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Mobile Banking Services and Customer Satisfaction with Reference to ICICI Bank - A Study

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Abstract

This paper is designed to study the extent of the recent developments in the mobile banking system in India., to know the optimistic and pessimistic influence of mobile banking on the customers of ICICI bank. For the purpose of study, the researcher has selected 50 respondents who have familiar with the modern technology of mobile banking. It particularly focused on the problems or the benefits availed from the mobile banking provided by ICICI bank. All levels of customers were surveyed by using questionnaire and the level of satisfaction or dissatisfaction from the mobile banking was studied. Finally the detail information about the benefits they had received were also considered. A small attempt have been made to understand the benefits of the mobile banking and also the limitation of mobile banking was studied with reference to ICICI Bank. Finally, it makes an attempt to offer suggestions to the bank to educate much more about mobile banking to its customer.

Keywords: E-banking, EFT, ATMs, Mobile banking, Internet banking, Electronic Clearing Services [ECS], Credit Cards

Introduction

The Banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial sector, which plays a vital role on the functioning of an economy. It is very important for economic development of a country that its finance requirements of trade, industry and agriculture are met with higher degree of commitment and responsibility. Thus, the development of a country is integrally linked with the development of banking.

A bank is a financial intermediary and money creator that create money by lending money to a borrower, thereby creating a corresponding deposit on the bank's balance sheet. Lending activities can be performed directly by loaning or indirectly through capital markets.

Banks felt the need to upgrade their customer service to much higher plan in order to survive in this competitive environment. They found technology as an ideal tool to achieving this objective. Public sector banks were guided by the recommendations of the committee for the up-gradation of banking technology. Though the pace of the computerization has been moderate, the manner in which public sector banks went in for investments in technology was enough proof of the belief the banks have on technology to secure their future. Till 1980, banks had only one delivery channel which is the branch presence.

Suddenly, technology has opened up options for various delivery channels. Technology-aided products like ATMs, point of sale devices, anywhere banking, smart cards and internet banking, has given the customers to choose his channel of getting catered to his requirements consequently, and the bank should also have channel- based strategy to serve the customers. Over the years, technology has brought a sea change in the functioning of the banks.

In modern days banks provide a variety of products and services to the customers. Apart from regular banking activities, they provide telebanking and e-banking and mobile banking services, offer insurance products, mutual fund schemes and etc. The various services offered by the banks can be united by the customers only when they are made aware of these services. Mobile phones have become an integral part of the 21st century landscape with an expected penetration of 4.5 billion by 2011. In developing countries, the role of the mobile phone is more extensive than in developed countries as it helps bridge the digital divide.

The mobile phone is the one device that people already carry at all time and service beyond voice and text messaging are booming all over the globe. The main reason that mobile banking scores over internet banking is that it enables 'Anywhere Banking' customer now don't need access to a computer terminal to access their banks. They can now do so on the go when they are waiting for their bus to work, when they are travelling or when they are waiting for their orders to come through in a restaurant.

Mobile banking are supported by these services

- a) Account balance inquiry
- b) Cheque status inquiry
- c) Account statement inquiry
- d) Fund transfer between Accounts
- e) Cheque book requests
- f) Credit/debit alerts
- g) Minimum balance alerts
- h) Bill payment alerts
- i) Recent transaction literacy
- j) Bill payment

The rapid growth in users and wider coverage of mobile phone networks have made this medium a platform for extending banking services to customers.

Technology has revolutionized all the aspects of our life and even the banking sector is no exception from computerization to networking, to internet banking and now mobile banking, the banks have advanced with time and are providing more and more new form of services which are not only convenient to customer but also provide competitive edge to the banks. With mobile technology banks can offer a wide range of services to their customer such as doing fund transfers purchasing stocks access to account information etc. This is called mobile banking or M-banking.

The banker and customer have to know about one another. The banker has to understand the customer's needs and in the same way the customer has to know about the various services offered by the banks and its increased level of awareness among the customers. So in the light of the above, this study attempted to know about the pros and cons of mobile banking services.

Review of Literature

Krassie Petrova, made a study on "**Mobile Banking background, services and adoption**", he stated that, a new communication technology is redefining the convergence of telecommunication and computing. Mobile banking has emerged as a possible powerful provider of bundled banking services. New platforms and protocols are being developed able to create and support a seamless and truly global service platform. The mass adoption of mobile banking will depend on the provision of secure, reliable and easy to customize user interfaces. Paper examines some relevant standards and protocols for mobile banking and discusses mobile banking services and their adoption within a conceptual framework.

Rahamathsafina, Hema Date, Abdullah Kammani, and 'Niserhundewale', they made a study on, **Technology adoption and Indian consumers: study on mobile banking**, they stated that, information technology is considered as the key driver for the changes taking place around the world. Mobile banking is the latest and most innovative services offered by the banks. The transformation from the traditional banking to E-banking has been a 'leap' change. The evolution of E-banking

started from the use of Automatic Teller Machine (ATM) and telephone banking (Tele banking), direct bill payment, electronic fund transfer, and the revolutionary online banking. This study determines the consumer perspective on mobile banking adoption.

D. Vanisree, made a study on **Mobile Banking in India: Barriers in adoption and service preferences**, she stated that Mobile banking yet there are numbers of issues and threats in Mobile banking system and the major problem of mobile banking customer influence of demographic variable on mobile banking services adoption. A cross-section descriptive design was adopted and data collected was subject to product moment correlation. She also stated that the customer's security concern is the major barrier in adopting mobile banking services. As for as preferred services are concern balance check tops, as customer prefer information based services rather than financial services provided by the bank.

Jonathan Donner made a study on **Mobile Banking and Economic Development: linking adoption, impact, and use**, he stated that, various initiatives use the mobile phone to provide financial services to those without accesses traditional banks. Yet relatively little scholarly research explores the use of these m-banking/m payments systems. Presenting illustrative data from explanatory work with small enterprises in urban India, it argues that contextual research is a critical input to effective "adoption" or "impact" research. She also stated that the challenges of linking studies of use to those of adoption and impact reflect established and communication technologies and development research community.

Jadav Anil (2004), made a study on **Status of E-banking in India**, described various channels of e-banking services such as ATM, Telephone Banking, Mobile Banking, internet banking and its features. The focus is also given on e-banking opportunities, challenges and security aspects while performing the banking transaction on the internet. Comparison of public, foreign and co-operative banks and barriers to the growth of e-banking in India are also discussed. Finally the paper discusses an overview of the major private sector banks such

as ICICI, HDFC, IDBI and UTI banks provides e-banking services.

Ranjuchaandran, made a study on "**Pros and cons of Mobile Banking**". Mobile Banking refers to provision of banking and financial services with the help of mobile telecommunication devices. After the launch of Mobile Banking in India, mobile banking transactions have seen some growth. Majority of customers prefer banking in traditional ways. The basic objective is to identify the advantages and limitations of mobile banking and the problems faced by customers in mobile banking.

He also stated that, Banking Apps can make bill paying and bank account management incredibly convenient. But the risk of identity theft is a major downside. Fortunately, it's easy to avoid most of the pitfalls with commonsense solutions like strong password protection and secure connections. By keeping these security tips in mind, we can enjoy a safer Mobile banking experience.

Devadevan, made a study on "**Mobile banking in India-Issues and challenges**" he stated that, Technology plays an important role in banking. Mobile banking is an emerging alternate channel for banking institution. The rapid technology development in mobile technology like 2G, 3G, and 4G has become matrix challenges for banks. It is visible that the bank which started mobile banking in the form of SMS banking, then adopted application (software) based model for tradition mobile handsets, the evaluation of smart phones, mobile operating system and Mobile Apps posed the banks to adopt the current technology. The customers are mostly using ATM and online banking services. Most of the customers feel comfortable without mobile banking. They also feel, there are chances of misuse in mobile banking due to mobile handset theft.

Nitin Nayak, Vikas Nath, Nancy Goel, they made a study on "**A study of Adoption behavior of mobile banking services by Indian consumers**". They are stated that, recent innovations in the telecommunication have proven to be a boon for the e-banking sector and its customers: one of these is Mobile Banking, where customers interact with the bank via mobile phones. This review shows that to fulfill the expectations of the consumers and to increase the mobile banking users, mobile banking

service provider needs to increase the awareness about the mobile banking services.

Sunil, kumar Mishra and Durga Prasad saho, they made a study on “**Mobile Banking adoption on and Benefit towards customer’s service.**” They are stated that, In order to achieve the goals of business, various channel of communications to customers have to be developed through technology.

Mobile banking is considered a new era in banking, in which banks are spending considerable amount of money to have it available to their customers and to cut their operations costs. Unfortunately, evidence have shown that some number of customers do not use mobile banking for various reasons, despite its benefits.

Statement of Problem

The position of banking industry is not excellent in India. In 2011, 65% of India’s population did not have access to a bank account. The lots of Indian population till date do not have their personal bank accounts. RBI also requested to the members of the country, each person has minimum one saving account in any bank of India. But still there is lack of awareness in the people. So mobile banking is a good option for the banking industry to increase their customers. With the help of mobile telecommunication technology customers make numerous transactions in the bank at any time. There are many researchers which show that India is moving fast towards mobile users as well as mobile internet users which is also bigger strength to the banking industry to promote Mobile Banking. But this Mobile Banking system has certain drawbacks., such as lack of awareness, transaction cost, security issue, difficulty to understand, sometimes the information available is not accurate. Because of this, many customers are not using it. So a detail information about the benefits they receive are considered and a small attempt has been made to understand the benefits of the mobile banking and also the limitation of mobile banking with reference to ICICI Bank. Finally, it makes an attempt to offer suggestions to the bank to educate much more about mobile banking to its customer.

Objectives of the Study

1. To know about the role of Mobile Banking in Modern days.
2. To study about the Mobile Banking services and other modern services provided by the ICICI Bank.
3. To study about the factors that influenced the customers to use mobile banking.
4. To study the benefits and limitations of Mobile Banking.
5. To see the future prospects of mobile banking in India.
6. To find out the facilities that are provided by Mobile Banking services.
7. To study the Mobile banking services used by worldwide.
8. To offer some suitable suggestions for the improvement of Mobile Banking.

Scope of the Study

It covers the mobile banking silent feature, its impact on customer’s progress. The scope of the study is restricted to Branches of ICICI in Shimoga only .The study is confirmed to the period 2018-2019

Research Methodology

For the purpose of study data is collected in two ways one is primary and other is secondary.

Primary Data

Primary data is collected by distributing questioners to the respondents and by conducting personnel interview. The questioners were distributed to the students and graduates, but personal interview was conducted for some who did not fill the questionnaire.

Secondary Data

Secondary data is collected from various articles, newspapers, magazines, and websites.

Sample Size

A total number of 50 respondents are selected for the purpose of collecting information on the study and convenience sampling method has been selected.

Tools of Analysis

The collected data has been analyzed with the help of percentage and interpreted through various figures.

Limitations of the Study

The present study is not free from limitations. Same of the important limitations of this study are pointed out as follows.

- 1) Lack of proper co-ordination from the respondents.
- 2) Lack of proper communication with the respondents.
- 3) Lack of time.
- 4) Biased response from the respondents.

Many of the respondents felt that the information they gave, would be circulated and did not feel easy. But the researcher after convincing them, was able to get the information.

Concept of Mobile Banking

Mobile banking is an electronic system that provides most of the basic services through the smart phone. Mobile banking comes in as a pan of the banks initiative to offer multiple channels banking providing convenience for its customer. Mobile phones are playing great role in Indian banking – both directly and indirectly. There are being used both as banking and other channels.

Meaning of Mobile Banking

The term mobile banking refers to the use of mobile as a channel of offering and delivering banking services which includes traditional services such as funds transfer as well as new services such online and electronic payments. In fact, Mobile banking is defined as doing bank transactions via mobile phone. Mobile banking services in India will continue to grow so that economic experts forecast that by 2013. Three hundred billion transactions worth more than 860 billion dollars will be done through mobile banking.

Characteristics of Mobile Banking

Mobile banking has become increasingly popular over the years. Banks offer mobile banking services to their clients as a convenience. Here are some features to consider with mobile banking.

Saving Money

Many banks use the savings generated from online transactions to offer clients better interest rates, or other rewards, for maintaining online accounts.

Saving the Environment

Mobile banking reduces the number of paper transactions. Reduced paper use helps preserve natural resources and is better for the environment.

Convenience

Mobile banking is certainly more convenient when compared to calling a bank or physically visiting it. Financial transactions can be performed at any time; day or night and during holidays.

Simplicity

Clients can set up instant bill payment and automate other tasks via mobile banking. This simplifies bill payment and frees the client from spending time on writing checks and mailing envelops.

Security

Mobile banking can be plagued with security concerns. Though bit is rare, hackers have been known to gain access to client accounts, banks have become increasingly vigilant about securing additional passwords or answers to security questions.

Account Notification

Most banks will email notifications to their clients when a bill is due or when an account statement is available. This helps the client remember bill payment and other such items before they are overdue.

Growth of Mobile Banking in India

The business drivers contributed to the growth of mobile banking over various modes of operation.

SMS Alerts

One of the key concerns banks were facing was that of customers did several inquiry transactions on ATMs and this was adding to the burden on the

ATM infrastructure. This traffic was particularly heavy during salary days. Banks adopted a solution of proactively. Communicating account balances and important transactional activity on accounts to customers through a simple SMS. Customers stopped queuing up in front of ATMs for inquiry transactions.

Account Inquiries

The SMS technology proved simple enough for banks to adopt this as a self-service channel. This model of option involved customers sending an SMS to a published number of the bank with keyword and identification information. The customer experience for SMS based inquires was not very good and this led to the introduction of real time communication channels such as WAP and USSD

Fund Transfer and Bill Payment

As customers experience from mobile banking improved. Banks began to realize the potential of offering financial transactions through the mobile device. The first set of transactions to be offered were fund transfer between the customers own accounts and payments to pre-designated billers such as utility companies. These facilities vastly reduced the use of cheques, hence contributing to the cost benefit for banks.

Payment Services

The mobile phone was unique in that it was a personal device which had computation power, storage ability and occupied a greater mind-share of the customer than the traditional money wallet. This triggered new thoughts among bankers who wanted to leverage these capabilities to offer newer set of transactions on the mobile phone. This came in the form of enabling payment transactions through the mobile phone.

Loan Requests and Service Requests

As mobile phones evolve into smart phones and the usability is improving, banks are finding it easier to offer more complex services on the mobile phone. The latest trends include offering loans through requests placed from the mobile phone were pre-registered customers can provide details about the

loans and avail instant approval of loans. Mobile banking progressed to offer enhanced customer experience and adopt the latest technology trends in communication to offer real time exchange of data.

Mobile Banking Services

Mobile banking services means providing all banking services or facilities to users through mobile device by bankers. Mobile banking services includes making various payments, paying bills, various enquiries, checking various accounts, fund transfer, enquiry on ATM, balances, SMS services etc. are called mobile banking services.

Service Features

Mobile banking users can perform the following banking operations

- Subscribe to the mobile banking services at their financial institution and cancel their subscription at any time.
- Add or remove a bank account from a list of available accounts managed through mobile service
- Simulate transaction in order to try the system.
- Verify the balance of their bank account.
- View the most recent transactions on their bank accounts
- Accounts managed through mobile banking
- Check the amount of credit available on their credit cards.
- Obtain cash advances on their credit card accounts
- Recharge their pre-paid mobile accounts
- Pay utility bills, such as electricity, or any other bill that that can be registered with the financial institution.
- Pay other services through reference numbers found on the bills.
- Add or remove a credit card account from the list of available transfer funds between different accounts.
- Transfer funds between different accounts including to another customers account, or an account in a different bank.
- Mobile wallet (stored value account)

One way to classify these services depending on the originator of a service session is the "Push/

Pull” nature. ‘Push’ is when the bank sends out information based upon an agreed set of rules, for example your banks sends out an alert when your account balance goes below a threshold level. ‘Pull’ is when the customer explicitly requests service information from the bank, so a request for your last five transactions statement is a Pull based offering.

The other way to categorize the mobile banking services, by the nature of the service, give us two kind of services- Transaction based and Enquiry Based. So a request for your bank statement is an Enquiry based service and a request for your fund’s transfer to some other account is a transaction-based service. Transaction based services are also differentiated from enquiry based services in the sense that they require additional security across the channel from the mobile phone to the banks data services.

Problems of Customer of Mobile Banking

- Not sure about the safety of transactions
- Mobile security
- Network availability
- Heavy charges for transactions
- Email and web security
- Literacy of people in rural areas
- Not aware of new innovation
- Handset operate ability
- Inadequate guidance
- Identity theft

Advantages of Mobile Banking

Mobile banking through cell phone offers many advantages for customers as well as banks. Some of them are as follows.

To Customers

- Customers need not stand at the bank counter or front office for various enquiries about their account.
- Customers can save their valuable time and traveling cost in reaching the bank for their financial transactions.
- It is a mobile service to have information, all the 365 days, anytime, anywhere, about their account.
- Customers can pay their utility bills on time and save their selves from paying penalties, since

alerts are received from the bank.

- Cheese book request can be made sitting at their work place.
- Customer can transfer money instantly to another account in the same bank using mobile banking.

To Bankers

- Bankers can utilize the time saved by the channel migration of customers to mobile banking for expansion of business through better marketing and sales activities.
- Mobile banking enables banks to reduce cost of courier, communication, paper works etc.
- Bank can be in touch with their clients with mobile banking.
- Banks can also promote and sell their products and services like credit cards, loans etc. to a specific group of customers.
- This new channel gives the bank ability to cross-sell up-sell their other complex banking products and services such as vehicle loans, credit cards etc.
- Mobile banking through cell phone is very advantageous to the banks as it serves as a guide in order to help the banks improve their customer care services.
- Mobile banking through cell phone is user friendly. The interface is also very simple. It just need to follow the instructions to make the transaction. It also saves the record of any transactions made.
- Banking through mobile reduces the risk of fraud. Customer will get on SMS whenever there is an activity in our account. This includes deposits, cash withdrawals, funds transfer etc. customer will get a notice as soon as any amount is deducted or deposited in our account

Disadvantages of Mobile Banking

- Mobile banking users are risk of receiving fake and scams
- The loss of a person’s mobile device often means that criminal can gain access to the mobile banking PIN and other sensitive information.
- Modern mobile devices like smartphones and tablets are better suited for mobile banking than old models of mobile phones and device

- Regular users of mobile banking over time can accumulate significant charges from their banks.
- Most mobile banking apps need an internet connection to be able to operate. So if you live in a rural area or experience problems with your internet connection, then you won't be able to access your account. the same applies if your mobile phone runs out of battery
- Security
- Most people have not enough idea about mobile banking yet
- Mobile banking is being used for fund transfer mainly, customer does not keep deposit for long duration.
- The data is transferring through a third party cellular network, so there is a security thread.
- The most prominent issue faced is security of the account information stored on the mobile devices.

Analysis and Interpretation

S. No	Particulars	No. of respondents	(%)
Gender			
1	Male	30	60
2	Female	20	40
Total		50	100
Age (years)			
1	Below 25	25	50
2	26-40	17	34
3	41-55	08	16
4	Above 55	00	00
Total		50	100
Educational qualification			
1	SSLC	05	10
2	PUC	06	12
3	Graduate	15	30
4	Post Graduate	24	48
Total		50	100
Occupation			
1	Student	21	42
2	Businessman	06	12
3	Employee	19	38
4	others	04	08
Total		50	100

Monthly Income			
1	Below 15000	18	36
2	15000-25000	17	34
3	25000-35000	12	24
4	Above 35000	03	06
Total		50	100

From the above data it is clear that majority of the respondents who are using the services of mobile banking are male of the age group below 25 and are students and employees who are graduates and their monthly income is below 15000.

Classification of respondents on the basis of factor influenced about mobile banking service.

S. No	Particulars	No. of respondents	(%)
1	Quality of service	17	34
2	Technology use	11	22
3	Trust	19	38
4	Location	03	06
Total		50	100

Source: survey result

From the above table it is clear that, out of 50 respondents, 38% of respondents have preferred trust based service, 34% of respondents have preferred quality service and 22% of respondents have preferred technology based service and remaining 6% of respondents have preferred location based service. This shows that, majority of the respondents have given importance to trust and quality service.

Classification of respondents on the basis of usage of modern technology

S. No	Particulars	No. of respondents	(%)
1	Mobile Banking	20	40
2	Tele Banking	02	04
3	Internet Banking	05	10
4	Credit Card	02	04
5	ATM	20	40
6	EFT	01	02
Total		50	100

Source: survey result

From the above table it is clear that, among 50 respondents, 40% of respondents prefer mobile banking, 40% of respondents prefer ATM services, and 10% of respondents prefer internet banking, 4% of respondents prefer credit card and 4% of respondents prefer Tele banking.

This shows that, all the respondents prefer mobile banking services especially ATM and mobile banking because these services are easily accessible for all most all the customer.

Classification of respondents on the basis of reason for not access Mobile Banking services

S. No	particulars	No. of respondents	(%)
1	I don't have Mobile phone	00	00
2	Not aware of the service	03	30
3	I don't trust this service	04	40
4	I'll register sometime later	03	30
Total		10	100

Source: survey result

From the above table it is clear that, 10 respondents did not accessed mobile banking service, 4 respondent don't trust on this service, 3 respondent are not aware about this service and 3 respondent opinion that they would register after some time.

This shows that, very less number of customers of the bank are not using mobile banking service because they are not aware about it and have less trust on this service.

Classification of respondents on the basis of purposes of using Mobile Banking services

S. No	Particulars	No. of respondents	(%)
1	Deposit	08	20
2	Withdrawal	04	10
3	Money transfer	16	40
4	Payment	02	05
5	Saving	02	05
6	Purchasing	08	20
Total		40	100

Source: survey result

From the above table it is clear that, among 40 responses, 40% of respondents are using money transfer services in mobile banking, 20% of

respondents are using for deposit purpose, also 20% of respondents are using for purchasing purpose, 10% of respondents are using for withdrawal purpose, where as 5% respondents are using for saving purpose, and remaining 5% of respondents are using for payment purpose.

This show that majority of them are using mobile banking for money transfer because it's very easy and convenient.

Classification of respondents on the basis of opinion about mobile Banking service

S. No	Particulars	No. of respondents	(%)
1	Simple	16	40
2	Easy to Use	20	50
3	Difficult to Use	02	05
4	Need for usage Training	02	05
Total		40	100

Source: survey result

From the above table it is clear that, out of 50 respondents, 40 respondents are using mobile banking services, 50% respondents have felt that it is easy to use, 40% respondents have felt that it is simple, 5% respondents have felt that it is difficult to use, and remain 5% respondents have felt that need for usage training.

This shows that, majority of them are felt that mobile banking is easy to use because the procedure for usage of mobile banking is very easy and understandable one.

Classification of respondents based on satisfaction level about use of mobile banking services

S. No	Particulars	No. of respondents	(%)
1	Highly satisfied	06	15
2	Satisfied	20	50
3	Average	10	25
4	Dissatisfied	04	10
	Highly Dissatisfied	00	00
Total		40	100

Source: survey result

From the above table it is clear that, out of 50 respondents, 40 respondents are using mobile banking service, 50% respondents have felt that it is

satisfied, 25% respondents have felt that it is average and 15% of respondents have felt that it is highly satisfied, remaining 10% of respondents have felt that it is dissatisfied.

This shows that, majority of the respondents are satisfied with mobile banking service.

Classification of respondents based on problems faced by usage of mobile banking services

From the below table, it is clear that, out of 50 respondents, 40 respondents are using mobile banking services, 45% of respondents have felt that there is sometimes technical problem during transactions, 25% of respondents have felt that there is fear about security of the transaction, 20% of respondents have felt that there is No direct communication and 10% of respondents have felt that there is limited scope for personal advice on banking transactions. This shows that, majority of the respondents have felt that mobile banking service have some problem for transactions and security problems

S. No	Particulars	No. of respondents	(%)
1	Limited scope for personal advice on banking transactions	04	10
2	No direct communication with bank	08	20
3	Sometimes technical problem during transaction	18	45
4	Fear about security of the transactions	10	25
Total		40	100

Test Application

Chi square Test

H₀: Education is not significant for the use of mobile banking

H₁: Education is significant for the use of mobile banking

Responses	Observed	Expected	(O-E)	(O-E) ²	(O-E) ² /E	Values
Agree	30	15	15	225	225/15	15
Disagree	40	45	-5	25	25/45	0.55
Neutral	30	40	-10	100	100/40	2.5

Calculated Value = 18.05; Degree of freedom n-1 i.e. 3-1=2

Table value of chi square for 2 degree of freedom @ 5% level of significance is **5.99**

Since the calculated value is more than the table value, Null hypothesis is rejected. Hence alternative hypothesis is accepted. Hence proved that Education is significant for the use of mobile banking.

Findings

Following are the major findings extracted from the analysis:

- Mobile banking services are majorly accessed by student and employed people.
- The major user of mobile banking come under age group of below 25 years age and majority of them are student community.
- It is observed that, majority of the customers are using mobile banking services of ICICI bank for the purpose of money transfer.
- Majority of the customers have preferred mobile banking services because it is easy and convenient to use.

- It is observed that, majority of the customers are aware about service cost charges in mobile banking services.
- The service cost charged by the bank on mobile banking services is affordable when compared to other services of the bank.
- Some of the customers are not accessing mobile banking because of insecurity and difficult to understand and difficulty in using mobile banking services are the major problem.
- Customers opined that ICICI mobile banking service is satisfactory.
- Mobile banking is one of the time saving technology services.
- People are interested to take services of private sector because it gives good quality of service, good technology used, they are trust lenders etc.
- Customers are interested to open saving bank account because mobile banking and various

modern banking services are available only for saving bank account holders.

- Among various modern banking services, majority of the customers prefer to use mobile banking and ATM because it is very convenient and easy for operation when compared to other services.
- The main purpose of using mobile banking is for money transfer and online purchasing.
- Mobile banking is very simple and convenient to use so now a days almost all the customers are using this service for the financial transactions.
- Mobile banking is regularly used by the customers for the purpose of checking bank balance, transfer fund and to know debit and credit information about the account.
- Some customers are not using this service because of security issues.
- In the study area it is found that majority of respondents are satisfied with the mobile banking services provided by ICICI bank.

Suggestions

- ICICI bank must keep a frequent touch with its customers after providing a technological services to its customers they should improve their customers relationship management policy.
- Bank has to create a trust in the mind of customers about security of their accounts
- Bank should reduce the service cost and need to improve mobile banking service.
- Illiterate people cannot understand mobile banking service instructions. So, there is a need to simplify it and instructions should be given in regional language.
- The technical services of the ICICI bank must be improved.
- Give proper training to customers for using mobile and for other modern banking services.
- Illiterate people can't able to understand and operate mobile banking services. So bank has to conduct some programs toward the operation of Mobile banking services.
- Bank need to simplify less procedure for accessibility of mobile banking.
- Bank should increase the service of mobile banking.

- Bank should give clear information to the customers about charging of service cost.
- ICICI bank should make the procedure for transaction simple and easy.
- Awareness about various services available through the mobile banking should be created.
- Transaction cost charged on mobile banking should be regularly communicated to customer.
- ICICI Bank is charging more charges towards internet banking facility so if they reduce the hidden charges or any charges it is beneficial for more customers to utilize this facility.
- ICICI Bank has to improve the service of time given for transaction to users.

Conclusion

ICICI bank is providing very good services and they are maintaining the good relationship between the customers, they are also providing modern banking facilities like cards, these are modern banking facilities helps the customer to make easy transaction. E-banking, EFT, ATMs, Mobile banking and internet banking, Electronic Clearing Services [ECS], credit

In this study, it came to know that ICICI bank is providing good mobile banking services to its customers. So here there is an opportunity for ICICI bank to promote mobile banking services to the customer. Many people are interested to use mobile banking services from ICICI bank but some customer further, with increasing consumer demands, bank have to constantly think of innovative customized services to remain competitive. Mobile banking is an innovative tool that is fast becoming a necessity. It is a successful strategic weapon for banks to remain profitable in a volatile and competitive marketplace of today.

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