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## Consumer awareness about bank's android mobile-app and its usages

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### Abstract

The world is now on the fingers" it is not exaggeration but reality. The technological advancement and its reach to everyone made it is possible to finish work in seconds. The internet made everything available on the fingertips of the peoples. Prior this advancement peoples lost their valuable time by standing in queues and driving long journeys for finishing their small work. Peoples are doing banking transactions on large scale hence these days banks are also using these advanced technologies to provide instant services to their customer. The concept of ATM, Tele Banking, E-Banking & mobile banking is in existence and banks are providing secure platform to their customer to fulfill their daily banking needs. In India Mainly all banks offering these services to their customers. The objective of this research is to study are the customer of banks are really aware about these services especially android mobile-app and is usages.

**Keywords:** Bank android mobile-app, Consumer awareness, Mobile Banking, I- Banking.

### Introduction

The Digital India project is ensuring that every Indian has smartphone by 2019 is a symbol of growth of Android mobile banking-App users in future. The continues huge growth in the number of mobile phone subscribers in India (about 935.35 million as at the end of October 2013 and growing at about 0.55% per month) mobile banking has a lot of potential in future. Banks have been exploring the feasibility of using mobile phones as an alternative channel of delivery of banking services. Some banks have started offering information based services like balance enquiry, stop payment instruction of cheques, transactions enquiry, and location of the nearest ATM/branch etc. Acceptance of transfer of funds instruction for credit to beneficiaries of same/or another bank in favor of pre-registered beneficiaries have also commenced in a few banks. In order to ensure a level playing field and considering that the technology is relatively new, Reserve Bank has brought out a set of operating guidelines for adoption by banks. For the purpose of these Guidelines, "mobile banking transactions" is undertaking banking transactions using mobile phones by bank customers that involve credit/debit to their accounts. It also covers accessing the bank accounts by customers for non-monetary transactions like balance enquiry etc. Slowly but steadily, the Indian customer is moving towards new banking services like internet banking & mobile banking. Android mobile banking-App is defined as the application of wireless communications networks and devices to the execution of transactions with monetary value—either direct or indirect. Android mobile banking-App allows customers to handle their accounts from any place at any time at very low cost and it is user-friendly and secure also.

### 1.1. What is banks android mobile-App services?

Bank android mobile-App is interactive software and self service delivery channel that allows bank's customer to access their accounts using internet enabled android mobile phone/Smartphone. This is available for the customers who are registered for Internet Banking and downloaded application available on various types of mobile devices viz. Smartphones, Tablets (Android based) and iphones and ipads (IOS based).

### 1.2. Mobile banking services can be accessed through the following channels Application (SMS or GPRS)

The service is available on java enabled / Android BlackBerry phones (with or without GPRS) and i-Phone where the user is required to download the application on to the mobile handset. SMS / GPRS can be used as a medium for communication.

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- **Wireless Application Protocol (Wap)**  
The service can be used via WAP on all GPRS enabled phones by accessing-
- **SMS:** Transact by sending keywords as SMS.
- **USSD:** Dial USSD CODE for the menu to be displayed on the handset

**1.3. Which Banking Services Are Available Using Mobile Banking-App?**

- Funds transfer (within Bank or other Bank's account)
- Interbank Mobile Payment Services (IMPS) : Fund Transfer, Merchant Payments 24 x 7
- Enquiry Services (Balance Enquiry / Mini statement)
- Cheque Book request
- Demat Enquiry Service
- Bill Payment (Utility bills, Credit Cards, Insurance premium), Donations, Subscriptions
- Mobile Top up
- M-Commerce (DTH Recharge, Insurance premium, etc.)
- Booking of tickets through IMPS

**1.4. Literature Review on Internet Banking and Mobile Banking**

Polatoglu & Kin (2001) state that the average internet banking transaction costs the institution only one twentieth of teller transaction. On the importance of trainability, Rogers (1983) and Agarwal and Prasad (1998) stated that potential adopters of new technology, who are allowed to experiment with it, would feel comfortable with it and thus be more likely to adopt it. According to Tan and Teo (2000) if customers are given the chance to try the innovation, it will minimize certain fears, especially when customers found that mistakes could be rectified and thus providing a predictable situation. A more rapid diffusion occurs when consumers can have low-cost or low-risk trial of the service. Internet

banking services are free. The cost and risk to trial are relatively low especially when Internet access is available.

**2. Objective of the Study**

- To understand what is mobile banking and what is banks android App?
- To find out whether consumers are aware about mobile banking-App.
- To find out their perception about mobile banking.
- To find out whether the consumer of Mobile banking-App are aware about all the services.
- To find out factors this can help to increase the mobile banking-app users.

**3. Research Methodology**

The research is based on the consumer awareness towards Banks Android Mobile-App. It is used to obtain the current information the current status of the phenomena to describe what exists.

**3.1. Area of Study**

This study is conducted in the district Jind (Haryana).

**3.2. Data sources:**

Both primary data and secondary have been used for the study purpose. The primary data are collected from the bank customers with the help of a structured questionnaire. The secondary data has been collected by referring to Journals, Articles, and Magazines and various relevant websites.

**3.3. Sample Size and Sampling Methods**

100 respondents; which includes existing customer of different banks operating in District Jind. Structured questionnaire is used to gather information. Closed ended questions are included in questionnaire. Interviews of respondents are conducted.

**4. Data Analysis and Interpretations**

Question	Respondent %		
	Yes	No	Uncertain
Knowledge about Android Mobile Banking-App is available in India	80	20	0
Have Experience in operating Android Mobile Banking-App?	50	42	8
Do you have any interest to download Android Mobile -App?	84	10	10

Question	Respondent response owards awareness tools				
	Advt.	Bank officials	Internet	Near & Dear	Bank Boucher
How do you know about Android Mobile Banking-App?	19%	13%	33%	21%	14%

Sr.No	Services	Agreeability in Percentages				
		Very High	High	Neutral	low	Very Low
1	I am familiar to transfer funds (within Bank or other Bank's accounts)Through android -App	30	36	15	9	10
2	I use Interbank Mobile Payment Services like Fund Transfer, Merchant Payments 24 x 7	22	60	12	2.5	3.5
3	I am familiar about Enquiry Services Like (Balance Enquiry / Mini statement)	20	39.5	29	5.5	6
4	I am familiar to send Cheque Book request through bank android-app	15	44	26	14	1
5	I am familiar to send Demat inquiry service through bank android-app	31	37	15	10	7
6	I am familiar to M-Commerce and Bill payments via bank android-app	22	59.5	14.5	1	3
7	I do Mobile Top up and book tickets Through bank android-app	21.5	39.5	33	5	1

### 5. Tools Used For Analysis

The simple percentage and average with tabulation presentation are the tools applied on the responses given by the respondents to analyses and derive the results.

### 6. Limitations

- The study is limited to Jind district only.
- The sample size is confined to 100.
- Financial limitation is also there.

### 7. Findings

The 80% respondents are aware about the Banks Android Mobile-App, in which 50% have experience in operating Android Mobile Banking-App and 33% knows about this application through internet. Most effective tool for increasing awareness of Internet with 33%. Agreeability of fund transfer service using this application is 36%. Agreeability about Interbank Mobile Payment Services is 60%. Enquiry Services agreeability is 39.5%, cheque book service is 44%, Demat inquiry service is 37 %, M-Commerce and bills payments services is 59.5 and Mobile Top up and tickets booking services is 39.5. The 40 respondent out 100 are using Banks Android Mobile-App which is very low. Average usage of all services is 47%.

### 8. Conclusion

- Consumers awareness is very high about banks android mobile-app is now available in India. But usages of services through this serve are respectively average. Majority of consumers have heard about mobile banking before.
- The consumers are not frequently using these services but they have strong desire to use these services.
- The external tools of awareness are effective tool like friends, family, colleagues & through internet compare

- To internal tools like Bank officials and banks boucher. Thus word of mouth is a termed as strong communication channel. Banks required to improve the effectiveness of internal sources of awareness also.
- The usages all services offered by the banks through android mobile-app is very low. Banks need to educate their customer about these services.

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