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A Comparative Study on Traditional Banking and Mobile Banking in India

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Abstract: ***Mobile phone banking is a new system of banking in the country and as such most of the network operators are now engaging and using it. Mobile phone banking is banking using mobile phone devices to transact businesses in the country and conventional banking system that offers a wide range of financial services through physical branch networks. These banks serve as intermediaries between depositors and borrowers, playing a crucial role in the financial ecosystem. and the traditional brick-and-mortar operations to technology-driven platforms like mobile banking. now a days the internet is considered a mature medium, despite its relative newcomer status. The internet is more accessible to more people globally than any other medium except television. During the research it came out that customers need a form of identification and a secret code before they can access their monies and also the respondents are of the opinion that the mobile phone banking is easy and convenient and they spend less time accessing their monies. It was recommended that the network operators should educate the general public of new technologies for better equipped to it.***
Keyword: mobile banking, traditional banking, easy access, convenience.

I. INTRODUCTION

Traditional banking is concerned with a physical location that one visits to access their account. It is a financial institution that is committed to the management of money that their client deposits in the bank custody and on the other hand, the bank utilizes that money to grant it as a loan to individuals or companies instead of interest. Traditional banking in general consists of three components-

1) Capital- It is the pillar of traditional banking. It is the leverage with deposits and then prudently converted into loans that generate jobs and economic growth.
2) Deposits- Once capital is invested leverage through the collection of deposits that represents savings and liquid cash reserves of individuals and businesses in the community. (c)Loans- The combination of capital and deposits constitutes a basis for the amount of money that can be disbursed as a loan

A. *Comparative Study Of Mobile Banking And Traditional Banking*

1) *Convenience and Accessibility*

Mobile Banking: Mobile banking allows users to access their accounts and perform transactions anytime and anywhere using their smartphones or tablets. It provides convenience and accessibility to users who can manage their finances

Traditional Banking: Traditional banking requires customers to visit a physical bank branch during working hours to perform transactions. It may not be as convenient as mobile banking, especially for individuals with busy schedules or limited mobility.

2) *Services Offered*

Mobile Banking: Mobile banking offers a wide range of services, including checking account balances, transferring funds, paying bills, depositing checks, and even applying for loans. Some mobile banking apps also provide additional features like budgeting tools and financial management. Traditional Banking: Traditional banking offers similar services but may require customers to visit a bank branch or use ATMs for certain transactions. It may also provide additional services like safe deposit boxes and face-to-face customer service.

3) *Security*

Mobile Banking: Mobile banking apps employ various security measures like encryption, biometric authentication, and two-factor authentication to protect user information and transactions. However, there is still a risk of mobile devices being lost, stolen, or hacked.

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Traditional Banking: Traditional banking relies on physical security measures like bank vaults, security guards, and surveillance cameras. However, there is still a risk of theft or fraud, especially during in-person transactions.

4) Cost

Mobile Banking: Mobile banking apps are usually free to download and use. However, some transactions may incur fees, such as transferring funds to external accounts or using certain features.

Traditional Banking: Traditional banking may involve fees for certain services, such as ATM withdrawals, check printing, or account maintenance. These fees vary depending on the bank and the type of account.

5) Customer Support

Mobile Banking: Mobile banking apps often provide customer support through phone, email, or in-app chat. However, the level of support may vary depending on the bank and the app.

Traditional Banking: Traditional banking offers face-to-face customer support at bank branches, where customers can speak directly with bank representatives. This can be beneficial for complex transactions or specific inquiries.

II. OBJECTIVE

1) To understand the concepts of traditional banking and mobile banking
2) To study the how challenges are facing by the users to adopting the mobile banking as compared to traditional banking
3) To identify the positive and negative factor of mobile banking and traditional banking.

III. RESEARCH METHODOLOGY:

For the present research, the paper is based on the researcher develops concepts.

This research is both quantitative and qualitative. This research is based on the data collected through "Questionnaire" for Mobile banking and traditional banking

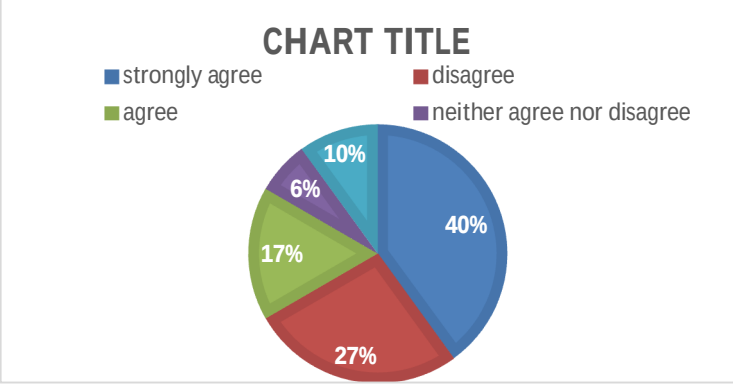
The secondary data have been compiled from newspaper, journals, magazines, and web links and also research papers.

Sample size 150.

IV. DATA ANALYSIS AND INTERPRETATION

1) Traditional banking transactions are typically slower compared to online banking.

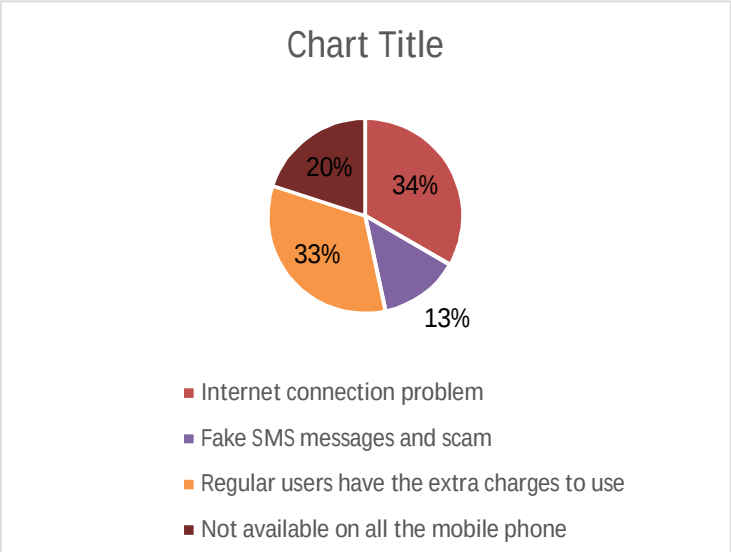
Options	Strongly agree	Disagree	Agree	neither agree nor disagree	strongly disagree
users	60	40	25	10	15
Percentage	40%	27%	17%	6%	10%



Data interpretation: Strongly agree that 40% of the users told that tradition banking transactions are typically slower that the mobile banking ,27%of the users are disagree and ,16%of the users are agree ,7%% of the users are neither agree not disagree,10% of the users are the strongly disagree.

2) What percentage of users facing the challenges by using the mobile banking as compared to traditional banking.

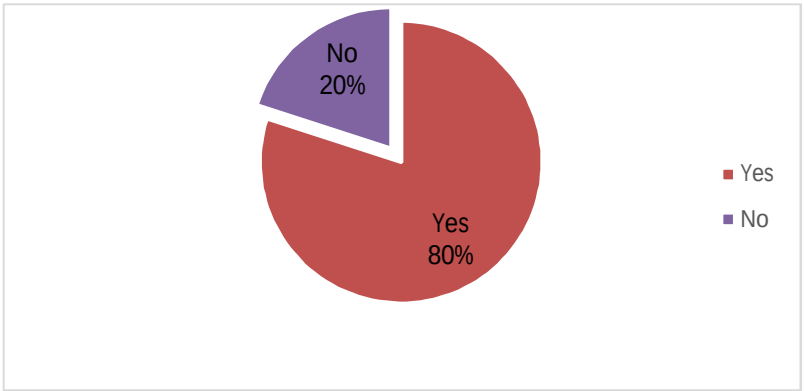
Internet connection problem	Fake SMS messages and scam	Regular users have the extra charges to use	Not available on all the mobile phone
50	20	50	30
33%	14%	33%	20%



Data Interpretation: challenges are facing by the users by the internet connection problem of 33%, by the fake SMS and scam are 14%,33% of the regular users have the extra change to use the mobile banking and 20% of the users are mobile banking is not available on the all mobile phone.

3) Is the mobile banking is better than the traditional banking

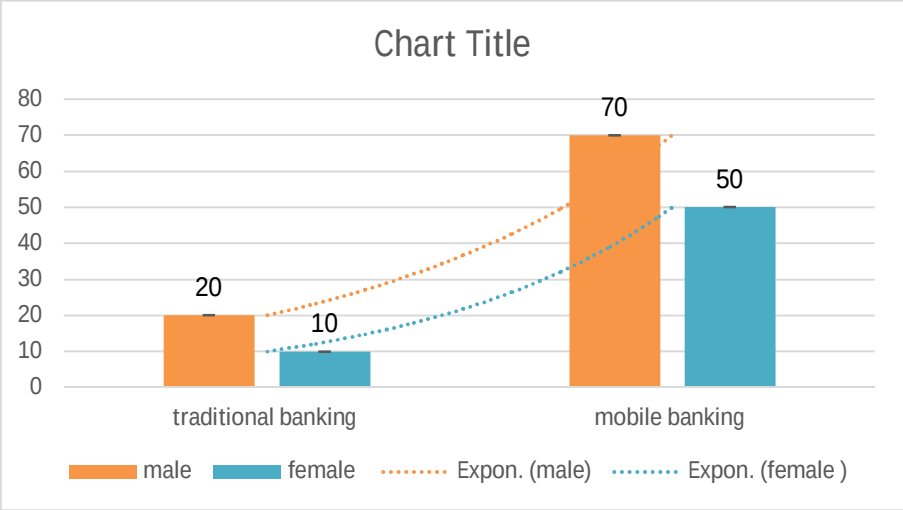
Options	No of the users	Percentage of users
Yes	120	80%
No	30	20%



Data interpretation: 80% of users are using the mobile banking .20% of the users are not using the mobile banking.

4) Comparative analysis of the traditional banking and mobile banking users

Gender	Traditional banking	Mobile banking
Male	20	70
Female	10	50



Data interpretation: Based upon this analysis the mobile banking users of male and female both are higher and traditional banking users of male and female are low.

V. FINDING

1) Now a day most of people are using the mobile banking for quick and in time needs.
2) Most of the users strongly agree that traditional banking transactions are slower that the mobile banking.
3) users are facing the challenges by the using mobile banking like 33% internet problems,14% of the fake SMS and scam,33% of the regular use extra charge,20% of the users are available on their mobile phone.
4) 80% of the users of the mobile banking are told that it is better than the traditional banking.
5) In the comparative study analysis maximum percentage male and female users are likely to use the mobile banking that the traditional banking.

VI. SUGGESTION

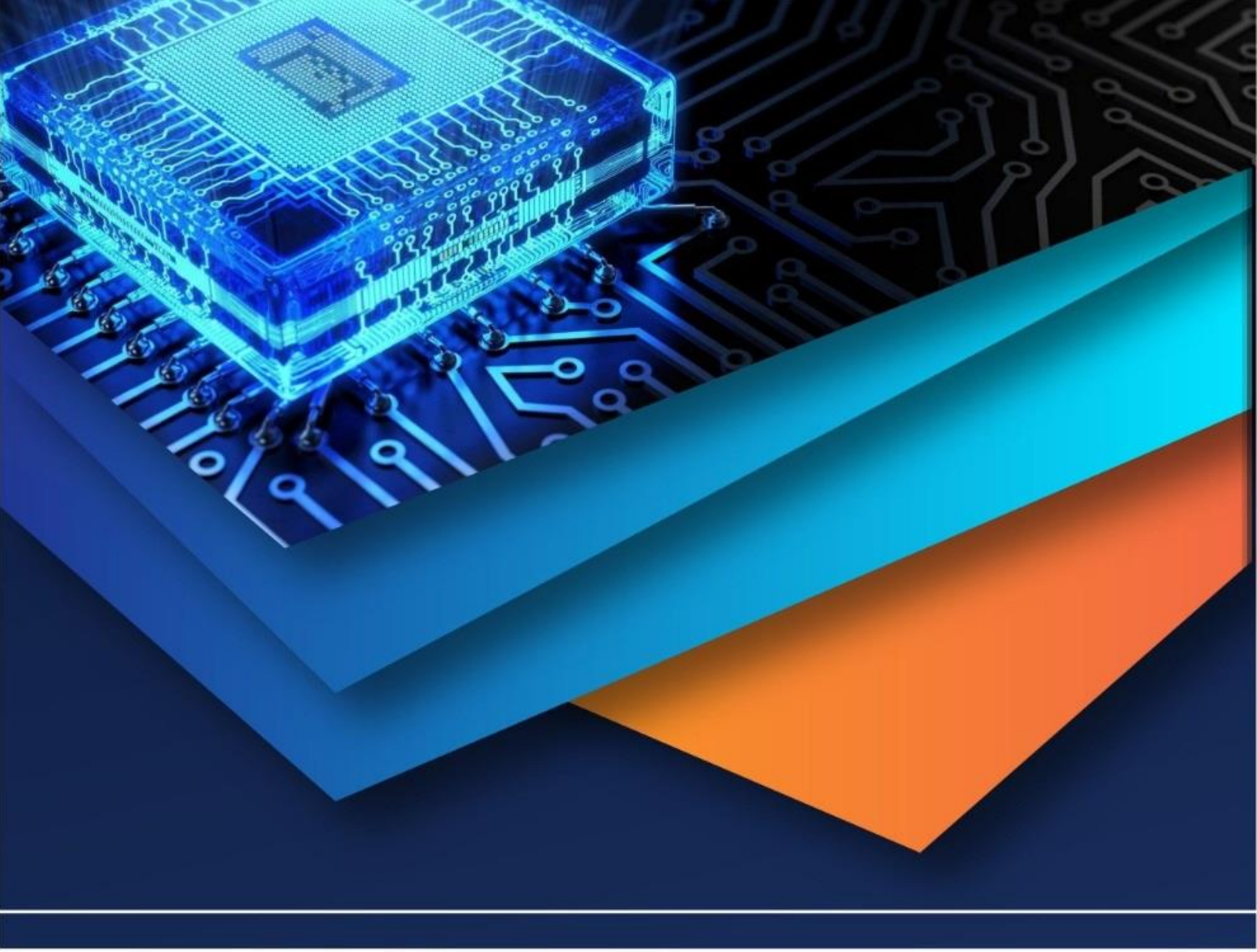
1) As compared to traditional banking the mobile banking services are so faster
2) Awareness should be given to users for using it
3) Mobile banking should be available on all the mobile phones
4) Users must be follow the technique and concept for using it better format.

VII. CONCLUSION

I conclude to a particular point. In general, both of them have different advantages in traditional and mobile banking. But as the world is continuously adopting new technologies and the recent ongoing has affected our way of conducting business. Hence, mobile banking includes numerous technological features, as well as large organizations trying to improve and optimize the financial service provided. It increases the user's techniques at the end of 2023, the mobile banking users in this segment reached to 1.2 billion subscribers. After that, the term began to refer to a large and rapidly growing industry

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