

A Study On Buying Behaviour Towards Mobile Banking Among Rural People

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Abstract- — With the rapid advancement of digital technology, mobile banking has become an important tool for financial inclusion, especially in rural areas. This study focuses on analysing the buying behaviour of rural people towards mobile banking services. It examines the level of awareness, usage patterns, factors influencing adoption, and challenges faced by rural consumers. The study highlights that convenience, time-saving, and ease of use are the major factors encouraging adoption, while issues such as poor network connectivity, lack of digital literacy, and security concerns act as barriers. The findings reveal that most rural users have a positive attitude towards mobile banking, but there is still a need for awareness and improvement in infrastructure. The study concludes that mobile banking has strong potential to enhance financial inclusion in rural areas.

Keywords- Mobile Banking, Rural Consumers, Buying Behaviour, Digital Payments, Financial Inclusion, UPI.

I. INTRODUCTION

In the modern digital era, mobile banking has transformed the way financial services are accessed and utilized. With the growth of smartphones, internet connectivity, and government initiatives like Digital India, mobile banking has become more accessible even in rural areas. Traditionally, rural populations depended on physical bank branches for transactions. However, mobile banking allows users to perform activities such as fund transfers, balance enquiries, bill payments, and account management anytime and anywhere. This has improved convenience and reduced dependency on cash-based transactions. Despite these benefits, the adoption of mobile banking among rural people is influenced by various factors such as awareness, trust, ease of use, and technological accessibility. Therefore, this study aims to analyse the buying behaviour of rural people towards mobile banking and understand the factors affecting its adoption.

II. REVIEW OF LITERATURE

- Aijaz A. Heikki et al. (2014) studied consumer intention towards mobile banking and identified research gaps in adoption behaviour.
- Koenig-Lewis et al. (2010) analysed predictors of mobile banking adoption and found that compatibility and credibility influence usage.
- Shyam R. Sihare et al. (2017) examined rural consumer behaviour and found lack of awareness as a major barrier.

- Fatema Tuj Johara et al. (2014) identified service convenience and security as key factors influencing mobile banking adoption.
- Balaji et al. (2019) highlighted behavioural intentions and financial factors as key drivers of adoption.

III. OBJECTIVES OF THE STUDY

- To examine the awareness level of mobile banking among rural people
- To analyse the buying behaviour of rural consumers towards mobile banking
- To identify factors influencing adoption and usage of mobile banking services
- To study the problems faced by rural users

IV. RESEARCH METHODOLOGY

Research Design: Descriptive research
Sampling Method: Convenience sampling
Sample Size: 100 respondents

V. DATA COLLECTION

Primary Data:
Structured questionnaire
Personal interviews
Secondary Data:

VARIABLES	N	MEAN	STD DEVIATION
I find mobile banking	100	3.82	0.95
I trust mobile banking	100	3.67	0.90
I prefer mobile banking	100	3.74	0.88
Mobile banking is convenient	100	4.05	0.96

Interpretation

The mean ranking in descriptive statistics was used to measure respondents’ opinions on mobile banking usage. A five-point (1–5) was used where 1 = Strongly Agree and 5 = Strongly Disagree. The results indicate that respondents generally have a positive opinion towards mobile banking. The variable “I prefer mobile banking” recorded the lowest mean value (3.82) indicating stronger agreement among respondents. Similarly, “I find mobile banking easy” (Mean = 3.67) shows that most respondents perceive mobile banking as easy to use. The variables trust in mobile banking (Mean = 3.74) and mobile banking convenience (Mean = 4.05) also indicate agreement among respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	RANK
1	Fixed deposit creation	32	1
2	Investment in mutual funds/ recurring deposits	20	2
3	Mini statement downloaded	19	3
4	Payment of water,	15	4

	gas and electricity		
5	Emi payment	14	5
6	Credit card bill payment	12	6
7	Insurance premium payment	11	7
8	Utility payment	9	8
9	Loan repayment	7	9
10	Ticket booking	2	10

Interpretation

The ranking analysis shows that Fixed Deposit Creation secured the 1st rank, indicating that respondents highly prefer using mobile banking for creating fixed deposits. Investment in Mutual Funds / Recurring Deposits ranked 2nd, showing a high level of acceptance for investment-related services through mobile banking. Mini Statement Downloaded and Payment of Water, Gas and Electricity obtained the 3rd and 4th ranks, reflecting frequent usage for checking account information and paying essential bills. EMI Payment, Credit Card Bill Payment, and Insurance Premium Payment received moderate ranks, indicating moderate usage among respondents. Meanwhile, Utility Payment, Loan Repayment, and Ticket Booking ranked lower, suggesting that comparatively fewer respondents prefer using mobile banking for these services. Overall, the results indicate that respondents mostly use mobile banking for financial management.

VI. DATA ANALYSIS

- The study reveals that respondents highly prefer using mobile banking for fixed deposit creation and investment services, indicating strong trust in financial transactions.

- Services like mini statement and bill payments are frequently used, showing that mobile banking is mainly used for daily financial management.
- Moderate usage is observed in EMI, credit card, and insurance payments, suggesting that not all advanced financial services are fully adopted.
- Lower-ranked services such as loan repayment and ticket booking indicate limited awareness or preference among rural users.
- Overall, the mean analysis shows that respondents have a positive attitude towards mobile banking, especially in terms of preference, ease of use, and convenience.

VII. FINDINGS

- Fixed Deposit Creation is the most preferred mobile banking service among respondents, showing high trust in financial transactions.
- Investment-related services like Mutual Funds and Recurring Deposits are also widely accepted by users.
- Respondents frequently use mobile banking for checking mini statements and paying essential bills.
- Services such as EMI payment, credit card bill payment, and insurance premium payment have moderate usage.
- Utility payments, loan repayment, and ticket booking are the least preferred services among respondents.

VIII. SUGGESTIONS

- Banks should create awareness programs to promote lesser-used services like loan repayment and ticket booking through mobile banking.
- Improve user education and guidance to increase confidence in using advanced financial services such as investments and insurance payments.
- Enhance app simplicity and user interface to make all services easily accessible, especially for rural users.
- Strengthen security features and communication to improve trust in mobile banking for large and sensitive transactions.
- Provide better network support and technical reliability to ensure smooth usage of all mobile banking services.

IX. CONCLUSION

The study concludes that mobile banking has become an essential financial tool among rural people. It offers convenience, accessibility, and time-saving benefits, which positively influence buying behaviour. Although the adoption rate is high, challenges such as lack of awareness, poor network connectivity, and security concerns still exist. With proper awareness programs, improved infrastructure, and enhanced security measures, mobile banking can achieve greater adoption and contribute significantly to financial inclusion and economic development in rural areas.

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