

A Study on Customer Awareness towards Mobile Banking in Rural Areas of Kanniyakumari District

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ABSTRACT

Bank is one of the greatest monetary organizations which routinely investigate use and advantages of innovation gave to clients through number of administrations. Versatile banking is an assistance that assists the client with taking care of financials exchange or tasks with the assistance of cell phone. Cell phones incorporates cell phone, tablets, and so on Versatile banking present the utilization cell phone or different gadgets to work internet banking exchanges while distant from your PC, PC or some other gadget, for example, move cash starting with one record then onto the next account, power charge installments, gas charge installments, re-energize portable, web based shopping, and so on Portable banking is administration which is added by bank or monetary organizations that permit to its clients to work monetary or banking exchanges by utilizing cell phone or tablets. Portable banking is accessible 24*7 for clients for financials exchanges. The bank offered portable financial administrations to their clients to build more clients and take benefits this administration. Customers and bankers both have a lot of work to do in their offices and at home. Bankers must educate all rural people in India and the study area about all modern banking services in order to reduce bankers' and customers' workloads. According to the findings of the study, only a small percentage of customers are aware of modern banking services. As a result, concerned authorities must take the necessary steps to raise rural customers' awareness of banking services.

Key words: Mobile banking, rural customers, Awareness, banking services etc..

INTRODUCTION

Versatile financial alludes to the utilization of a cell phone to complete monetary exchanges. The help is given by some monetary organizations, particularly banks. Versatile banking empowers customers and clients to do different exchanges, which may fluctuate contingent upon the establishment. Versatile banking is an assistance given by a bank or other monetary foundation that permits its clients to go through with monetary exchanges distantly utilizing a cell phone, for example, a cell phone or tablet. Not at all like the connected web banking it utilizes programming, for the most part called an application, given by the monetary organization to the reason. Versatile banking is normally accessible on a 24-hour premise. Some monetary foundations have limitations on which records might be gotten to through portable banking, just as a cutoff on the sum that can be executed. Versatile banking is subject to the accessibility of a web or information association with the cell phone.

Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, P2P payments, and funds transfers between a customer's or another's accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises. Using a mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built-in mobile device security mechanisms

From the bank's perspective, portable banking lessens the expense of taking care of exchanges by diminishing the requirement for clients to visit a bank office for non-cash withdrawal and store exchanges. Versatile banking doesn't deal with exchanges including cash, and a client needs to visit an ATM or bank office for cash withdrawals or stores. Numerous applications currently have a distant store alternative; utilizing the gadget's camera to carefully send checks to their monetary foundation.

STATEMENT OF THE PROBLEM

Banking services are very important in our lives, and banks offer a wide range of modern services to the general public, both online and offline. Customers are both literate and illiterate; many customers are aware of all banking services provided by banks in well-developed areas; however, awareness of modern banking services in rural areas is required because only then can the burden on bankers be reduced. For this purpose, bankers must also take numerous steps to raise awareness about all banking services, particularly among rural customers.

REVIEW OF LITERATURE

(Sudha & Akhila, 2019) Research found that, customer's usage of digital banking can be known through friends, relatives or through bank employees. The finding helps us to know about the digital banking and the uses as it minimize the work of customer in doing person-person banking

without any waste of time and energy from the place where you are. Also we are able to know the use of digital banking in different sector of our country likewise in industries, institute.

(Kirui, O.K.; Okello, J.J. and Nyikal & Contributed, 2010)The study finds high awareness of m-banking services among the smallholder farmers. It also finds that education, distance to a commercial bank, membership to farmer organizations, and distance to the m-banking agents and endowment with physical and financial assets affect the use of m-banking services. It discusses the implications of these findings for policy and practice

OBJECTIVES OF THE STUDY

The primary objective of this study is,

- To learn about the socioeconomic status of rural customers.
- Determine the level of customer awareness of modern banking services.
- Determine the level of customer awareness of mobile banking services provided by banks.

RESEARCH METHODOLOGY:

The exploration work depends on both essential and optional information. In this exploration paper the Primary information was gathered through vis-à-vis communication of the versatile financial clients and non-clients. In this examination paper, suggestions and ends dependent on essential information. The paper depends on exploratory examination for the current exploration. The primary part of exploratory examination depends on the new innovative thoughts. Through investigation research, the analyst creates thoughts successful and all the more plainly, carry out operational definitions, build up needs and improve the plan of exploration.

SAMPLING METHOD AND SAMPLE SIZE

To find out the level awareness about the modern banking services of rural customers. The present research was carried among 125 respondents as per simple random sampling method.

ANALYTICAL TOOLS

In order to obtain accurate results from data analysis, the researcher employed the following research tools. Percentage analysis, Likert five point scales, and ranking techniques were among them.

SCOPE OF THE RESEARCH

The study is focusing on rural customers in kanniyakumari District. It would help to know the level of mobile banking and modern banking services offered by banks among rural women and help to improve the level of financial literacy. The study may extend to urban, semi urban, areas of kanniyakumari district. The study would help to suggest ways to improve financial literacy of

rural customers. It would help the customers for better understanding and financial decision making .(T, 2019)

Limitations of the study

- The current study only takes into account the respondents from rural areas of Kanyakumari District.
- The research work is based on primary data gathered from selected respondents. As a result, the findings should not be generalized.
- Due to time constraints, the researcher chose rural areas for this study.

DATA ANALYSIS AND INTERPRETATION

Table 1.1

PROFILE VARIABLES OF RURAL CUSTOMERS

VARIABLES		No of Respondents	Percentage
Gender	Male	78	62
	Female	47	38
	Total	125	100
Age	Up to 25	38	30
	26-35	34	27
	36-45	32	26
	46-55	13	10
	Above 55	8	7
	Total	125	100
Marital Status	Married	97	68
	Unmarried	28	22
	Total	125	100
Educational Qualification	Up to HSc	55	37
	Under - Graduation	48	33
	Post-Graduation	10	8
	Others	12	10
	Total	125	100
Occupation	Unemployed	6	5

	Student	26	21
	Homemaker	22	18
	Private Employee	40	32
	Government Employee	18	14
	Retired	8	6
	Others	5	4
Monthly income	Total	125	100
	Below-15000	20	16
	15000-25000	44	35
	25000-35000	26	21
	35000-45000	19	15
	Above 45000	16	13
	Total	125	100
Monthly Expenses	Below -10000	51	41
	10000-20000	45	36
	20000-30000	19	15
	30000- Above	10	8
	Total	125	100

Source: primary data

Table No.1 found that, demographics wise distribution of the respondents. Most of the respondents were Male, Majority of respondents in the age group of up to 25 ,majority of the respondents were married ,most of the respondents were Upto H.Sc ,majority of the respondents are Private employees, most of the respondents have 15000- 25000 as monthly income and most of the respondents expenses were below 10000.

AWARENESS ABOUT MODERN BANKING SERVICES

The following table shows the awareness about modern banking services in the rural area customers.

AWARENESS ABOUT MODERN BANKING SERVICES

Table 1.2

Banking Services	Highly Aware	Aware	Moderate	Not aware	Not at all aware	Total	Rank
Core Banking Solution (CBS)	38(190)	26(104)	20(60)	25(50)	16(16)	420	VII
No Frills Accounts	22(110)	15(60)	10(30)	28(56)	50(50)	306	IX
Demat Accounts	15(75)	10(40)	5(15)	45(90)	40(40)	260	X
Net Banking	65(325)	45(180)	25(75)	12(24)	12(12)	616	I

Mobile Banking	50(250)	25(100)	25(75)	15(30)	10(10)	465	VI
Debit Card / Credit Card	75(375)	30(120)	10(30)	5(10)	5(5)	540	III
ATM (Automatic Teller Machine)	90(450)	30(120)	1(3)	2(4)	2(2)	579	II
Insurance	45(225)	35(140)	40(120)	3(6)	2(2)	493	V
Lock-Box and Night Safe Services	55(275)	40(160)	25(75)	2(4)	3(3)	517	IV
Others	20(100)	15(60)	12(36)	40(80)	38(38)	314	VIII

Source: primary data

The table no 1.2 inferred that ,majority of the respondents aware about net banking and ATM modern banking services, because they got rank one and two respectively .

AWARENESS ABOUT MOBILE BANKING IN RURAL CUSTOMERS

The following table shows the awareness about mobile banking in the rural area customers.

AWARENESS ABOUT MOBILE BANKING IN RURAL CUSTOMERS

Table 1.3

Awareness	Respondents	Percentage
Highly aware	44	36
Aware	23	18
Moderate	10	8
Not aware	20	16
Not at all aware	28	22
Total	125	100

Source: primary data

The table no 1.3 shows that, out of 125 respondents 44 respondents (36 percent) were highly aware about mobile banking, 23 respondents (18 percent) were aware about mobile banking, 10 respondents (8 percent) were aware moderate level about mobile banking, 20 respondents (16 percent) were not aware about mobile banking and 28 respondents (22 percent) were not at all aware about mobile banking in the rural area of kanniyakumari district.

AWARENESS ABOUT MOBILE BANKING SERVICES IN RURAL CUSTOMERS

The following table shows the awareness about mobile banking services in the rural area customers.

AWARENESS ABOUT MOBILE BANKING SERVICES IN RURAL CUSTOMERS

Table 1.4

Services	Aware	Percentage	Not aware	Percentage
Balance enquiry	70	56	55	44
Loan balance	50	40	75	60
Request for loan	45	36	80	64
Recharge of mobile, DTH and others	65	52	60	48
Mini-statements and checking of account history	68	54	57	46
Alerts on account activity or passing of set thresholds	36	29	89	71
Monitoring of term deposits	26	21	99	79
Access to loan statements	45	36	80	64
Access to card statements	55	44	70	56
Mutual funds / equity statements	44	35	81	65
Insurance policy management	66	53	59	47
Funds transfers between the customer's linked accounts	89	71	36	29
Paying third parties, including bill payments	85	68	40	32
Check Remote Deposit	47	38	78	62
Check (cheque) book and card requests	52	42	73	58
ATM location and Others services	45	36	80	64

Source : primary data

It is clear that ,out of given services only limited services known such as Balance enquiry, Recharge of mobile, DTH and others, Mini-statements and checking of account history, Insurance policy management, Funds transfers between the customer's linked accounts and Paying third parties, including bill payments and remaining services are not aware in the rural customers in the study area.

FINDINGS OF THE STUDY

The researcher has found the following findings from his analysis. They are listed below.

- ✓ Most of the respondents were male,
- ✓ The majority of respondents in the age group of up to 25.
- ✓ The majority of the respondents were married.
- ✓ Most of the respondents were up to higher secondary.
- ✓ The majority of the respondents are private employees.
- ✓ Most of the respondents have 15000-25000 as monthly income.
- ✓ Most of the respondents' expenses were below 10000.

- ✓ The majority of the respondents were aware of net banking and ATM modern banking services, because they got ranked one and two respectively.
- ✓ Out of 125 respondents, 44 respondents (36 percent) were "highly aware" about mobile banking and 23 respondents (18 percent) were "aware" about mobile banking,
- ✓ Only a few services are known from the list, such as balance inquiry, mobile, DTH, and other recharges, mini-statements and checking account history, insurance policy management, and so on. Funds between the customer's linked accounts and paying third parties, including bill payments and remaining services, are not aware of the rural customers in the study area.

SUGGESTIONS FROM THE RESEARCHER:

The researcher has made the following suggestions to increase mobile banking awareness among rural customers in the study area.

- ✓ Because the majority of respondents are men, bankers must encourage female customers to use modern banking services.
- ✓ Because the majority of respondents in this age group are between the ages of 18 and 25, customers in other age groups may be motivated as well.
- ✓ Bankers offer a wide range of modern banking services, but the majority of respondents are only aware of net banking and ATM services, so bankers and the RBI must raise awareness through proper social media advertising.
- ✓ Because nearly 56 percent of rural customers are only aware of mobile banking services (out of 125 respondents), bankers explained the benefits of mobile banking when they visited the bank.
- ✓ Existing mobile banking users are aware of the limited mobile banking services available; therefore, bankers must provide a usage guide and a list of mobile banking services via notice.
- ✓ Bankers can send SMS and email messages about mobile banking to their registered mobile phone numbers.

CONCLUSIONS

Although our economy is mainly agrarian, banks play an important part in the development of our rural areas. The rural branches of banks provide various services to farmers, rural farmers, businessmen, and disadvantaged groups and help them to develop themselves thereby. Customers and bankers both have a lot of work to do in their offices and at home. Bankers must educate all rural people in India and the study area about all modern banking services in order to reduce bankers' and customers' workloads. According to the findings of the study, only a small percentage of customers are aware of modern banking services. As a result, concerned authorities must take the necessary steps to raise rural customers' awareness of banking services.

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Dr. R. Paulmoni et. al

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