

A Study on Behaviour and Awareness about Mobile Banking in Wanaparthy District

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ABSTRACT

This study explores the mobile banking behaviours and understanding of young people in Wanaparthy District, Telangana State. An empirical research design was employed, utilizing a survey technique to gather data from the target population through convenience sampling. The collected data underwent analyses such as percentage analysis, correlation analysis, factor analysis, and multiple regression analysis using SPSS and other relevant statistical tools. The findings revealed that mobile banking usage intention is primarily influenced by five independent factors, ranked in order of dominance: Convenience, Benefits, Deliberation, Safety, and Trust. Among these, occupation and the primary source of information about mobile banking services were found to have the most significant impact on usage intention.

Keywords:

Mobile banking, digital banking, paperless transactions, paperless economies.

INTRODUCTION

In today's digital era, the financial services industry has undergone a remarkable transformation, with mobile banking emerging as a pivotal force in revolutionizing how individuals manage their finances. Mobile banking encompasses a wide range of financial services, accessible via smartphones and other mobile devices, offering convenience, accessibility, and empowerment to users. It has grown increasingly popular due to its ability to provide real-time financial management, eliminating geographical and temporal constraints.

Despite its transformative potential, questions remain regarding user acceptance, security concerns, and the level of awareness about mobile banking's full capabilities. Understanding consumer behaviours and perceptions is essential for financial institutions, policymakers, and researchers to optimize service offerings and enhance user experiences. This study investigates the behaviours and awareness levels of mobile banking users in Wanaparthy District, aiming to provide actionable insights into how mobile banking adoption can be improved in semi-urban and rural settings.

OBJECTIVES

1. To assess customers' understanding of mobile banking services.
2. To explore the various reasons of customers, use mobile banking services.
3. To identify the challenges of customers, face when using mobile banking.

RESEARCH METHODOLOGY

Research Design

A descriptive and empirical research design was adopted for this study. Primary data was collected from bank customers in Wanaparthy District using a structured questionnaire. Convenience sampling was employed to select respondents.

Sampling

A total of 150 questionnaires were distributed, of which 144 were returned with complete responses. After filtering, 126 responses were considered for the final analysis. A pilot study conducted prior to the main survey yielded a Cronbach's Alpha Reliability Coefficient of 0.135, indicating high reliability of the research instrument.

Data Analysis

Statistical tools such as percentage analysis, correlation analysis, factor analysis, and multiple regression analysis were used. SPSS software was employed to analyze the data and derive meaningful insights.

DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1: Characteristics of Respondents

Demographic Characteristic	Frequency	Percentage (%)
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Gender

Male	68	58.12
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Female	49	41.88
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Marital Status

Married	14	11.3
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Unmarried	101	67.7
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Nature of Family

Nuclear	72	57.3
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Joint	27	17.7
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Educational Qualification

Up to Intermediate	9	7.0
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Graduate	45	27.5
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Post-Graduate	55	45.0
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Professional	1	0.6
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Occupational Status

Student	20	12.5
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Salaried	67	51.0
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Self-Employed	9	6.6
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Professional	3	2.3
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Home-Maker	2	1.6
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Monthly Family Income (₹)

Less than 15,000	28	21.9
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15,000 - 30,000	31	29.8
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30,000 - 45,000	21	15.9
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Above 45,000	12	9.4
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Frequency of Mobile Banking Usage

Hourly	11	8.5
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Daily	31	16.2
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Weekly	37	27.1
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Monthly	24	18.1
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Nature of Bank

Public Sector Bank	47	39.1
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Private Sector Bank	19	17.1
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Both	25	23.1
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Major Source of Information

Banks	18	16.1
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Newspapers	18	17.1
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Official Websites	16	11.2
Magazines	8	7.1
Social Networks	17	16.2
Others	11	8.7

KEY FINDINGS

Factor Analysis

Principal Component Analysis was used to extract the underlying dimensions of 18 variables associated with mobile banking usage intention. The analysis reduced these variables into five dominant factors:

1. Convenience Factor (CF): The most influential factor, highlighting ease of access and user-friendliness.
2. Benefits Factor (BF): Emphasizing cost savings, time efficiency, and reward programs.
3. Deliberation Factor (DF): Representing the thought process before adopting mobile banking.
4. Safety Factor (SF): Addressing security features and trustworthiness.
5. Trust Factor (TF): Relating to the confidence in the reliability of mobile banking services.

These five factors collectively explained 59.225% of the variance in mobile banking usage intention.

Correlation Analysis

Correlation analysis revealed significant relationships among most factors except for the Deliberation Factor (DF), which showed no substantial association with other variables.

Regression Analysis

Multiple regression analysis identified occupational status and the primary source of information about mobile banking services as the two most significant predictors of mobile banking usage intention. Together, these factors accounted for 16.8% of the variance in overall usage intention.

Challenges Identified

1. Lack of Awareness: Many respondents reported limited knowledge about mobile banking features beyond basic transactions.
2. Security Concerns: Respondents expressed apprehension about the safety of their financial data.
3. Technical Barriers: Poor internet connectivity and lack of technical literacy hindered adoption.

Recommendations

1. Awareness Campaigns: Financial institutions should conduct targeted campaigns to educate users about mobile banking benefits and safety.

2. Enhanced Security Measures: Implement advanced security features such as biometric authentication and real-time fraud alerts.
 3. Digital Literacy Programs: Organize workshops and training sessions to improve users' technical skills.
 4. Government Support: Leverage schemes like Digital India to promote mobile banking adoption in semi-urban and rural areas.
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CONCLUSION

This study highlights the growing importance of mobile banking in transforming financial transactions, especially in semi-urban and rural regions like Wanaparthy District. While convenience remains the primary driver of mobile banking adoption, challenges such as security concerns and lack of awareness need to be addressed. By fostering digital literacy and enhancing the user experience, financial institutions can expand mobile banking adoption and contribute to India's vision of a cashless economy.

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