

An Empirical Study of Mobile Banking Services offered by Public and Private Sector Banks of Rajasthan

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Abstract: The mobile money services are used as a source of financial inclusion from quite some time and popular at the metro-cities but lack of education is being a hurdle for its development. The other major problems for slow pace of these services may be Infrastructural facility, slow rate of adoption, Regulatory problem, Software and Technological problems, Less Educational awareness and High Transaction Costs. This study uncovers the factors responsible for low satisfaction of the customers related with mobile banking services. For the purpose of this study 10 Public sectors and 10 Private sectors bank's consumer's perception on mobile money services were gathered which was related with the various areas of their satisfaction with the broader hypothesis. The responses were gathered with a well draft questionnaire on five points Likert Rating scale corresponds to each chosen scale item. The Multivariate Regression Analysis was used with SPSS-19 software as a statistical tool with statistical significance at 95% confidence level. To identify key variables in Customer's satisfaction the perception of the bank mobile money customers were sought in relation to 2 parameters of the satisfaction which has included Effort expectancy and Social influence.

Keywords: Mobile Banking, Effort expectancy, Social, Rajasthan, Public Sector Banks, Private Sector Banks

INTRODUCTION

A bank in your pocket", this statement related with mobile banking seems to be good and useful for the country like India. Mobile phones are multifunctional devices that allow for a variety of communication methods. They are now increasingly adopted in Indian regions with no extensive prior form of communication technology [1]. The rate of mobile phone sales in India has been record-breaking ever since the introduction of mobile technology in 1995. By October 2006, there were 130 million mobile phones in India, with six million new phones being purchased every month. With the arrival of third-generation telephony and growing sales in rural areas, Indian mobile phone users are going to exceed the 300 million mark by 2011[2].

With the rapid penetration of mobile phones and the growing need for real time cashless payments and m-commerce, the idea of mobile banking has gained rapid popularity. The primary benefit of mobile money is the empowerment of such segments of people where it is neither feasible nor viable to build bank branches [3-5]. Interbank Mobile Payment Service (IMPS) is an instant real time interbank electronic fund transfer service through mobile phones. It facilitates customers to use mobile phone as a channel for remitting funds to accounts in other banks.

The pre-requisites for fund transfer through IMPS are both the remitter and beneficiary needs to register their mobile phones with their bank account and get the MMID upon registration. MMID (Mobile Money Identifier) is a seven digit code issued by the participating banks to their customers for availing IMPS services. The reach with partners like mobile network operators will assist banks to expand and empower even the unconnected rural segments. Hence there is a need to identify that whether mobile banking services has improved and there is no difference between the public and private sector banks for the mobile banking services provided by them. To check the customers view the current research were carried out with following objectives.

Objectives:

The mobile money services are used as a source of financial inclusion from quite some time and popular at the metro-cities but lack of education is being a hurdle for its development. This research work provides the effect of these limiting factor and prospects of growth in this regard with following objectives:

- i. To suggest the variables used to improve the mobile money services for financial inclusion in Rajasthan.
- ii. To identify the difference of mobile banking services between private and public sector banks.

REVIEW OF LITERATURE

Gutierrez and Choi [6] studied two countries, the Republic of Korea and Uganda and revealed that the development of mobile banking services can appear at different stages of financial sector development, but it requires a vibrant and competitive telecommunications sector. The regulatory environment does not need to be very sophisticated for the mobile industry to emerge. However, some elements appear to be important. The legal framework should allow (or at least not explicitly forbid) nonbank financial institutions to issue money and use banking agents or correspondents. To ensure wider use of the service by the population, it is important to educate the population on the benefits of mobile money services.

Todoroki, et.al, [7], stated that remittance service providers by mobile banking were required to be brought under the government oversight and either registered with or licensed by a competent authority, and to be subject to AML/CFT obligations. While the FATF Recommendations appear straightforward on paper, regulating and supervising in practice the money transfer business has proved to be a very challenging task in both developed and developing countries. This book assists policy makers, regulators, and supervisors of money transfer businesses to craft effective regulatory and supervisory frameworks governing remittances that meet international AML/CFT standards, while at the same time ensuring that the neediest have access to these crucial services.

Global Financial Development Report [8] reported that financial inclusion has become a major subject of interest among policymakers, researchers, and other financial sector stakeholders. Half of the world's adult population, more than 2.5 billion people, have no bank account. Barriers such as cost, travel distance, and amount of paperwork and requirements play an important role. Many of these barriers can be addressed by better policies. Despite the high interest, there are still important gaps in knowledge about financial inclusion, what drives it, and what policies affect it. And while recent years have seen some increases in financial inclusion,

Woldmariam, et.al, [9] revealed that the Current mobile money systems provide users with hierarchical user interface and represent money as a positive rational numbers of the form $1, 3, 4.87...N$. However, research indicates that rural communities that cannot read and write have a challenge entering such numbers in to mobile money system. Navigating through hierarchical text menu is also difficult to illiterate individuals. Their study uses concepts like memory placeholders, dragging & dropping; swiping,

temporary holding space, and frequency counter and proposed a system that consists of three layers. The first layer denotes user interface and uses photos of currency notes, second layer is a placeholder memory that keep record of the frequency of currency bill, and the last layer keeps record of the total digital money in the system.

Singh, et.al [10] revealed that the Indian banking sector today is stressing toward Financial Inclusion. The main reason motive is to include large population of India in the financial system of nation. This is a new avenue and a large market for banks, Where Information Technology will play an important role in reducing cost of providing banking services, particularly in the rural and the financially excluded population. The role of Information Technology can be realized from the fact that it has greater population penetration and its ability to serve at remote location at low cost which is essential requirement for Financial Inclusion.

Lu, et.al, [11] revealed that Mobile banking services are one of the most promising recent technological innovations. They have developed a conceptual model to explore mobile banking services for user behavior in the financial banking industry in intention adoption. The aim of this study is to explore the effect of user behavior and guidance on the mobile banking services intention adoption structure model among customers based on decomposed theory of planned behavior and trust-related behaviors based on the knowledge of experts.

Kesselring [12] introduced the concept of mobility regimes and points out three discursive dimensions: the normalization, rationalization and time-space-compression of mobility. It concentrates on corporate mobility, business travel and mobile work, and gives a focused overview on current developments in research. Sociology has largely neglected the topic of spatial mobility. He further theorizes mobile work and business travel as signifiers for social change in the organization of work. He presents theoretical reflections based on empirical work conducted among mobile workers in the IT, mechanical and the chemical industries.

Fang, et.al, [13] specify that the mobile phone has increasingly become a channel for providing access to formal financial services. They reveal that the impacts of mobile money services on marketing interactions in relation to CWB can be categorised at two distinct levels. The first-level impact is the actual physical money transfer transactions as part of the marketing exchange activities which leads to the second-level impact on the social network relationships

at interpersonal, social group and cultural levels. Drawing from these insights, policy-makers and industry stakeholders can formulate strategies and develop innovative service offerings through mobile phone technology to enhance CWB in subsistence marketplaces.

Despardand Chowa[14] revealed that the Youth may benefit from having enhanced financial knowledge and skills and access to financial services to help them navigate transitions to adulthood, though reliable and valid measures of youth financial capability to help assess financial education and inclusion intervention outcomes are lacking. Using survey responses from 5,451 youth ages 12–18 in Ghana, we used exploratory and confirmatory factor analysis to assess 18 survey items concerning youth financial behaviour and understanding and attitudes concerning financial services. A 12-item, group invariant scale ($\alpha = .72$) with three latent factors was retained in a well-fitting model that may help practitioners assess financial education and inclusion outcomes. We found that six items were poor indicators of youth financial capability, possibly because these items measure other constructs like numeracy, or because these items were not sufficiently assessed for developmental and cultural validity using qualitative methods like cognitive interviewing.

Karlan, et.al, [15]revealed that the poor can and do save, but often use formal or informal instruments that have high risk, high cost, and limited functionality. This could lead to under saving compared to a world without market or behavioural frictions. Under saving can have important welfare consequences: variable consumption, low resilience to shocks, and foregone profitable investments? We lay out five sets of constraints that may hinder the adoption and effective usage of savings products and services by the poor: transaction costs, lack of trust and regulatory barriers, information and knowledge gaps, social constraints, and behavioural biases. We discuss each in theory, and then summarize related empirical evidence, with a focus on recent field experiments. We then put forward key open areas for research and practice.

Table 1: Multivariate Regression Analysis of Effort expectancy dimension

Descriptive Statistics			
	Mean	Std. Deviation	N
Satisfaction	3.0733	.98549	300
EE1	2.8467	.91977	300
EE2	3.2800	.96508	300
EE3	3.6733	.79292	300
EE4	3.9000	.64138	300
EE5	3.9533	.69240	300
EE6	3.0867	.93920	300
EE7	3.1133	.83435	300

RESEARCH METHODOLOGY

The Research methodology is related with the problems faced by customers during mobile banking operation of mobile banking customers. The current study covers customers of both public and private sector banks in the year 2013. Due to large size of the customer base the method used for collection of data is convenient sampling method. This research work is in the form of exploratory and descriptive study, hence, in accordance to requirement of empirical study primary data collected through well designed, structured and comprehensive questionnaire, which contents scaling questions with five point Likert Rating scale. The questions were also classified into two parts efforts expectancy and social influence. This questionnaire was administered to a sample of 300 customers using mobile banking services of 10 selected public and 10 selected private sector banks.

DATA ANALYSIS

To analyse the data Multivariate Regression Analysis was used with SPSS-19 software as a statistical tool with statistical significance at 95% confidence level for selecting the variables, to be used for comparison in second stage. Than Independent Samples Test were used for calculating the differences between public and private sector bank.

The perception of the bank mobile money customers were sought in relation to parameter of the **Effort expectancy**. The following hypothesis was developed:

H₀: Constructs configuring effort expectancy of mobile banking services have not been influenced by the attitude towards mobile banking.

H₁: All constructs configuring effort expectancy of mobile banking services significantly influence attitude towards mobile banking.

To test the hypothesis multivariate regression analysis were conducted and the results have been shown in table 1 as under:

Correlations

		Satisf- action	EE1	EE2	EE3	EE4	EE5	EE6	EE7
Pearson Correlation	Satisfaction	1.000							
	EE1	.193	1.000						
	EE2	-.015	.131	1.000					
	EE3	-.149	.046	-.024	1.000				
	EE4	-.062	-.287	.024	.205	1.000			
	EE5	.201	.220	.130	.100	.261	1.000		
	EE6	-.076	.085	.519	-.029	.026	.099	1.000	
	EE7	.022	.406	.176	.071	-.060	.252	.064	1.000
Sig. (1-tailed)	Satisfaction	.							
	EE1	.000	.						
	EE2	.400	.011	.					
	EE3	.005	.215	.338	.				
	EE4	.141	.000	.341	.000	.			
	EE5	.000	.000	.012	.042	.000	.		
	EE6	.096	.071	.000	.307	.330	.044	.	
	EE7	.350	.000	.001	.109	.150	.000	.134	.
N	Satisfaction	300	300	300	300	300	300	300	300
	EE1	300	300	300	300	300	300	300	300
	EE2	300	300	300	300	300	300	300	300
	EE3	300	300	300	300	300	300	300	300
	EE4	300	300	300	300	300	300	300	300
	EE5	300	300	300	300	300	300	300	300
	EE6	300	300	300	300	300	300	300	300
	EE7	300	300	300	300	300	300	300	300

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EE5		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	EE3		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	EE1		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	EE6		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.201 ^a	.040	.037	.96698	.040	12.558	1	298	.000
2	.263 ^b	.069	.063	.95391	.029	9.220	1	297	.003
3	.307 ^c	.094	.085	.94279	.025	8.052	1	296	.005
4	.327 ^d	.107	.095	.93766	.013	4.243	1	295	.040

a. Predictors: (Constant), EE5

b. Predictors: (Constant), EE5, EE3

c. Predictors: (Constant), EE5, EE3, EE1

d. Predictors: (Constant), EE5, EE3, EE1, EE6

ANOVA^e

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.742	1	11.742	12.558	.000 ^a
	Residual	278.645	298	.935		
	Total	290.387	299			
2	Regression	20.132	2	10.066	11.062	.000 ^b
	Residual	270.255	297	.910		
	Total	290.387	299			
3	Regression	27.289	3	9.096	10.234	.000 ^c
	Residual	263.098	296	.889		
	Total	290.387	299			
4	Regression	31.019	4	7.755	8.820	.000 ^d
	Residual	259.367	295	.879		
	Total	290.387	299			

- a. Predictors: (Constant), EE5
- b. Predictors: (Constant), EE5, EE3
- c. Predictors: (Constant), EE5, EE3, EE1
- d. Predictors: (Constant), EE5, EE3, EE1, EE6
- e. Dependent Variable: Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1	(Constant)	1.942	.324		5.991	.000					
	EE5	.286	.081	.201	3.544	.000	.201	.201	.201	1.000	1.000
2	(Constant)	2.626	.391		6.714	.000					
	EE5	.311	.080	.218	3.878	.000	.201	.220	.217	.990	1.010
	EE3	-.212	.070	-.171	-3.036	.003	-.149	-.174	-.170	.990	1.010
3	(Constant)	2.349	.399		5.893	.000					
	EE5	.261	.081	.183	3.216	.001	.201	.184	.178	.944	1.060
	EE3	-.217	.069	-.175	-3.141	.002	-.149	-.180	-.174	.989	1.011
	EE1	.172	.061	.161	2.838	.005	.193	.163	.157	.951	1.051
4	(Constant)	2.660	.424		6.271	.000					
	EE5	.275	.081	.193	3.399	.001	.201	.194	.187	.937	1.068
	EE3	-.223	.069	-.179	-3.240	.001	-.149	-.185	-.178	.988	1.012
	EE1	.181	.061	.169	2.983	.003	.193	.171	.164	.947	1.056
	EE6	-.120	.058	-.114	-2.060	.040	-.076	-.119	-.113	.984	1.016

a. Dependent Variable: Satisfaction

In the **II stage** the perception of the bank mobile money customers were sought in relation to parameter of the Social influence. The following hypothesis was developed:

H₀: Constructs configuring Social influence of mobile banking services have not been influenced by the attitude towards mobile banking.

H₁: All constructs configuring Social influence of mobile banking services significantly influence attitude towards mobile banking.

To test the hypotheses responses were gathered with a well draft questionnaire on five points Likert Rating scale corresponds to each chosen scale item. The Multivariate Regression Analysis was used with SPSS-19 software as a statistical tool with statistical

significance at 95% confidence level. The results have been shown in table 5.4 as under:

Table 2: Multivariate Regression Analysis of Social Influence dimension

Descriptive Statistics			
	Mean	Std. Deviation	N
Satisfaction	3.0733	.98549	300
SI1	3.7500	.75458	300
SI2	3.8800	.64315	300
SI3	3.9600	.59406	300
SI4	3.8567	.79891	300
SI5	3.8267	.60926	300
SI6	3.8267	.60926	300

Correlations

		Satisfaction	SI1	SI2	SI3	SI4	SI5	SI6
Pearson Correlation	Satisfaction	1.000						
	SI1	-.038	1.000					
	SI2	.109	.427	1.000				
	SI3	.034	.366	.530	1.000			
	SI4	-.063	.800	.376	.397	1.000		
	SI5	.116	.218	.664	.295	.285	1.000	
	SI6	.116	.218	.664	.295	.285	1.000	1.000
Sig. (1-tailed)	Satisfaction	.						
	SI1	.255	.					
	SI2	.030	.000	.				
	SI3	.281	.000	.000	.			
	SI4	.138	.000	.000	.000	.		
	SI5	.022	.000	.000	.000	.000	.	
	SI6	.022	.000	.000	.000	.000	.000	.
N	Satisfaction	300	300	300	300	300	300	300
	SI1	300	300	300	300	300	300	300
	SI2	300	300	300	300	300	300	300
	SI3	300	300	300	300	300	300	300
	SI4	300	300	300	300	300	300	300
	SI5	300	300	300	300	300	300	300
	SI6	300	300	300	300	300	300	300

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SI6		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.116 ^a	.013	.010	.98049	.013	4.060	1	298	.045

a. Predictors: (Constant), SI6

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.903	1	3.903	4.060	.045 ^a
	Residual	286.484	298	.961		
	Total	290.387	299			

a. Predictors: (Constant), SI6

b. Dependent Variable: Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1	(Constant)	2.356	.361		6.532	.000					
	SI6	.188	.093	.116	2.015	.045	.116	.116	.116	1.000	1.000

a. Dependent Variable: Satisfaction

Assessing Overall Model Fit

The final Regression model of effort expectancy construct revealed that 4 independent variables (EE5, EE3, EE1, and EE6) explains almost 9.5 % of the variance of Satisfaction. Also, the standard errors of the estimate has been reduced to .93766, which means that at 95% level, the margin of errors for any predicted value of satisfaction can be calculated as ± 1.84 ($1.96 \times .93766$). The regression coefficients, plus the constraints are significant at 0.05 levels. The impact of multi colinerarity in the 4 variables was substantial. They all have the tolerance value less than 0.984, indicating that only over 2% of the variance is accounted for by the other variables in the equation.

The final Regression model of social expectancy construct revealed that only one independent variable (SI6) explains almost 1 % of the variance of Satisfaction. Also, the standard errors of the estimate has been reduced to .98049, which means that at 95% level, the margin of errors for any predicted value of satisfaction can be calculated as ± 1.92 ($1.96 \times .98049$). The regression coefficients, plus the constraints are significant at 0.05 levels. The impact of multi colinerarity in the one variable was substantial. They all have the tolerance value less than 1.000, indicating that no variance is accounted for by the other variables in the equation.

ANOVA Analysis:

The ANOVA analysis provides the statistical test for overall model fit in terms of F Ratio. In case of Effort expectancy the total sum of squares (290.387) is the squared error that would accrue if the mean of Satisfaction has been used to predict the dependent variable. Using the values of EE5, EE3, EE1, and EE6 this errors can be reduced by 10.68% ($31.019/290.387$). This reduction is deemed statistically significant with the F ratio of 8.820 and significance at level of 0.000. With the above analysis it can be

conclude that five variables i.e., EE5, EE3, EE1, and EE6 explains **Effort expectancy** dimension.

In case of Social Influence the total sum of squares (290.387) is the squared error that would accrue if the mean of Satisfaction has been used to predict the dependent variable. Using the values of SI6 this errors can be reduced by 1.344% ($3.903/290.387$). This reduction is deemed statistically significant with the F ratio of 4.060 and significance at level of 0.045. With the above analysis it can be conclude that one variable i.e., SI6 explains **Social influence** dimension.

The descriptions of selected variables are as under:

1. EE1: My interaction with the system is clear and understandable
2. EE3: I find mobile banking easy to use.
3. EE5: I find the system to be flexible to interact with
4. EE6: Working with mobile interface is simple.
5. SI6: People who influence my behaviour think that I should use mobile banking.

To analysis the selected variables and identify the differences between the public and private sector banks the selected variables were analysed with the help of independent sample t test. For this purpose following hypothesis were developed:

H₀: Variance between public and private sector banks are equal on select variables measuring mobile banking services.

H₁: Variance between public and private sector banks are significant on select variables measuring mobile banking services.

Levene's Test for Equality of Variances has been used with assumptions that the variances for the two groups' viz. public and private sector banks customer's perception were equal. The result of independent sample t test is enlisted in table 3 and 4 as under:

Table 3: Group Statistics of Selected variables

	Operator	N	Mean	Std. Deviation	Std. Error Mean
EE1	1.00	158	2.6266	.91334	.07266
	2.00	142	3.0915	.86627	.07270
EE3	1.00	158	3.6519	.86641	.06893
	2.00	142	3.6972	.70449	.05912

Table 3: Group Statistics of Selected variables

	Operator	N	Mean	Std. Deviation	Std. Error Mean
EE1	1.00	158	2.6266	.91334	.07266
EE5	1.00	158	3.9810	.85564	.06807
	2.00	142	3.9225	.44680	.03749
EE6	1.00	158	3.0823	.97723	.07774
	2.00	142	3.0915	.89842	.07539
SI6	1.00	158	3.7975	.68431	.05444
	2.00	142	3.8592	.51353	.04309

Table-4: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means								
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of Difference	
											Low	Up
EE1	Equal variances assumed	.752	.386	-4.511	298	.000	-.46497	.10307	-.66781	-.26212		
	Equal variances not assumed			-4.524	297.126	.000	-.46497	.10278	-.66724	-.26269		
EE3	Equal variances assumed	7.461	.007	-.493	298	.622	-.04528	.09180	-.22595	.13538		
	Equal variances not assumed			-.499	295.122	.618	-.04528	.09081	-.22400	.13343		
EE5	Equal variances assumed	13.847	.000	.730	298	.466	.05848	.08013	-.09921	.21617		
	Equal variances not assumed			.752	241.923	.453	.05848	.07771	-.09461	.21156		
EE6	Equal variances assumed	2.719	.100	-.085	298	.932	-.00927	.10878	-.22335	.20481		
	Equal variances not assumed			-.086	297.842	.932	-.00927	.10830	-.22240	.20385		
SI6	Equal variances assumed	9.875	.002	-.875	298	.382	-.06169	.07048	-.20039	.07701		
	Equal variances not assumed			-.888	289.035	.375	-.06169	.06943	-.19834	.07497		

For variable EE1 and EE6 the gap between two defined categories is statistically significant ($F = .752$, $p=0.386>.05$ and $F = 2.719$, $p=0.100>.05$) which connotes that no significant difference exist between the public and private sector bank's customers group on clear and understandable interaction construct. Thus, equal variance assumed row is selected for conducting the Independent sample T-Test. for EE1 the Independent sample test results at 298 degree of freedom $t_{298} = -4.5119$, $p = 0.000 < 0.05$. Therefore, the difference between public and private sector bank's customers on clear and understandable interaction construct is statistically significant at 5% level of significance. While on EE6 the Independent sample test results at 298 degree of freedom $t_{298} = -.085$, $p = 0.932 > 0.05$. Therefore, the difference between public and private sector bank's customers on Working with mobile interface is simple construct is statistically insignificant at 5% level of significance.

For variable EE3, EE5 and SI6 the gap between two defined categories is statistically

significant ($F = 7.461$, $p=0.007 < .05$; $F = 13.847$, $p=0.000 < .05$; $F = 9.875$, $p=0.002 < .05$) which connotes that significant difference exist between the public and private sector bank's customers group on easy to use construct. Thus, equal variance not assumed row is selected for conducting the Independent sample T-Test. The Independent sample test for EE3 results at 295.122 degree of freedom $t_{295.122} = .499$, $p = 0.618 > 0.05$. Therefore, the difference between public and private sector bank's customers on easy to use construct is statistically insignificant at 5% level of significance. For EE5 the Independent sample test results at 241.923 degree of freedom $t_{241.923} = .752$, $p = 0.453 > 0.05$. Therefore, the difference between public and private sector bank's customers on flexible system to interact construct is statistically insignificant at 5% level of significance and for SI6 The Independent sample test results at 289.035 degree of freedom $t_{289.035} = -.0888$, $p = 0.375 > 0.05$. Therefore, the difference between public and private sector bank's customers on people believe I should use Mobile banking construct is statistically insignificant at 5% level of significance.

CONCLUSION

Mobile banking in recent financial growth is always an idiosyncratic task which must be executed under healthy environment so that the differences between the public and Private sector banks can be reduced. Under this analysis it is found that there are various factors which effect customers satisfaction on mobile banking in public and private sector banks, those factors must be used for analysing and improving future mobile banking services for better management. The gap on these selected items between customers satisfaction on mobile banking in public and private sector banks revealed that the gap exists between the customers perceptions. The assessment supersedes private sector banks customers in case of clear and understandable interaction construct. However, no perception gap is perceived by public and private sector bank's customer's easy to use, flexible system to interact, Working with mobile interface is simple and people believe I should use Mobile banking construct.

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QUESTIONNAIRE

SECTION - A

(A) PERSONAL INFORMATION

Name (optional):

Highest Educational Qualification: XII UG PG Professional

Gender: Male/Female

Age: <15 15-25 25-50 >50

Mobile Banking service provider bank: Private Banks Public Banks

Using Mobile Banking for:

Work Private Business Bill Pay Transfer of Money

(B) Are you satisfied with the current mobile banking services used by you?

(Please Tick [] the appropriate box)

Extremely Dissatisfied, Dissatisfied No opinion Satisfied
 Extremely Satisfied

(C) Please Display your degree of agreement/disagreement about current Mobile system used for the purpose of mobile banking.

Please Tick [] the appropriate Box

S No.	Questions	Highly Dis Agree	Dis Agree	No opinion	Agree	Highly Agree
Effort expectancy						
1	My interaction with the system is clear and understandable.					
2	Overall, I believe that the system is easy to use.					
3	I find mobile banking easy to use.					
4	Learning to operate the system is easy for me.					
5	I find the system to be flexible to interact with.					
6	Working with mobile interface is simple.					
7	It is easy for me to become skilful in mobile banking.					
Social influence						
1	Having mobile banking facility is a status symbol in my organization.					
2	People who are important to me think that I should use mobile banking					
3	The management also support in using the system.					
4	I use mobile banking because my co-workers are using.					
5	My colleagues and supervisor are very supportive in use of the mobile banking					
6	People who influence my behaviour think that I should use mobile banking.					