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Mobile Banking Adoption Across Customer Segments at ICICI Bank, Hyderabad

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Abstract:

Mobile banking has revolutionized the banking industry by enabling customers to perform banking transactions anytime and anywhere through smartphones. ICICI Bank has been a pioneer in adopting digital banking technologies and offering innovative mobile banking services. This study examines the adoption of mobile banking across different customer segments at ICICI Bank, Hyderabad. The research focuses on factors influencing mobile banking usage, customer preferences, satisfaction levels, and challenges faced by users. The findings reveal that mobile banking adoption varies across customer segments based on age, education, occupation, and technological awareness. The study highlights the importance of digital literacy, security, and service quality in enhancing mobile banking adoption.

Keywords: Mobile Banking, Digital Banking, Customer Segments, Technology Adoption, Customer Satisfaction, ICICI Bank.

Introduction:

The rapid advancement of digital technology has transformed the banking sector. Mobile banking allows customers to access banking services such as fund transfers, account inquiries, bill payments, investments, and loan applications through mobile devices.

ICICI Bank has developed advanced mobile banking platforms to provide convenient and secure banking experiences. However, the adoption of mobile banking differs among customer groups due to variations in demographics, technological skills, and banking needs.

This study aims to analyze mobile banking adoption across various customer segments at ICICI Bank, Hyderabad, and identify factors affecting usage patterns and customer satisfaction.

Literature Review:

Sharma and Gupta (2021) The study found that convenience and accessibility are major factors driving mobile banking adoption.

Kumar (2022) The researcher highlighted that younger customers are more likely to adopt mobile banking services compared to older customers.

Singh and Verma (2023) The study emphasized the role of security and trust in influencing customer acceptance of mobile banking.

RBI Report (2024) The report indicated significant growth in digital banking adoption across urban and semi-urban areas in India.

Mehta and Rao (2024) The researchers concluded that user-friendly mobile applications and digital awareness programs improve customer adoption rates.

The literature suggests that demographic factors, technological awareness, security perceptions, and service quality significantly influence mobile banking adoption.

Objectives of the Study:

1. To understand the concept of mobile banking.
2. To examine mobile banking services offered by ICICI Bank.
3. To analyze mobile banking adoption across different customer segments.
4. To evaluate customer satisfaction with mobile banking services.
5. To suggest measures for improving mobile banking adoption.

Research Questions:

1. What mobile banking services are offered by ICICI Bank?
2. How does mobile banking adoption vary among different customer segments?
3. What factors influence the adoption of mobile banking?
4. How satisfied are customers with mobile banking services?
5. What improvements can enhance mobile banking usage?

Research Methodology:

Research Design:

Descriptive Research Design.

Sources of Data:

Primary Data:

- Structured Questionnaire
- Personal Interviews with Customers

Secondary Data:

- ICICI Bank Annual Reports
- RBI Publications
- Banking Journals
- Research Articles
- Bank Website

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Customers of ICICI Bank, Hyderabad.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Tables and Graphical Representation
- Mean Analysis

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Mobile Banking Usage by Age Group

Age Group	Respondents	Percentage
18–30 Years	40	40%
31–45 Years	32	32%
46–60 Years	20	20%
Above 60 Years	8	8%
Total	100	100%

Interpretation: Younger customers show higher adoption of mobile banking services.

Table 2: Frequency of Mobile Banking Usage

Usage Frequency	Respondents	Percentage
Daily	42	42%
Weekly	30	30%
Monthly	18	18%
Rarely	10	10%
Total	100	100%

Interpretation: Most customers use mobile banking frequently for their banking transactions.

Table 3: Customer Satisfaction with Mobile Banking Services

Opinion	Respondents	Percentage
Highly Satisfied	38	38%
Satisfied	42	42%
Neutral	12	12%
Dissatisfied	8	8%
Total	100	100%

Interpretation: A majority of customers are satisfied with ICICI Bank's mobile banking services.

Findings:

1. Mobile banking adoption is highest among younger customers.
2. Convenience and time-saving benefits encourage customers to use mobile banking.
3. Security and privacy concerns remain important factors affecting adoption.
4. Most customers use mobile banking for fund transfers, balance inquiries, and bill payments.
5. Customer satisfaction levels are generally high.
6. Digital literacy influences the adoption rate among older customers.
7. Mobile banking reduces dependence on branch banking services.

Suggestions:

1. Conduct digital literacy programs for senior citizens and less tech-savvy customers.
2. Enhance cybersecurity measures to strengthen customer trust.
3. Simplify the mobile banking interface for ease of use.
4. Provide multilingual support within the mobile banking application.
5. Improve customer support services for digital banking users.
6. Launch awareness campaigns highlighting mobile banking benefits.
7. Regularly update the application with new features and improved functionality.

Conclusion:

Mobile banking has become an integral part of modern banking services, offering convenience, speed, and accessibility. The study concludes that mobile banking adoption at ICICI Bank, Hyderabad, varies across customer segments, with younger and technologically aware customers showing higher adoption rates. Customer satisfaction with mobile banking services is generally positive due to ease of use and convenience. Continuous improvements in security, customer education, and digital innovation will further enhance adoption and customer satisfaction.

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