

Mobile Banking Adoption Among Indian Youth - A Study with Reference to Medchal District

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ABSTRACT:

Mobile banking has become a crucial service in the modern era, enhancing customer satisfaction and convenience. The adoption of internet banking has significantly impacted financial services, making mobile banking an electronic option. With the rise of smartphone usage, mobile banking offers a more accessible and cost-effective alternative to traditional banking methods. This paper investigates the youth's attitude towards innovations in the banking sector, focusing on the adoption of latest technology. The banking industry is crucial for economic growth, and digital banking has become the fastest-growing financial channel. Mobile banking has developed due to the rapid use of smartphones and banking apps, allowing customers to access various banking services, including checking account balances, transferring funds & paying bills. This study examines the main factors attracting young people to online banking and the barriers they face in adopting mobile banking in the Medchal region.

KeyWords: Mobile Baking, Youth, Usage, Payments, Services, Technology

I. INTRODUCTION:

Banking plays a very important role in the Indian economy. Now a day's people are using UPI transactions, QR payments, Mobile banking and much more i.e. payments, receipts, balance checking, vendor payments etc. Mobile banking services dual aspect services purpose we are using not only for communication purpose using for in banking services also. (Matthew N. O. Sadiku et.al) Mobile banking has fundamentally transformed the way individuals interact with their financial institutions, bringing banking services directly to the palms of their hands. As digital technology continues to advance, mobile banking apps have emerged as a crucial tool for managing personal finances. These applications provide users with the ability to conduct a wide range of banking activities—such as checking account balances, transferring funds, paying bills, and even depositing checks without needing to visit a physical branch. As a result, mobile banking is not just a trend but a significant shift in how banking services are delivered and experienced in the modern world.

II. REVIEW OF LITERATURE:

❖ **Malhotra, Pooja & Singh B. (2010)** analysed online banking in India, examining services provided by 82 banks. The study used a multiple regression technique to determine factors influencing online banking services. Results showed domestic and international banks offered greater variety and sophistication. Private and international banks excelled in providing beneficial services compared to

public sector banks. Factors such as bank size, experience with Internet banking, ownership, and overall experience impacted the reach of online services.

- ❖ **Dr. Saroj K. Datta (2010)** found that adult consumers acceptance of e-banking in India is influenced by security concerns. Over 200 participants provided data for the study, revealing that factors like security, trust, innovativeness, and familiarity affect adoption of online banking.
- ❖ **Azouzi, D. (2009)** investigated how technological transformation affects the banking industry, highlighting factors influencing customer attitudes towards e-banking in India.
- ❖ **Hill (2009)** found that online banking users tend to be young, affluent, and seek convenient solutions.
- ❖ **Rahmani (2012)** emphasized the connectivity of mobile banking with e-commerce industries, listing benefits for users.

III.OBJECTIVES OF THE STUDY:

- ❖ To assess the present market potential in India for mobile banking services.
- ❖ To understand how mobile banking and traditional banking differ from one another.
- ❖ The purpose of this study is to examine how young people adopt mobile banking services.

IV.NEED OF THE STUDY:

- ❖ In today's digital age, studying young people's use of mobile banking is important as they embrace smartphones and digital platforms at increasing rates.
- ❖ Understanding this impact is crucial as it reveals insights into user interface preferences, security concerns, and spending behaviours.
- ❖ By examining their usage, policymakers can anticipate opportunities and regulatory needs, and can frame decisions relating to future generations accordingly.

V.RESEARCH METHODOLOGY:

The paper is based on to find out the hidden things of the article. Here using primary data for questionnaire collecting the respondents from the public. The total respondents are 80.The research methodology serves as the conceptual framework guiding the study's execution and outlining the methods used to advance the investigation. In this case, the research methodology will focus on examining young bank account holders in Medchal district, as well as various professionals and businesses with mobile banking accounts.

VI.DATA COLLECTION METHODS:

Primary data is collected through questionnaires and personal interactions whereas secondary data is gathered from various sources such as articles, journals, internet sources, newspapers, and magazines.

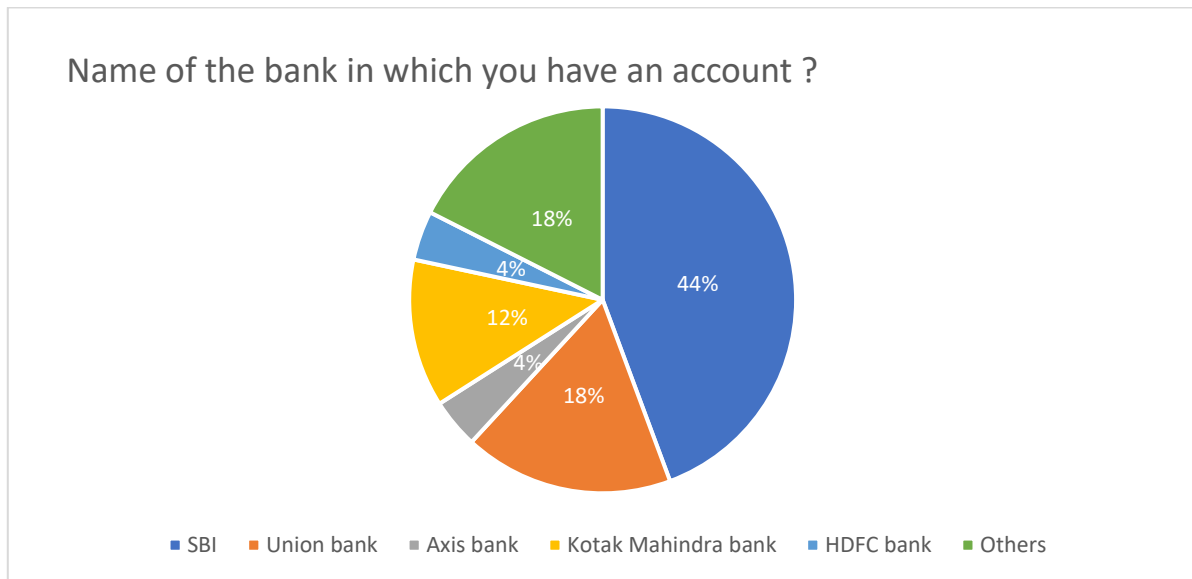
VII.DATA ANALYSIS AND INTERPRETATION:

Q1. Name of the bank in which you have an account?

TABLE 1

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
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1	SBI	43	44%
2	Union bank	17	18%
3	Axis bank	4	4%
4	Kotak Mahindra bank	12	12%
5	HDFC bank	4	4%
6	Others	17	18%
7	TOTAL	80	100%



INTERPRETATION:

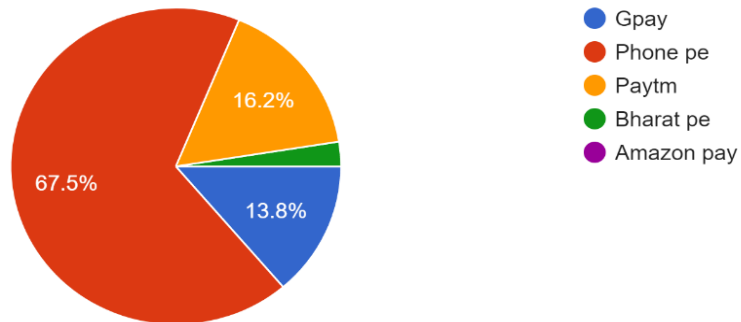
From the above data presented, we can say that, most of them have account in SBI with 44%, 18% of the people have the account in Union bank, 12% in Kotak Mahindra bank, 4% have account in HDFC bank & Axis bank, and 18% of them have the bank accounts in other banks like ICICI, BOB, Indian bank, Canara Bank, and Telangana Grameena Bank.

Q2. Which is the mobile banking app you use the most?

TABLE 2

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Gpay	11	13.8%
2	Phone pe	54	67.5%
3	Paytm	13	16.2%
4	Bharat pe	2	2.5%
5	Amazon pay	0	0%
6	TOTAL	80	100%

Which is the mobile banking app you use the most
80 responses



INTERPRETATION:

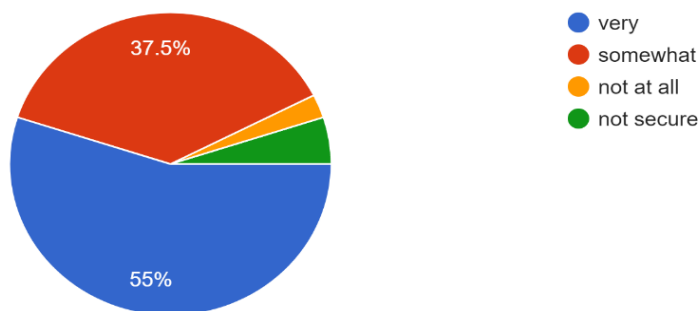
From the above data, we can understand that, most of them are using phone pe with 67.5%, 16.2% are using Paytm, and 13.8% are using Gpay, and 2.5% are using Bharat pe, and nobody are using Amazon pay.

Q3. Do you think mobile banking would make banking more convenient for you?

TABLE 3

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Very	44	55%
2	Somewhat	30	37.5%
3	Not at all	2	2.5%
4	Not secure	4	5%
5	TOTAL	80	100%

Do you think mobile banking would make banking more convenient for you?
80 responses



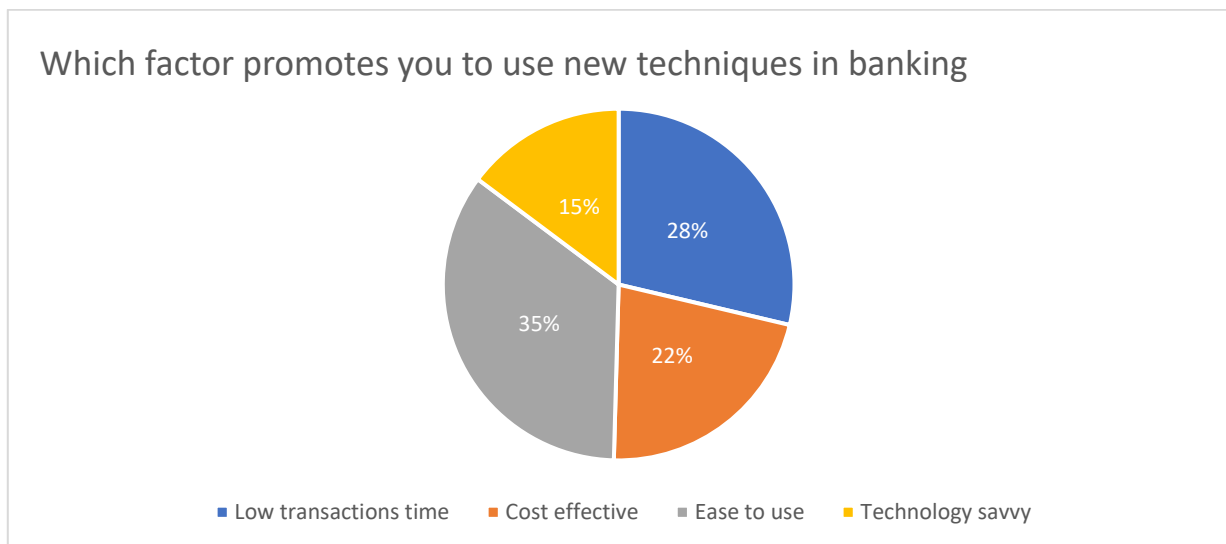
INTERPRETATION:

From the above data we can understand that, most of them are very convenient using mobile banking with 55%, 37.5% are somewhat convenient, 2.5% are not at all convenient using mobile banking, and 5% are feeling mobile banking is not secure.

Q4. Which factor promotes you to use new techniques in banking?

TABLE 4

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Low transactions time	33	28%
2	Cost effective	25	22%
3	Ease to use	40	35%
4	Technology savvy	17	15%
5	TOTAL	80	100%



INTERPRETATION:

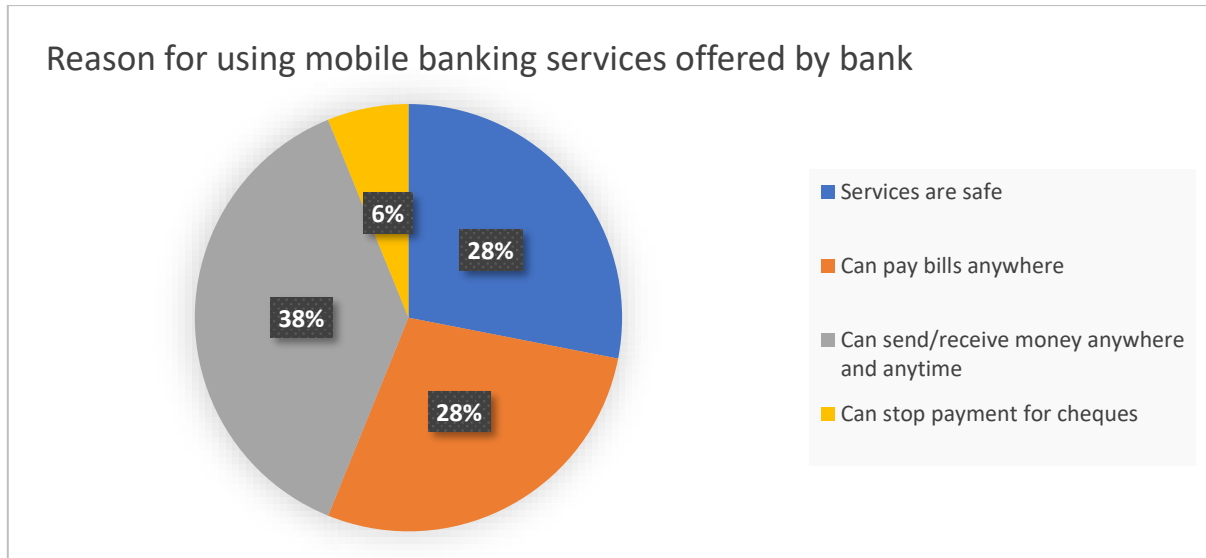
From the above data, we can indicate that the most of them 35% are considering mobile banking as easy to use, 28% of them are considering it for lower transaction time, 22% of them are considering it for its cost effectiveness, and 15% people are of technology savvy.

Q5. Reasons for using banking services offered by bank?

TABLE 5

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Services are safe	32	28%
2	Can pay bills anywhere	32	28%

3	Can send/receive money anywhere and anytime	43	38%
4	Can stop payment for cheques	7	6%
5	TOTAL	80	100%



INTERPRETATION:

From the above table and graph, the data indicates that the majority of the people are using mobile banking services which offered by bank because they can send/receive money anywhere and anytime (38%), and some of them are using mobile banking services so that they can pay bills anywhere (28%) and the services are safe (28%),6% are using banking services to stop payment for cheques.

Q6. Do you think mobile banking system is safe?

TABLE 6

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	46	57.5%
2	No	29	36.3%
3	Maybe	5	6.2%
4	TOTAL	80	100%

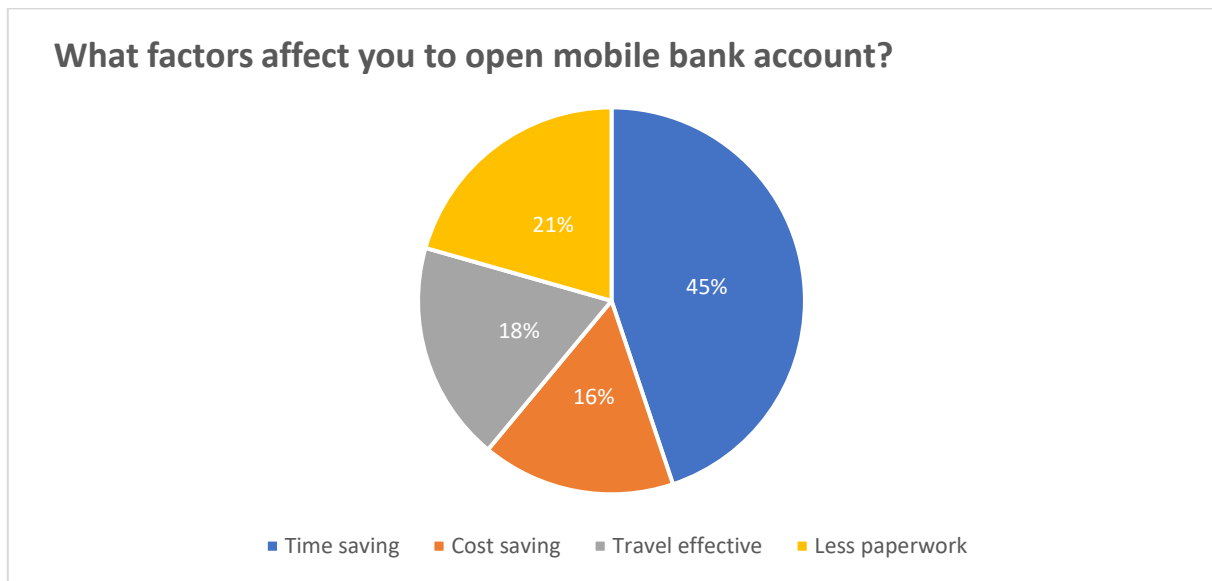
INTERPRETATION

From the above data presented, we can understand that, majority of the people are feeling mobile banking is safe with 57.5%, and 36.3% are feeling somewhat safe, and less no. of respondents are saying mobile banking system is not safe with 6.2%.

Q7. What factors affect you to open mobile bank account?

TABLE 7

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Time saving	61	45%
2	Cost saving	22	16%
3	Travel effective	25	18%
4	Less paperwork	28	21%
5	TOTAL	80	100%



INTERPRETATION:

From the above data presented, we can understand that, majority of the people (45%) are saving time, 21% are believing to have less paper work, 18% of people are because of travel effective, 16% of them say its cost saving.

VIII.FINDINGS:

- ❖ Majority of the people have account in SBI (44%), and some of them have account in Union bank (18%), and Kotak Mahindra bank (12%), and less in HDFC bank (4%), and some of them are also having their bank accounts in others like ICICI, BOB, Indian bank and TGB.
- ❖ Majority of the people are using mobile banking from 3-5 years (36.3%), some are using mobile banking from 1-3 years (37.5%), and some of the members are from 5-10 years (17.5%), and few members are using from less than 1 year (10%).
- ❖ From the above data, we can understand that, most of them are using phone pe with 67.5%, 16.2% are using Paytm, and 13.8% are using Gpay, and 2.5% are using Bharat pe, and nobody are using Amazon pay.
- ❖ From the above data we can understand that, most of them are very convenient using mobile banking with 55%, 37.5% are somewhat convenient, 2.5% are not at all convenient using mobile banking, and 5% are feeling mobile banking is not secure.
- ❖ From the above data, we can indicate that the most of them 35%are considering mobile banking as

easy to use, 28% of them are considering it for lower transaction time, 22% of them are considering it for its cost effectiveness, and 15% people are of technology savvy.

- ❖ From the above table and graph, the data indicates that the majority of the people are using mobile banking services which offered by bank because they can send/receive money anywhere and anytime (38%), and some of them are using mobile banking services so that they can pay bills anywhere (28%) and the services are safe (28%), 6% are using banking services to stop payment for cheques.
- ❖ From the above data presented, we can understand that, majority of the people are feeling mobile banking is safe with 57.5%, and 36.3% are feeling somewhat safe, and less no. of respondents are saying mobile banking system is not safe with 6.2%.
- ❖ From the above data presented, we can understand that, majority of the people (45%) are saving time, 21% are believing to have less paper work, 18% of people are because of travel effective, 16% of them say its cost saving.
- ❖ Considering all factors mobile banking is good, easy to handle and flexible, increase limit for more no. of transactions and make sure the app doesn't hang and more security features are required for all payments without leading to scams.

IX.SUGGESTIONS:

Research indicates that the majority of young residents in Medchal have acquired the skill of using mobile banking systems. They opt for this method as a convenient way to access financial services promptly and effortlessly. To reduce the chances of hacking and protect privacy, customers should use the official bank website and access applications approved by the financial institutions. It is also recommended to refrain from making payments through public Wi-Fi networks. Mobile banking operators should partner with reliable internet providers to ensure efficient and effective service delivery that meets the needs and expectations of users. If any discrepancies occur while using mobile banking services, it is crucial to promptly notify the relevant bank. To safeguard secure financial transactions and prevent money laundering, it is important for customers to avoid sharing their passwords, account numbers, or any sensitive financial information with others. Customers are advised to enhance the security of their accounts by crafting a strong password that includes a combination of uppercase and lowercase letters, along with numbers. Telecommunication companies and banks should continue to focus on innovation, enhance mobile banking services, and make substantial investments in IT. Adding a variety of services to the mobile banking system can boost its effectiveness.

X.CONCLUSION:

The survey reveals that the transition from traditional to online banking has been smooth, with mobile banking technology enabling more efficient and convenient financial and non-financial transactions. However, banks face challenges such as connection, hacking, and privacy concerns, which have led some customers to avoid using mobile banking services. To attract new customers, banks need to enhance their technological capabilities and implement solutions to address these challenges. Mobile banking offers various tasks, such as checking bank balances, completing transactions, investing, obtaining account statements, and paying bills. The study examines the reasons behind users' adoption and usage of mobile banking, finding that satisfaction, ease of use, and confidence in mobile banking services are distinct. Users increase and maintain trust in their banks and mobile services without considering privacy, system reliability, or fraud risks. People are open to adopting new technologies

compatible with their mobile phones due to their heavily reliant lifestyle on technology.

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