

Impact of Mobile Banking (M-Banking) on Banking Sector

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Abstract: India is one of the fastest growing countries in terms of mobile users. Now mobile phones are not only a medium of voice communication but also widely used for mobile services. Mobile based services or M-services are defined as electronic services that are delivered to the consumers via mobile technologies using mobile devices. M-services is a limited concept of E- services which is able to provide services anywhere at any time. Due to this reason this concept became popular among people. Investments in M-services are growing and these services stand to offer the promise of creating a social impact in the area of healthcare, agriculture, financing, governance and education. In this paper, we will study about M-banking which is a subset of m-services in India. M-banking is fast growing with its multitude of features offered with mobile apps and internet banking. Indian Banking Association is urged to heavily invest in technologies that can evolve and protect against future threats, as well as tackle current pressures from malware and social engineering.

Most of the banks provide their own banking applications to make their customers feel comfortable. With these banking applications we can manage our own bank accounts on-the-move. Even if we can ensure hassle free online transactions for shopping and transfer amount to different accounts and view transaction history, etc. with the productive growth of mobile banking and on-the-go-payments, individuals no longer need to stand in endless queues to perform crucial financial operations.

Whether it is a monetary transaction or checking account balance, you can always refer to the banking applications out there. Mobile banking applications have made things easier for countless people across the globe. Mobile banking lets the customers handle banking transactions more rapidly and conveniently. Which also has value.

Keywords: M-banking which is a subset of m-services in India. M-banking is fast growing with its multitude of features offered with mobile apps and internet banking. Indian Banking Association is urged to heavily invest in technologies that can evolve and protect against future threats, as well as tackle current pressures from malware and social engineering.

I. INTRODUCTION

The expansion of global information networks, including the Internet, telecommunications, and modern IT systems, has significantly reshaped business operations across the world. Easy online connectivity has become a powerful organizational tool, leading to the emergence of the “digital economy.” This new economic environment is driven by rapid technological progress, knowledge-based activities, virtual supply networks, and digital services such as online banking.

As this digital landscape grows, customers have gained stronger bargaining power. They demand customized products, faster service, and competitive pricing. To satisfy these expectations, companies must redesign traditional structures and adopt flexible, technology-oriented approaches. Shifting from conventional systems to digitally agile enterprises involves careful planning, investment, and innovation.

In India, the banking industry has adopted technology to meet evolving customer needs. Mobile banking enables users to transfer funds, check balances, pay bills, and invest conveniently, removing time and distance limitations while improving overall banking efficiency.



OBJECTIVES OF THE STUDY

- The basic objective of my project is to analyze the awareness among people about the mobile banking applications and its services.
- To find how often people use these services.
- To find out how this service is having its future growth.
- To study the acceptance of mobile banking applications.
- To study the M-Banking trends.
- A study on impact of demonetization on Banking sector and M-Banking

SCOPE OF STUDY

The following has been covered under the project “Mobile Banking”.

1. Introduction to mobile banking
2. Advantages & Disadvantages
3. Mobile Banking in India today
4. Technological and Regulatory Factors Impacting future growth
5. Impact of Demonetization on Banking sector and M-Banking
6. Who is Using M-Banking Today?
7. What will be the future of M-Banking?
8. E banking
9. SMS Banking
10. Survey to find out the awareness

LIMITATIONS OF STUDY

1. I have restricted my project on ‘mobile banking’ to the extent of individuals only.
2. A survey has been conducted on a micro level basis to know awareness of mobile banking.
3. Consumer perception changes from time to time with the advancement in technology.
4. Lack of information pertaining to the various angles of the report.

II. RESEARCH METHODOLOGY

This study adopts a descriptive and analytical research design to examine the impact of mobile banking on the banking sector. Both primary and secondary data are used for the research. Primary data is collected through structured questionnaires distributed to mobile banking users and bank employees, while secondary data is gathered from RBI reports, bank publications, research journals, and official websites. A sample of around 25-30 respondents is selected using convenience sampling. The collected Mdata is analyzed using percentage analysis, charts, and basic statistical tools. The study focuses on customer satisfaction, operational efficiency, cost reduction, and challenges associated with mobile banking services.

CONCLUSION

Mobile banking has significantly reshaped the banking industry by offering greater flexibility, speed, and convenience to users. Through digital platforms, customers are able to manage their accounts, transfer funds, and access various services at any time and from any location. This reduces the need to visit physical branches and makes banking more efficient. For financial institutions, mobile banking lowers operating expenses, minimizes paperwork, and enhances overall productivity. It also strengthens customer loyalty by providing quick and reliable services.

In a developing country like India, mobile banking plays a vital role in extending financial services to remote and underserved areas in a cost-effective way. While issues such as limited digital awareness and smartphone availability still affect adoption, improvements in technology and internet access are steadily overcoming these challenges. As



digital usage continues to expand, mobile banking is expected to grow further, creating mutual benefits for both banks and customers

