

Maintaining the Trust of Consumer by Banks in Mobile Banking

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ABSTRACT

Banking and payment technology has made life easier for bank clients by saving time and energy. E-banking has been one of the most widely used methods of bank transaction in recent years. All e-banking services are available 24 hours a day, seven days a week, 365 days a year. It allows you to get all of the information you need in the least amount of time. Banks' e-banking sites, often known as net-banking, are used to make online payments and requests. Net-banking is the

most secure, safe, and cost-effective method of banking.

E-banking and mobile banking have also decreased the time it takes for banks to hire and train new employees because much of the work is now done through the programmes. The computation is now built into the programme, providing consistency to the bank's clients. Bank away from bank is one of the methods we need to do e-banking. There are no holidays in place for e-banking for money transfers and banking-related information. The major way of banking with e-banking is through gadgets or devices. We can see that transactions can be completed with more clicks than typing, and that the process can be automated for a few possibilities. Banking through e-banking has provided much-needed assurance in terms of security.

Keywords: Net Banking , Trust & e-Banking

LINTRODUCTION

Trust was a recurring subject in most of the focus groups and interviews performed throughout this research, specifically the lack of or limited trust that many unbanked and underbanked consumers have for banks. This is in line with data from the 2013 FDIC National Survey of Unbanked and Underbanked Families, which found that distrust or hatred of banks was the second

most prevalent reason for unbanked households not having a bank account (34 percent of unbanked households indicated that was a factor in their decision to not have a bank account, and 15 percent indicated this was the main reason). Five similarly, many customers are inexperienced with banks and banking goods and services, according to focus group discussions. Banks are just alien entities to many of the unbanked and underbanked consumers in these focus groups. Indeed, they do not see banks as a viable option for satisfying their financial demands. This section includes quotations and summaries from a number of bank executives concerning their impressions of the lack of faith that certain customers have in banks. These remarks surfaced without prompting—bank officials were not specifically asked to examine trust difficulties during the interviews. The section also includes comments from consumers and counselors about distrust and its effects on consumers' existing and potential relationships with banks, as well as the lack of familiarity many consumers have with banks and their products. The counselor and consumer focus groups discussion guide included specific questions about trust; consequently this group's discussion of their perspectives on trust and familiarity issues was substantially more detailed than that of the bank executives

II.LITERATURE REVIEW

E-banking is a phrase that refers to the delivery of banking services and products via electronic channels such as the phone, the internet, and mobile phones. Ebanking's idea and scope are continually evolving. It provides an efficient payment and accounting system, resulting in a significant increase in the speed

with which financial services are delivered. While e-banking has enhanced efficiency and convenience, it has also presented regulators and supervisors with a number of issues. The growth of E-banking in India has been aided by several measures taken by the Indian government and the Reserve Bank of India (RBI). The Indian government passed the Information Technology Act of 2000, which gives legal status to electronic transactions and other forms of electronic business. The Reserve Bank of India has been working on upgrading its role as a regulator and supervisor of the technologically driven financial sector. It provided risk and control recommendations for computer and telecommunication systems to all banks, recommending them to assess the inherent hazards in the systems and implement suitable control mechanisms to handle these risks. E-banking is now governed by the same regulatory framework that governs banks. It covers a wide range of topics related to technology, security standards, and legal and regulatory challenges. Gajanan T. Waghmare, Gajanan T. Waghmare, Gajanan T. Waghmare, Gajanan T.

The growing use of mobile phones presents great potential for mobile banking to flourish (m-banking). This report examines the m-banking research literature that is currently available. It proposes a categorization system for m-banking research based on 65 m-banking articles published in IS, technological innovation, management, and marketing journals, as well as key IS conferences, between 2000 and mid-2010. These articles are divided into five groups: m-banking overview and conceptual concerns, Features & Benefits of Mobile Banking, Current Commercial Bank Operating Practices, Mobile Banking/Payment Practices in Indian

Commercial Banks, and Challenges in India strategic, legal, and ethical issues. Anyone interested in m-banking can benefit from the complete collection of references and assessments offered in this paper, which will serve as a valuable anatomy of nascent m-banking literature and help drive future interest (Vishal Goyal , Dr. U.S .Pandey, Sanjay Batra, 2012)

IIT Madras' Institute for Development and Research in Banking Technology (IDRBT) and Rural Technology Business Incubator (RTBI) have founded the Mobile Payment Forum of India (MPFI). Members and representatives from the telecommunications industry, financial institutions (banks and microfinance organisations), and the Reserve Bank of India make up the group. Technology, commercial models, and regulatory challenges have all been divided into three subcommittees. On September 15, 2007, the MPFI conducted its maiden meeting in Hyderabad. The subcommittees are required to thoroughly examine their specific problems and deliver a report as soon as possible. There are a number of roadblocks to overcome before mobile payments become widely accepted as a payment option. Businesses, merchants, and consumers must all take action and make investments that create value. The development of mobile payment apps will be based on a regulated framework and widely accepted standards. According to studies, the m-payments business has hurdles in terms of innovation and thinking. Many solutions have been tried and failed, but with the prospect of fresh technology developments, the future appears bright (Vishal Goyal , Dr.U.S.Pandey, Sanjay Batra 2012).

In the banking industry, technology plays an essential role. In the information age, mobile

technology has become a widespread technological gadget that has become a part of an individual's identity. The majority of consumers polled said they didn't mind not being able to use Mobile Banking. According to the findings of the study, the evolution of various technological communication systems and mobile devices is a key barrier for mobile banking solutions. V Devendran (V Devendran, 2013).

As new competitors enter these new markets and alter banking habits, banks confront substantial problems. Payments made via electronic and mobile channels have the potential to lower these expenses by a third while also preventing corruption-related leaks. Each of these client categories responds to different products. Winning in these stages necessitates special ability. There will be no single player that can control all of these markets. Mobile banking technology is doing its best to give existing banking clients more convenience while also giving new services to unbanked people in growing regions. This has the ability to bring in a big number of previously untapped clients. This has attracted Mobile Network Operators, start-ups, and firms from the adjacent industry, all of which are attempting to thrive with their own business strategies. This industry is witnessing significant transformations. Local enterprises with a good grasp of the local markets will triumph in mobile banking and payment banks (Sunil Gupta, 2013).

III.RESULTS & DISCUSSION

Analysis & Interpretation:

Numbers of Respondents were 499 , Simple Random Smpling Technique was adopted & IBM SPSS Tool was used .

Primary data is data that is collected for the first time and it is also known as unpublished data. It is generally collected from the respondents. In this study the primary data was collected under the following categories:

1. Raw data and fact sheets from the banking magazines and journals database.
2. By way of questionnaire that the respondents have contributed
 - The Data collected has been primarily tabulated & Master table was prepared
 - Sample was tested for reliability using Cronbach’s alpha
 - Regression analysis a statistical process for estimating the relationships among variables is used

Table 1 : Frequency Table for the question “The Internet charges increases with the usage of Mobile Banking services”

Agree	82	16%
Disagree	79	17%
Slightly Agree	109	22%
Slightly Disagree	89	18%
Unbiased	140	28%
Total	499	

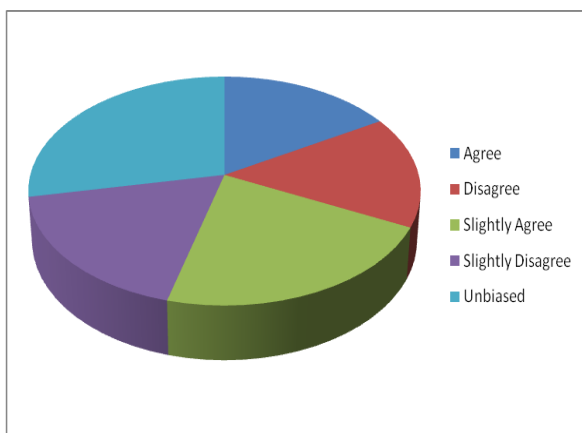


Figure 1: Pie-Chart for “The Internet charges increases with the usage of Mobile Banking services”

For the Research question “The Internet charges increases with the usage of Mobile Banking services”– 16% of the respondents responded by saying Agree, ”– 17% of the respondents responded by saying Disagree, – 22% of the respondents responded by saying Slightly Agree, – 18% of the respondents responded by saying Slightly disagree, , – 28% of the respondents responded by saying Unbiased.

Table 2: Table of Frequency for the question “Banks should ensure sufficient security of transaction and data privacy”

Agree	268	54%
Disagree	29	6%
Slightly Agree	108	22%
Slightly Disagree	30	6%
Unbiased	64	13%
Total	499	

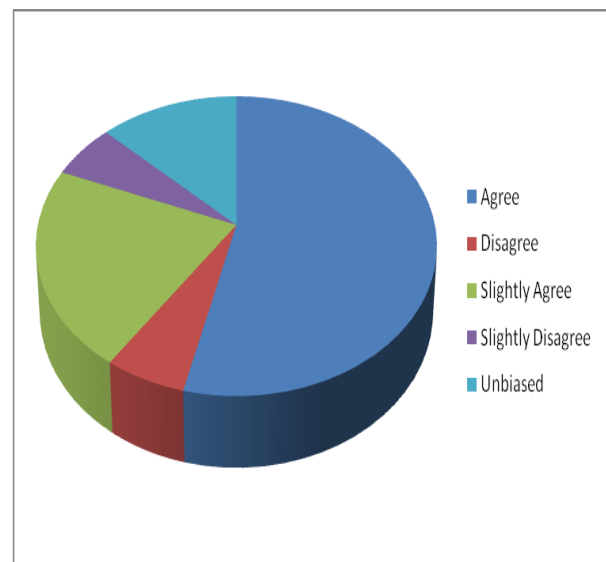


Figure 2: Pie-Chart for “Banks should enforce proper safety of the privacy of the transactions and data”

For the Research question “Banks should enforce proper safety of the privacy of the

transactions and data”– 54% of the respondents responded by saying Agree, ”– 6% of the respondents responded by saying Disagree, – 22% of the respondents responded by saying Slightly Agree, – 6% of the respondents responded by saying Slightly disagree, , – 13% of the respondents responded by saying Unbiased.

Table 3: Frequency Table for the question “Do you feel that you need a very high end smart phone to use mobile Banking”

Agree	86	17%
Disagree	88	18%
Slightly Agree	117	23%
Slightly Disagree	125	25%
Unbiased	83	17%
Total	499	

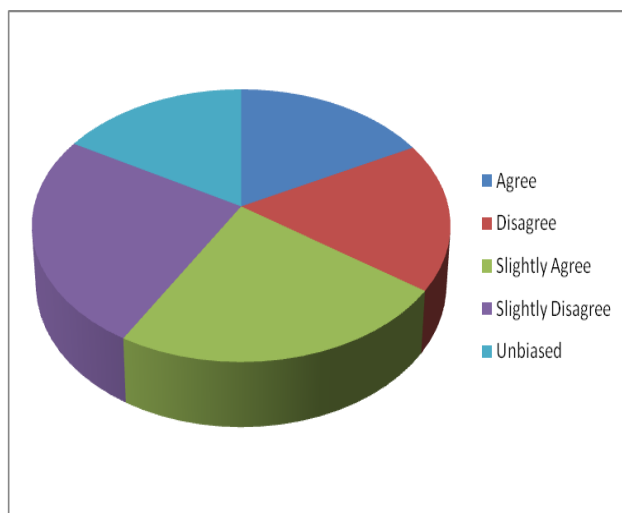


Figure 3: Pie-Chart for “Do you feel that you need a very high end smart phone to use mobile Banking”

For the Research question “Do you feel that you need a very high end smart phone to use mobile Banking”– 17% of the respondents responded by saying Agree, ”– 18% of the respondents responded by saying Disagree, – 23% of the respondents responded by saying Slightly Agree, – 25% of the respondents responded by saying Slightly disagree, , – 17% of the respondents responded by saying Unbiased.

Statement: Maintaining the Trust of consumer by banks in mobile banking.

H₀. The trust of consumer is retained by banks in mobile banking.

H_{a1}. The trust of consumer is difficult to retain by banks in mobile banking.

Descriptive Statistics			
	Mean	Std. Deviation	N
Do you use Internet banking frequently	1.40	.490	499
Mobile Banking users data is secured with banks	3.54	.996	499

Mobile theft and the data of Mobile banking apps can be stopped immediately	3.29	1.037	499
Mobile Banking is easy to interact with banks	3.53	.957	499

Model Summary						
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.121 ^a	.015	.009	.488	.015	2.464

ANOVA ^a						
Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	1.760	3	.587	2.464	.062 ^b
	Residual	117.879	495	.238		
	Total	119.639	498			

Considering the F value of 2 , it can be clearly stated that there is trust of customers in net banking and are adopting it in large numbers . the null hypothesis is accepted

IV.CONCLUSION

Consumer expectations are always shifting in the banking business. Consumers demand access to information at any time and from any location as a result of mobility and social media. Most banks, on the other hand, fail to deliver real omnichannel customer experiences. To stay competitive, banks must use advanced analytics and technology, embrace mobile banking, use predictive analytics and skills-based routing to offer highly distinct, segmented approaches to client interaction, and empower workers to act in the best interests of consumers. Enterprise-wide voice-of-the-customer programmes can also be implemented to assist capture and act on consumer impressions. This focus on customer centricity will assist promote engagement, loyalty, and trust, resulting in the retention of

existing clients and the acquisition of new ones—all while managing the present financial upheaval and restoring the industry's tarnished reputation.

Limitation of the Research:

1. The respondents were found to have a limited understanding of mobile banking services.
2. They were uninformed about the negative consequences of mobile banking.
3. When asked what the difference between online banking and mobile banking was, the respondents were hesitant to fill out the form, which led to the probing inquiry.
4. It's possible that the respondent's replies or reactions were skewed.

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