member gets added in the family. When the customers are unmarried, their needs are lesser and even they might spend some more time going to the market or buy things offline, when they get married, they might have lesser time for shopping or going to the bank, hence they prefer mobile banking services more.

c. Educational qualification of the customer

Educational_qualification

	Frequency	Percent
Graduate	85	34
Post Graduate	67	26.8
Valid Professional	56	22.4
Ph. D.	42	16.8
Total	250	100

Majority customers are graduate i.e. 34%, followed by post graduate (26.8%), professional (22.4%) and remaining 16.8% are Ph.D. The customers who are more educated might be aware about different features of mobile banking. The customers who are professionals might be having more funds to be spent on their profession and their needs about mobile could be different, as they might be using mobile banking for their professional use. The customers who are graduate, might be using mobile banking lesser as compared to the other customers.

d. Annual salary of the customer

Annual_Salary

	Frequency	Percent
Less than 2 lacs	45	18
2 – 5 lacs	69	27.6
Valid 6 – 10 lacs	66	26.4
More than 10 lacs	70	28
Total	250	100

Majority customers are having their annual salary as more than 10 Lacs (28%), followed by 2 – 5 Lacs (27.6%), 6 – 10 Lacs (26.4%) and remaining 18% are having their annual salary as less than 2 Lacs. The customers whose salary is less, may not be making use of mobile banking so often as compared to the other customers. The customers having lower salary might have used mobile banking for funds transfer or checking balance. The customers having higher salary bracket might be using mobile banking for different purposes like funds transfer, booking Fixed deposit,



applying for cheque book etc.

B. Awareness about mobile banking services

The awareness of the customers has been indicated on 5 point likert scale ranging between very low to very high. Very low is represented by “VL”, Low as “L”, Neutral as “N”, High as “H” and Very High as “VH”.

a. Checking of the account balance

Checking of the account balance

	Frequency	Percent
L	1	0.4
N	5	2
Valid H	140	56
VH	104	41.6
Total	250	100

The awareness about checking the account balance has been evaluated with the help of 5 point likert scale. Majority customers have indicated about mobile banking as “high”. Mobile banking has become very easy for the customers as the bankers are focusing on explaining usage of mobile banking. This would save time of the customers and the bankers.

b. Payment of Bills

Payment of Bills

	Frequency	Percent
L	55	22
N	81	32.4
Valid H	96	38.4
VH	18	7.2
Total	250	100

Majority customers have indicated about payment of bills as “high”. Bill payment is quite easy to be processed through mobile banking. Many customers are dealing with so many vendors and it becomes easy for the customers to deal with bill payment. Paying bills within the right time range is very important and it becomes difficult for the customers to go to the concerned vendor for payment, so mobile banking makes it very easy for making payment on time.



b. Funds transfer

Funds transfer

	Frequency	Percent
L	2	0.8
N	104	41.6
Valid H	70	28
VH	74	29.6
Total	250	100

Majority customers have indicated about funds transfer as “neutral”. There are many customers who are not much aware about funds transfer and hence it is important for the bankers to educate them so that they could easily transfer funds using mobile banking. Some people hesitate to transfer funds as they feel, in case they enter the wrong account number, then funds will not get transferred. Funds transfer is very easy and customers should try to understand the method of transferring.

d. Shopping

Shopping

	Frequency	Percent
VL	121	48.4
L	101	40.4
Valid N	6	2.4
H	9	3.6
VH	13	5.2
Total	250	100

Majority customers have indicated about shopping as “very low”. Online shopping becomes easy and mobile banking can be easily used for making online payments. Lesser number of customers are aware about shopping through mobile banking as they might be using credit card or debit card while making online payments.

e. Top-up

Top-up

	Frequency	Percent
VL	63	25.2
L	100	40
Valid N	68	27.2
H	5	2
VH	14	5.6
Total	250	100



Majority customers have indicated about top-up as “low”. The customers are not much aware about top-up through mobile banking. Mobile banking can be easily used for top-up and this could be related to mobile recharge or any type of investment. There are many facilities which could be completed with the help of mobile banking. The customers should make an attempt to reduce their work by processing transactions online.

f. Loan payment

Loan payment

	Frequency	Percent
VL	223	89.2
L	5	2
N	5	2
H	5	2
VH	12	4.8
Total	250	100

Majority customers have indicated about loan payment as “very low”. The customers are not using mobile banking much for loan payment. The banks from where the loan is sanctioned, ECS is generated, hence generally people do not need to make online payment for loans. The customers should try to make best use of mobile banking so that they need not go to the bank for any banking transactions.

g. Foreign remittance

Foreign remittance

	Frequency	Percent
VL	224	89.6
L	6	2.4
N	8	3.2
H	2	0.8
VH	10	4
Total	250	100

Majority customers have indicated about foreign remittance as “very low”. Not many customers are aware about foreign remittance. Foreign remittance is not very common among the customers as those who are dealing with export and import deal in foreign currency. The customers who are dealing in foreign remittance might need funds in other currency at times for business.



(C) Satisfaction towards mobile banking

Sr. no.	Statement	Mean	Std. Deviation
1	Reduction in wait time in bank	3.30	1.058
2	Increased speed of mobile Banking transactions	4.17	.716
3	Transactions using mobile banking are faster as comparison to traditional mode	3.18	1.467
4	Log in and log out is easy in mobile banking	3.10	1.368
5	Banks provide efficient banking services through Mobile	3.06	1.434
6	Usage rights and access to mobile banking are very clear.	3.02	1.267
7	Bank transactions can be handled effectively without any additional fees	4.10	.772
8	Mobile Banking is affordable as the transaction cost involved is low	2.80	1.372
9	Mobile banking is used every day for various transactions	2.67	1.289
	Valid N (listwise)		

The customers have indicated their satisfaction towards different statements on likert scale, wherein 1 represents strongly disagree and 5 represents strongly agree. The highest mean is of “Increased speed of mobile Banking transactions” i.e. 4.17 indicates that the customers believe mobile banking has increased speed of banking transactions. It is followed by mean of 4.10 for “Bank transactions can be handled effectively without any additional fees”, this indicates that the customers also believe that banking transactions are being provided through mobile banking by a very less fees. The customers are using mobile banking services since a long time and they have a different satisfaction level while using such services. Once the customer starts using mobile banking, they understand the features and also try to implement different other mobile banking options to be used, as explore more information about mobile banking as they are able to access their account from anywhere and anytime.

(D) Testing of Hypothesis

H₀₁ – There is no significant association of awareness about mobile banking and the age of customers

H₁₁ – There is a significant association of awareness about mobile banking and the age of customers

Descriptives

Awareness

	N	Mean	Std. Dev.	Std. Err.	95% Conf. Interval for Mean		Min.	Max.
					Lower_Bound	Upper_Bound		
30 years or below	130	2.41	.754	.066	2.28	2.54	2	5
31 – 40 years	116	2.34	.745	.069	2.20	2.47	2	5
41 – 50	4	4.50	.577	.289	3.58	5.42	4	5
Total	250	2.41	.792	.050	2.31	2.51	2	5

The above table indicates the response of customers based on their age. The awareness among the customers has been evaluated in relation with their age. ANOVA is applied to ascertain the association of customer awareness towards mobile banking, in association with their age. The above table indicates that there is a difference in the awareness of customers based on their age.

ANOVA

Awareness

	Sum of Sqr.	df	Mean Sqr.	F	Sig.
Between Groups	18.104	2	9.052	16.169	.000
Within Groups	138.280	247	.560		
Total	156.384	249			

The above table has been generated with the help of ANOVA applied through SPSS. The significant value in the table above is 0.000 which is less than 0.05, hence this hypothesis is rejected i.e. H₀₁ – There is no significant association of awareness about mobile banking and the age of customers and the other hypothesis is accepted i.e. H₁₁



– There is a significant association of awareness about mobile banking and the age of customers.

H₀₂ – There is no significant association of satisfaction about mobile banking and the educational qualification of customers

H₁₂ – There is a significant association of satisfaction about mobile banking and the educational qualification of customers

Descriptives

Satisfaction

	N	Mean	Std. Dev.	Std. Err.	95% Conf. Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
Graduate	85	3.27	.543	.059	3.15	3.39	3	5
Post Graduate	67	3.43	.722	.088	3.26	3.61	2	5
Professional	56	3.13	.470	.063	3.00	3.25	2	5
Ph. D.	42	3.14	.417	.064	3.01	3.27	2	4
Total	250	3.26	.574	.036	3.19	3.33	2	5

The above table indicates the response of customers based on their educational qualification. The satisfaction among the customers has been evaluated in relation with their educational qualification. ANOVA is applied to ascertain the association of customer satisfaction towards mobile banking, in association with their educational qualification. The above table indicates that there is a difference in the satisfaction of customers based on their age.

ANOVA

Satisfaction

	Sum of Sqr.	df	Mean Sqr.	F	Sig.
Between Groups	3.608	3	1.203	3.769	.011
Within Groups	78.492	246	.319		
Total	82.100	249			

The above table has been generated with the help of ANOVA applied through SPSS. The significant value in the table above is 0.011 which is less than 0.05, hence this particular hypothesis is rejected i.e. H₀₂ – There is no significant association of satisfaction about mobile banking and the educational qualification of customers and other hypothesis is accepted i.e. H₁₂ – There is a significant association of satisfaction about mobile banking and the educational qualification of customers.

8. FINDINGS

- Once the awareness about mobile banking improves, their satisfaction also increases.
- The married customers might be more aware about mobile banking services, as the purpose for which they are using mobile banking might vary.
- The married customers might have lesser time for shopping or going to the bank, hence they prefer mobile banking services more.
- The customers who are more educated might be aware about different features of mobile banking.
- The customers who are graduate, might be using mobile banking lesser as compared to the other customers.
- The customers having lower salary might have used mobile banking for funds transfer or checking balance.
- The customers having higher salary bracket might be using mobile banking for different purposes like funds transfer, booking Fixed deposit, applying for cheque book etc.
- Paying bills within the right time range is very important and it becomes difficult for the customers to go to the concerned vendor for payment regularly.
- Lesser number of customers are aware about shopping through mobile banking as they might be using credit card or debit card while making online payments.
- Mobile banking can be easily used for top-up and this could be related to mobile recharge or any type of investment.
- The customers should make an attempt to reduce their work by processing transactions online.



- The customers should try to make best use of mobile banking so that they need not go to the bank for any banking transactions.
- The customers who are dealing in foreign remittance might need funds in other currency at times for business.

9. CONCLUSION

The number of mobile banking users are increasing and the customers of banks whether public or private sector banks, are preferring use of mobile banking as they could access their bank account from anywhere and anytime. The customers feel free to transfer funds to some other or their own account in some other bank. Mobile bill can be easily paid, or even electricity bill can be paid online through mobile banking. Mobile banking has many advantages and it is the responsibility of the customers to ensure that they maintain security while using mobile banking. The customers have indicated their satisfaction towards different statements on likert scale. The highest mean is of “Increased speed of mobile Banking transactions” indicates that the customers believe mobile banking has increased speed of banking transactions. It is followed by mean of “Bank transactions can be handled effectively without any additional fees”, this indicates that the customers also believe that banking transactions are being provided through mobile banking by a very less fees. The customers are using mobile banking services since a long time and they have a different satisfaction level while using such services. Once the customer starts using mobile banking, they understand the features and also try to implement different other mobile banking options to be used, as explore more information about mobile banking as they are able to access their account from anywhere and anytime. Based on the result of ANOVA applied through SPSS, there is a significant association of awareness about mobile banking and the age of customers and there is a significant association of satisfaction about mobile banking and the educational qualification of customers.

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