

Level of Satisfaction and Impact of Mobile Banking and Cashless Banking towards Contractual and Private Engineering Faculty Working in Engineering Colleges of Gurdaspur District

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Abstract

In today world information technology plays a vital role in the development of the country. In vast country like India is also not different. Mobile banking and cashless banking are the facilities provided by the Banks to their customer .With these facilities customer can transfer their cash from one account to another account within same bank or other banks in their own accounts or other customer accounts with the help of internet which is also called online banking. Digital payment are also the part of mobile banking ,with these facilities people can keep their money in the form of digital wallet in the mobile phone and use their money for shopping and purchasing the products through online and also used or payment to the online vendors. In the light of above concept the study has been conducted to find the satisfaction level and thinking pattern of faculty teaching in engineering colleges of Gurdaspur regarding mobile banking, cashless banking and digital payment. The study has been conducted in Engineering Colleges situated in Gurdaspur district. The sample size of 50 Engineering Contractual and Private Faculty member has been taken and random sampling method used for study. Responses have been obtained through structured questionnaire.

Key Words : *Mobile banking, Ecommerce, Digital payment, Cash less Society, Gurdaspur district.*

Introduction

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct transactions remotely using a mobile device such as a smart phone or tablet. Cashless society can be described as a procedure where money transaction are not carry out with physical cash but in the form of digital payment(11).Digital payment is a way of payment which is made through digital modes. In digital payments, the customers made payment with the help of smart devices like smart phone etc and money is transferred from one account to another electronically without using any physical hard cash. It is also called electronic payment. All the transactions in digital payments are completed online. It is an instant and convenient way to make payments (13).

Literature Review

The mobile banking is defined as “all the bank transactions done by customers through their mobile phones ” (8). The bank offer mobile banking facility to their customers, desire to boost their client share by eliminating all the obstacles in the mode of acceptance of services of mobile

banking. The responsibility of banking is very vital in working the trade as well as commerce functions. As the Internet banking is still in its rising phase, mobile banking has come out as the best way of making banking. The range of facilities may include services to perform banking transactions, to manage accounts and to right to use custom-made information (9). In the wider sense mobile banking as that type of implementation of monetary services in the way of which, within an electronic process the client exercise mobile communication method in combination with mobile devices (4). The term cashless transaction economy point out dropping the use of physical cash in physical mode for payments, in place of cash and digital methods are used for payments of clients or customers (12). There is a great future for m-payment (1). Security of transactions through mobile payment and the illegal use of mobile phones to make a payment were establishing huge worry to the mobile phone consumers. Security and privacy were the main worries for the users which influence the acceptance of digital payment solutions (2). The acceptance of mobile wallet among customers in Finland as only at the initial phase of the Innovation-Decision Process (3). Digital wallet presented many benefits while moving money such as affordability, security and convenience (10).

Objectives of the Study

- To find out the impact level of mobile banking on Contractual and Private Engineering Faculty of Gurdaspur district.
- To identify the demographic profile of the Contractual and Private Engineering Faculty in Gurdaspur District.
- To check the respondents attitude towards cashless banking.
- To understand the adaptation level of respondents towards digital payments.

Research Methodology

The study has been conducted in Gurdaspur district. Data is collected through structured questionnaire.. The study will reveal the opinions, expectations and feedback towards mobile banking, digital payment and ecommerce. The result has been revealed through the SPSS software. Sampling design includes the following.

Sampling Unit

Here the sample units were the Contractual and Private Engineering faculty of engineering colleges.

Sampling Method

Convenience sampling technique will be used in research study.

Sampling Size

Sampling size of 50 Engineering Contractual and Private faculty to be used for survey.

Profile of the Respondents

Respondents are the Employees of Government and Private Engineering Colleges of Gurdaspur, Punjab situated near by border area of India

Limitations of the Study

The present study based on the data collected from sample of area of Gurdaspur and the result may vary from other regions of India .

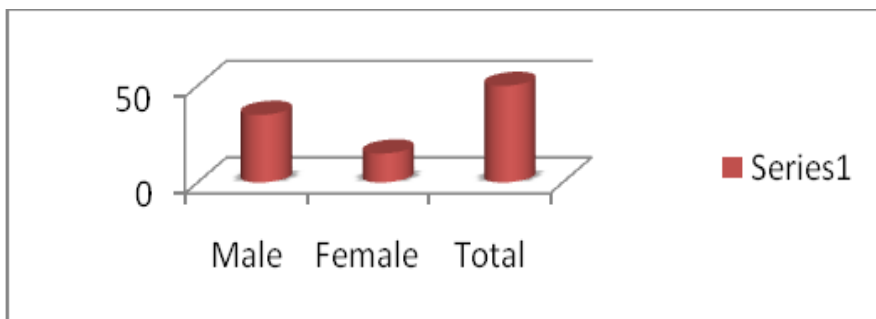
- Information obtained may not be true in all cases because of respondent's bias.
- The respondents some time busy with their work, which may hinder the survey.
- Sampling method is non-probabilistic and sampling size is comparatively small, the outcome cannot be generalized without sampling error.

Data Interpretation

Table: 1.1 Demographic description of the faculty according to the Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	70.0	70.0	70.0
	Female	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

Figure 1.1

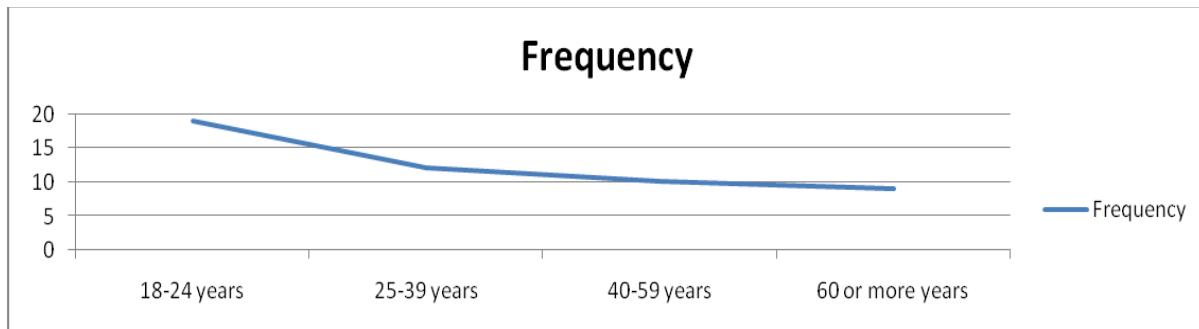


In reference to table 1.1 and figure 1.1 the respondents details of the study illustrate that 35(70%) are male faculty and 15 (30%) are female faculty from the data has been gathered through structured questionnaire.

Table: 1.2 Demographic description of the faculty according to the Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	19	38.0	38.0	38.0
	25-39 years	12	24.0	24.0	62.0
	40-59 years	10	20.0	20.0	82.0
	60 or more years	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Figure:1.2

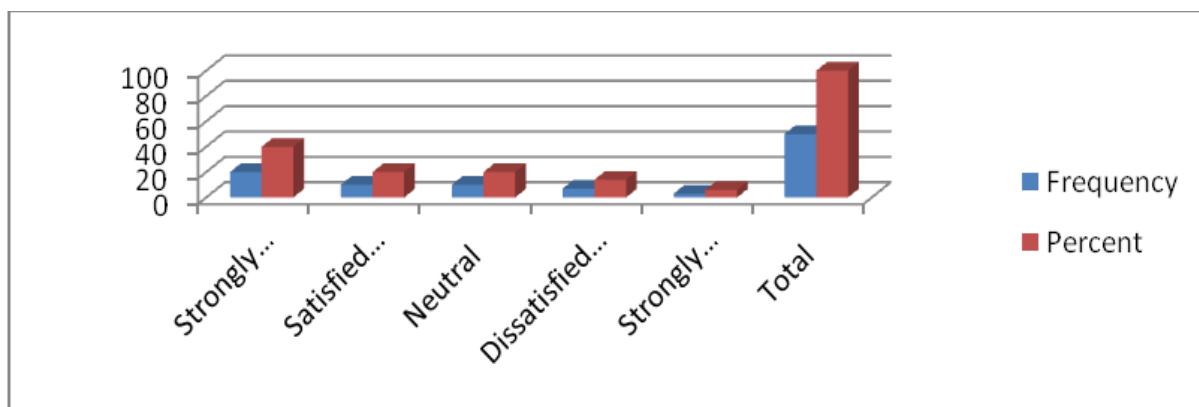


In indication to table:1.2 and figure 1.2 the faculty member description according to the Age group belonging to 18-24years category are 38%,Age group belonging to 25-39 years are 24%, Age group of 40-59 are 20% and the senior most Age group i.e. 60 or more years are constitute 18% in the study.

Table: 2.1 Description of the attitude towards mobile banking of faculty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	20	40.0	40.0	40.0
Satisfied somewhat	10	20.0	20.0	60.0
Neutral	10	20.0	20.0	80.0
Dissatisfied somewhat	7	14.0	14.0	94.0
Strongly dissatisfied	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Figure: 2.1

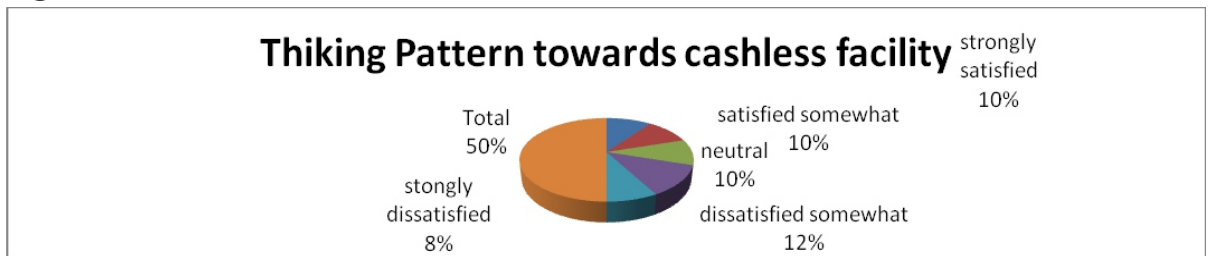


In reference to the above table 2.1 and figure 2.1, it describe the attitude of the faculty towards mobile banking.40% are strongly satisfied, 20% are satisfied somewhat, 20% are neutral, 14% are dissatisfied somewhat and 6% are strongly dissatisfied

Table: 3.1 Description of the behaviour towards cashless banking facility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly satisfied	10	20.0	20.0	20.0
satisfied somewhat	10	20.0	20.0	40.0
neutral	10	20.0	20.0	60.0
dissatisfied somewhat	12	24.0	24.0	84.0
strongly dissatisfied	8	16.0	16.0	100.0
Total	50	100.0	100.0	

Figure 3.1

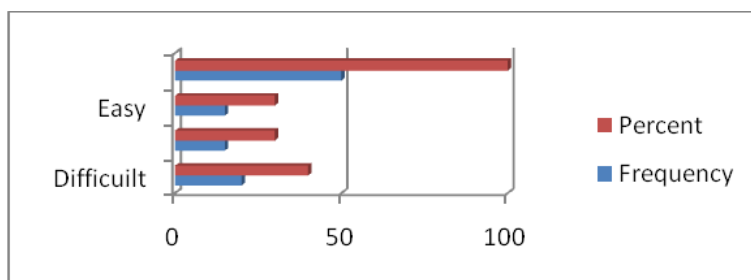


The above table 3.1 and figure 3.1, describe the thinking pattern of Contractual and Private Engineering Faculty towards cashless facility provide by the banks.40% are strongly satisfied, 20% are satisfied somewhat, 20% are neutral, 14% are dissatisfied somewhat and 6% are strongly dissatisfied.

Table: 4.1 Description of the Adaptation towards digital payment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Difficult	20	40.0	40.0	40.0
Moderate	15	30.0	30.0	70.0
Easy	15	30.0	30.0	100.0
Total	50	100.0	100.0	

Figure: 4.1



The above table 4.1 and figure 4.1 illustrates that 40% faculty members feels difficult to adapt,30% feels moderate to adapt and remaining 30% faculty member feels easy to adapt towards digital payment facility.

Conclusion

Mobile banking and cashless facility are broad concepts. But this research is limited to specific people like Engineering faculty and specific geographical area like border area of Gurdaspur. To make things clear and easy to understand the area that this study will focus on Contractual and Private Engineering Colleges Faculty and their attitude towards mobile banking and digital payments. This research study is limited to the satisfaction level of teaching faculty of engineering colleges of border area of Gurdaspur only. This study used non probability sampling because the relationship between the sample and the population is unknown. That means there is no theoretical basis for computing or reporting a margin of sampling error and thus for knowing how representative the sample is of the population as a whole, the non probability sampling is used. Results may vary with other parts of the country. The study findings illustrate that Contractual and Private faculty member of Engineering colleges of Gurdaspur initially finds difficult to adapt towards mobile banking, cashless facility and digital payments. But now they are very much satisfied with this modern facility and this facility make their life and banking process more easy and convenient.

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