

Issues And Challenges in Mobile Banking - A Customer Perspective

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Abstract

The growing popularity of mobile phones offers excitement growth opportunities for mobile banking (m-banking). This paper appraisals the literature of emerging research on the bank. Introduce the classification framework for m banking a study based on 65 published bank papers 2010 and mid-2020 in Information Systems (IS), technology revolutions, management, and marketing journals, as well as major ones IS conferences. These papers are divided into five headings categories: outline of m-banking and psychological problems, Features & Benefits of Mobile Banking, current performance banking transactions, mobile banking / payment practices in Indian Commercial Banks and Challenges in India's strategic, legal and ethical issues. It is expected that a complete list of indicators and evaluations offered this paper will provide a useful anatomy for small m-banking letters to anyone interested in m-banking and assistance stimulate more interest.

Keywords: Mobile Banking, Customer issues, Technology revolutions, Legal and ethical issues, Challenges of Mobile Banking.

Introduction

In India the traditional branch banking system is widely used to conduct banking transactions, at the same time commercial banks are experiencing rapid changes driven mainly by information & telecommunication (ITC) technology. It is a digital bank that uses mobile devices and is provided by banks and other financial institutions that allow its customers to manage long-distance financial transactions using an electronic device such as a smartphone or tablet. Unlike related online banking or net banking uses software, commonly mentioned to as an app, which is provided by a financial institution for a purpose. Mobile banking is usually available 24/7. In India, banks and financial institutions have rules and limits on which accounts can be accessed by mobile banking, as well as the limit on the amount that can be used. Mobile banking depends on internet availability or data connection on a mobile device.

Mobile banking faces this important limitation of Internet Banking, as it reduces the need for customers to simply be mobile. The use of mobile phones has seen rapid growth in many Asian economies such as India. The main purpose of Mobile Banking schools with Internet Banking or net banking is to

make 'Anywhere Banking Available'. Customers or end users do not need access to a computer terminal to access their bank accounts.

Need of The Study

1. Improved customer information: A good customer experience is essential to any business, including the bank.

a) 24/7-Availability via mobile banking, your customers are not limited to working hours and branch locations or ATMs.

b) Immediate fulfilment of customer needs - The reason people enjoy mobile banking is that it puts all resources in their hands.

c) Personalization - Almost all businesses recognize the importance of providing personal customer information. In banks, personalization is important in building customer trust. By collecting data about customer preferences, behaviour and usage, banks can create unique information for their users. This results in increased customer satisfaction and trust.

d) Full control of customer finances - Mobile banking helps customers keep all funds in check so they can monitor their balances, receive account alerts, transfer funds quickly, check deposits, and do more.

2. Better protection

Security is one of the main concerns of customers. Online banking / online banking and mobile banking both pose their own risks, but the added security of computer systems makes mobile banking more secure than their online counterparts.

Objective of the Study

- Studying the basic concept of mobile banking form is a way of viewing urban customers.
- Learning Challenges come before customers while using Mobile Banking
- Study and analyse the various factors that define the use of mobile banking services by customers.

Scope of the Study

- Mobile handset performance
- Security / Privacy
- Downloading and installing software
- Customization
- Quality of Telecom services

Limitation of the Study

- Time consuming
- Lack of primary data

Features and Benefits of M-Banking

- **Simplicity and Usability:** Application of M-Payment it should be user friendly and with little or no learning curve customer. The customer should also be able to apply for compliance easy.
- **Universality:** The M-payment service must be provided transactions between one customer and another customer (C2C), or from business to customer (B2C) or between businesses (B2B). Spread

must include local, regional and international. Places. Payments must be made in accordance with the terms of both small payments of low value and large payments of high value.

- **Security, Privacy and Trust:** Customer should know trust the mobile payment application provider that either his credit or debit card details may not be available abuse. Second, when these agreements become Recorded customer privacy should not be lost on and a sense of credit history and usage patterns the customer should not be found openly social analysis. Mobile payments should be as unknown as financial activities. Third, the system it should be foolish, resisting attacks by hackers and terrorists.
- **Cost:** M-payments should not be more expensive than payment methods are available at a reasonable rate. The m-payment solution should compete with other methods payment in terms of cost and luxury.
- **Speed:** The speed at which m payments go killed must be acceptable to customers as well vendors.
- **Border payments:** For general acceptance m-payment application must be available worldwide, in a broader voice.
- **Collaboration:** Development must be supported standards and open technology that allows one a system used to communicate with other systems.

CHALLENGES WITH ADOPTION OF MOBILE BANKING

Economic Challenges:

Rural people in India are spread over 600,000 cities, each with a lower rate number. Profit can only be achieved by large volumes, requiring significant action from financial institutions. Unlike South Africa's most successful M-PESA, which is the model has been very successful due to a lack of alternatives Payments in South Africa, India has some infrastructure by postal payment methods, appropriate transport and local government.

Regulatory Challenges:

- **Restricted to Financial Institutions:** Guidelines we mean that only financial institutions and banks exist you are allowed to provide mobile banking. Although the guidelines include Microfinance Institutions (MFIs), an important economy will not be able to realize this as a result the current major costs are fixed.
For a less expensive solution, it would have worked better to allow for non-profits organizations or evangelical organizations to build their own the owner of the MFI unless he is arrested by the existing authority's infrastructure.
- **Rupee Transactions:** All transactions should only be done in the Indian national currency, the rupee. Although this may not be the case be a threat at first, this may be an obstacle interaction between Indian mobile payments and the earth. Also, it does not include providers in profitable terms remittance market in India and restricts its origins mobile operators can be profitable.
- **Existing Account Holders:** Guidelines also state that only those with a valid bank account mobile banking allowed. This reduces the total power of a portable bank to extend the minimum credit and bring to the bank a large number of banking customers in India.
- **Demographic Challenges**
India has 18 official languages spoken nationwide. Provincial governments and are instructed to write in their vernacular official purposes. Additionally, two thirds of the population India is illiterate, which

creates difficulties in the export of mobile banking solutions. For pan-Indian mobile banking solution, this will be hard to overcome.

Conclusion

Mobile Banking is well-known for the fact that mobile phones have great potential for financial transactions and thus lead to greater financial growth and lower costs. To grow rapidly, the benefits of mobile banking should reach the average person in the most remote parts of the country. All stakeholders such as Government, Administrators, telecommunications service providers and manufacturers of mobile phones and banks need to make efforts to make mobile banking accessible to rich and poor users and from metro to central cities and rural areas. The inclusion of the number of non-banks in the main financial system will benefit all.

One of the biggest obstacles we must overcome in order for consumers to be successful in the adoption of mobile banking is financial security systems. The idea of managing and spending money on a mobile phone or similar device, with a signal that can be easily caught by others with the right equipment, is a frightening sight to many consumers. Customers and end users should be made to understand the system and explain its security and make them overcome their fears. If this is done in the future it is possible that the use of Mobile Banking will increase to 100%.

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