



A Study On Customer Awareness And Satisfaction Of Icici Imobile App Among Icici Bank Account Holder

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Abstract:

The Indian banking system, which has evolved over several decades, plays a pivotal role in meeting the diverse credit and financial requirements of individuals and businesses, thereby contributing significantly to economic development. The banking structure in India comprises scheduled banks, non-scheduled banks, cooperative banks, local area banks, and development financial institutions. In recent years, the banking sector has undergone substantial digital transformation to improve service delivery and customer experience. Mobile banking, in particular, has emerged as a preferred mode of transaction due to its convenience and efficiency. ICICI Bank, one of the leading private sector banks in India, has been at the forefront of this digital revolution with its mobile banking applications such as iMobile, Mera iMobile, and Pockets. These apps enable users to perform a wide range of banking functions including account management, fund transfers, bill payments, and investment services. The adoption of mobile banking not only enhances customer satisfaction but also reduces operational costs for banks. As digital banking continues to expand, it is expected to redefine the future landscape of financial services in India.

Index Terms - Customer service, Digital transformation, Digital banking, Economic development, Financial inclusion, ICICI Bank, Indian banking system, iMobile app, Mobile banking, Scheduled banks.

I. INTRODUCTION

The banking system in India, evolved over several decades, is well established and has been serving the credit and banking needs of the economy. The major role of banks is to intermediate resources from the depositor to the lender for their mutual benefit while allocating them in an efficient manner, thereby contributing to economic growth through enhanced efficiency in usage of resources. There are multiple layers in today's banking structure to cater to the specific and varied requirements of different customers and borrowers. The banking ecosystem is providing impetus to economic growth and development of the country and catering to the specific and varied financial requirements of different customers and borrowers.

The structure of the banking system of India can be broadly divided into scheduled banks, non-scheduled banks and development banks. Banks that are included in the second schedule of the Reserve Bank of India Act, 1934 are considered to be scheduled banks. Presently, 135 scheduled commercial banks are providing banking services in India. In addition, co-operative banks and local area banks are also providing banking services in various segments in different locations of the country. For the purpose of lending to specific sectors /segments, around 9,306 Non-Banking Financial Companies (registered with RBI as on 30.6.2024) and 5 All India Financial Institutions are also catering the needs of the borrowers.

In India, banking industries has elaborated various financial rearrangements that would create a shift from all the traditional banking to digitalized banking services to gratify the customer's requirement. Mobile banking increasing rapidly in India because customers find it more easy and comfortable way for doing banking transactions. Thus, digitalized banking services has taken a step further in its digital platform through applications to access account information and other services provided by banks. This type of digitalized banking services will diminish branch level transaction and in due course of time it will make ease for customer services pressure, thus declines the operating cost for banks. ICICI Mobile Banking is available to the customers of ICICI Bank to carry out almost all the banking activities like balance enquiry, fund transfer, bill payments and mobile recharges, etc.

The bank has various mobile applications to help customers get the best services like iMobile, Mera iMobile and Pockets, etc. To access these ICICI mobile banking apps, you need to have a Smartphone and an active internet connection. iMobile is the latest application of ICICI where the users savings bank account can be opened digitally using new iMobile app and portal ICICI. IMOBILE is new app launched by ICICI bank. iMobile is ICICI Bank's official Mobile Banking app that offers 400+ banking services. It is accessible to both ICICI Bank & non-ICICI Bank customers for availing Loans, managing Savings Accounts, transferring funds, managing Cards, and investments. iMobile brings the power of Net Banking to your fingertips. iMobile is ICICI Bank's flagship mobile banking application. ICICI Bank has invested considerable time and resources in delivering exceptional Mobile Banking services to its customers. This app is your one-stop solution for almost all banking needs. Whether it's transferring money, paying bills, or checking your account balance, iMobile has you covered. The app is sleek, user-friendly, and packed with powerful features that make banking on the go a breeze.

STATEMENT OF THE PROBLEM

Today ICICI bank provides lot of services to their customer. ICICI have launched a new app IMOBILE it is necessary to study whether all the banking customers especially ICICI bank account holders are aware of the ICICI IMOBILE APP. The study is attempted to analyze how much ICICI bank account holders have awareness towards the IMOBILE offered by ICICI and its satisfaction among the user.

OBJECTIVE OF THE STUDY

- ❖ To assess awareness and understanding of ICICI iMobile app among ICICI bank account holders
- ❖ To determine demographic profile of respondents.
- ❖ To know customer awareness about ICICI iMobile

- ❖ To ascertain users' level of satisfaction with ICICI iMobile

SCOPE OF THE STUDY

The study was confined only to customers of ICICI bank account. This study an attempt was created to communicate the uses and benefit of using ICICI iMobile app among the customers who using ICICI app.

SIGNIFICANCE OF THE PROBLEM

ICICI is more useful to their customers. It is a digital platform to users. It helps the customers to do their transactions within their phones at any time, at anywhere. Enable users to access a variety of financial and other services such as online shopping, bookings etc. This study an attempt was created to communicate the uses and benefit of using ICICI app among the customers.

RESEARCH METHODOLOGY

Research methodology is a systematic approach to solving a research problem. It involves the specific processes, techniques, and strategies used to identify, select, process, and analyze information about a topic. It can be understood as the science of studying how research is conducted in a structured and logical manner.

Area of the Study:

The sampling area used for the study is ICICI bank account holders

Research Design:

This study is conducted by using descriptive studies.

Sample Size:

For this study, 100 customers using ICICI app

Tool used:

Simple percentage method has been used in this study.

Sources Data:

The present study is primarily depending on primary data and secondary data.

PRIMARY DATA

Primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire through the mode of google forms. The collected data were used for the further research analysis purpose.

SECONDARY DATA

The secondary data has been collected through journals, websites and Google.

LIMITATIONS OF THE STUDY

- ❖ The study was conducted under time constraints, which may have limited the depth of data collection and analysis.
- ❖ The research was confined to 150 respondents within the ICICI bank account holders.
- ❖ Perceptions of customer's awareness and satisfaction of ICICI app
- ❖ Since there was no direct personal interaction with respondents, the accuracy of the data relies solely on their responses, which may introduce potential biases or inconsistencies.

CHAPTER-II

REVIEW OF LITERATURE

LalithaBalakrishnan (2016), this study also revealed on factors affecting mobile banking service –An empirical study on adoption of mobile banking mode of services. Presently the internet technology has brought the third revolution to this world. The banking sector has been upgrading their services with the use of technology from time to time like introducing the ATM – Automated Teller Machine which took more than a decade to get popular and the phone and net banking took half the time of ATM. In this study identifies mobile banking technology which is the third era of technology of banking sector after phone and net banking and comparatively its growth is phenomenal when compared to the first two eras. Even in India the mobile banking is growing fast because of the world's largest subscriber base in mobile sector after China.

Suresh (2017), this study focused on changing consumer behaviour for mobile banking services in India. Mobile banking is the latest and most innovative service offered by the banks. The purpose of the study is to investigate determinants of mobile banking adoption based on an individual's benefits and costs of adopting mobile banking. The main factors that determine the customer satisfaction of mobile banking in India are security, efficiency, cost effectiveness, easy demand fulfillment and correctness in results. It aims to analyze the customer satisfaction of mobile banking through these factors. Mobile banking is one of the alternatives in e – channels available to customers for quick and efficient of service at any time of the day and from anywhere to use. Banks can also use to enable the banking for increasing the efficiency of their staffs creates a platform. Finally, this paper an endeavour has been made to explore the customer satisfaction of the new electronic payment service as mobile banking and the factors influencing the adoption of mobile banking services.

Preeti Singh (2013), the study finds out that there are several problems applicable to mobile banking services. According to this study from customer's point of view security, standard of service provided by banks. Mobile operations are some of the analytical issues or challenges faced by mobile banking in India.

Naidu &Sneha Sri (2020) Their study on **ICICI Bank in Visakhapatnam** indicated that 70% of users were either satisfied or extremely satisfied with the bank's e-banking services. However, they noted that **security concerns and usability issues** still deter full usage among older or less tech-savvy users.

Kumar (2024) Kumar found that while ICICI Bank provides advanced mobile banking services, **awareness levels remain uneven**, particularly in semi-urban and rural areas. The study emphasized the need for **digital literacy campaigns** to improve the adoption of the iMobile app.

Hasan & Akhtar (2024) In a comparative study between ICICI and HDFC banks, the authors found that ICICI's iMobile app scored high on features and transaction speed but lagged in customer support integration and user guidance. The study underlined the role of user interface and customer education in driving satisfaction.

CHAPTER-III

INDUSTRY AND COMPANY PROFILE

The banking industry in India today comprises of 27 public sectors, 31 private banks and 29 foreign banks. The Indian banking sector is headed for consolidation. The presence of many regional players will see few banks emerging as global competitors. Moreover, the likely rise in interest rates will be bank margins under pressure. Treasury gains may within the current scenario. Bank profit in future may again be driven by core income. Indian banking industry in general and ICICI in particular has positioned itself to take advantage of such economic growth, India is likely to achieve. ICICI is an Indian multinational, Public Sector banking and financial services company. ICICI is one of India's major banks and is an industry leader in terms of size, business sector promotion and initiatives for the progress and economic enhancement of the Indian economy.

ICICI was formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. The principal objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses. Until the late 1980s, ICICI primarily focused its activities on project finance, providing long-term funds to a variety of industrial projects. With the liberalization of the financial sector in India in the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services provider that, along with its subsidiaries and other group companies, offered a wide variety of products and services.

As India's economy became more market-oriented and integrated with the world economy, ICICI capitalized on the new opportunities to provide a wider range of financial products and services to a broader spectrum of clients. ICICI Bank was incorporated in 1994 as a part of the ICICI group. In 1999, ICICI became the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the New York Stock Exchange.

The issue of universal banking, which in the Indian context meant conversion of long-term lending institutions such as ICICI into commercial banks, had been discussed at length in the late 1990s. Conversion into a bank offered ICICI the ability to accept low-cost demand deposits and offer a wider range of products and services, and greater opportunities for earning non-fund-based income in the form of banking fees and commissions. After consideration of various corporate structuring alternatives in the context of the emerging competitive scenario in the Indian banking industry, and the move towards universal banking, the

managements of ICICI and ICICI Bank formed the view that the merger of ICICI with ICICI Bank would be the optimal strategic alternative for both entities, and would create the optimal legal structure for ICICI group's universal banking strategy.

The merger would enhance value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services. The merger would enhance value for ICICI Bank shareholders through a large capital base and scale of operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new business segments, higher market shares in various business segments, particularly fee-based services, and access to the vast talent pool of ICICI and its subsidiaries.

In October 2001, the Boards of Directors of ICICI and ICICI Bank approved the merger of ICICI and two of its wholly-owned retail finance subsidiaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was approved by shareholders of ICICI and ICICI Bank in January 2002, by the High Court of Gujarat at Ahmedabad in March 2002, and by the High Court of Judicature at Mumbai and the Reserve Bank of India in April 2002. Consequent to the merger, the ICICI group's financing and banking operations, both wholesale and retail, were integrated in a single entity.

CHAPTER-IV DATA ANALYSIS AND INTERPRETATION

Table-4.1

AGE OF THE RESPONDENTS

S. No	Age of the Respondents	No. of Respondents	Percentage
1	18-25 Years	75	45 %
2	25-30 Years	35	21%
3	30-35 Years	25	15 %
4	Above 35 Years	30	18 %
Total		165	100%

Source: Primary Data

Interpretation

From the above table, the 45% of the respondents are belongs to 18-25 years, 21% of the respondents are belongs to 25-30 years, 15% of the respondents are belongs to 30-35 years and 18% of the respondents are belongs to above 35 years. Hence, we conclude that the majority of the respondents are 18-25 years 45%.

Chart-4.1

AGE OF THE RESPONDENTS

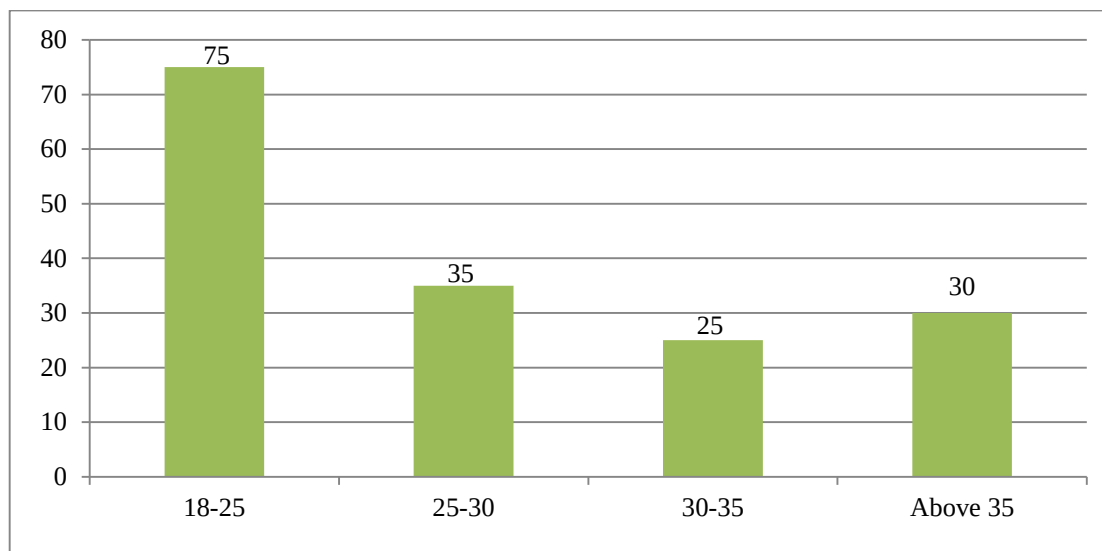


Table-4.2

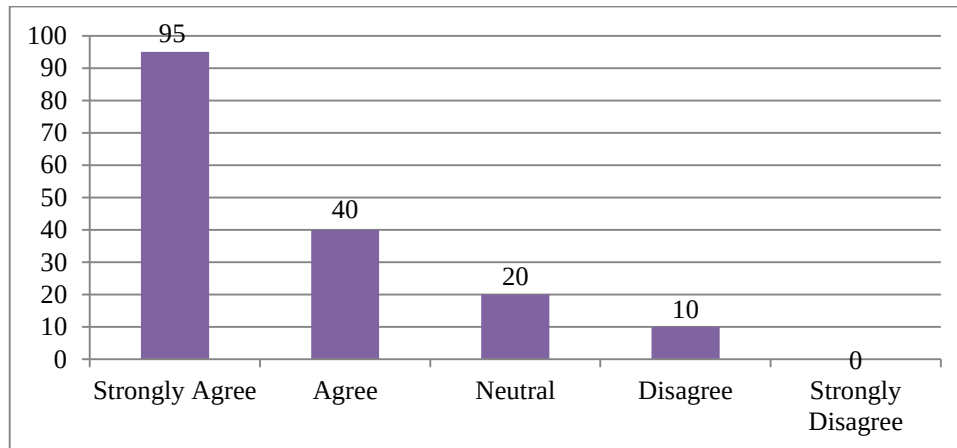
UNDERSTANDABILITY AND READABILITY OF CONTENTS ON ICICI iMobile APP

S. No	Understandability and Readability of Contents on ICICI iMobile App	No. of Respondents	Percentage
1	Strongly Agree	95	58%
2	Agree	40	24%
3	Neutral	20	12%
4	Disagree	10	6%
5	Strongly Disagree	0	0%
Total		165	100%

Source: Primary Data

Interpretation:

From the above table it is clear that 58% of the respondents are Strongly Agree, 24% of the respondents are Agree, 12% of the respondents are Neutral and 10% of the respondents are Disagree with Understandability and Readability of ICICI iMobile app. Hence, we conclude that the majority of the respondents are Understandable and Readability with ICICI iMobile app 58%.

Chart-4.2**UNDERSTANDABILITY AND READABILITY OF CONTENTS ON ICICI iMobile APP****Table-4.3****SATISFACTION ON ICICI iMobile APP**

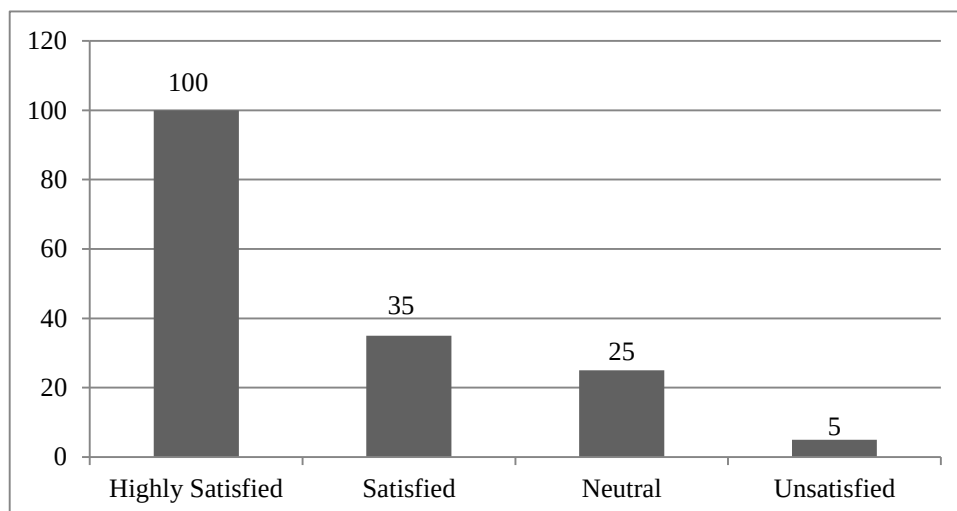
S. No	Satisfaction of the Respondents	No. of Respondents	Percentage
1	Highly Satisfied	100	61 %
2	Satisfied	35	21 %
3	Neutral	25	15 %
4	Unsatisfied	5	3 %
Total		165	100%

Source: Primary Data**Interpretation:**

Table shows that the 61% of the respondents are Highly Satisfied with ICICI iMobile App, 21% of the respondents are Satisfied 15% of the respondents are Neutral and 3% of the respondents are Unsatisfied. Hence, we conclude that the majority of the respondents are highly satisfied with ICICI iMobile App 61%.

Chart-4.3

SATISFACTION ON ICICI iMobile APP



CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS:

- ❖ Hence, we conclude that the majority of the respondents are 18-25 years 40%
- ❖ Hence, we conclude that the majority of the respondents are Male 52%
- ❖ Hence, we conclude that the majority of the respondents are have savings account 46%
- ❖ Hence, we conclude that the majority of the respondents are using Net banking provided by ICICI bank 52%
- ❖ Hence, we conclude that the majority of the respondents are strongly agree opinion about registration process 46%
- ❖ Hence, we conclude that the majority of the respondents are transferred money through iMobile app 67%
- ❖ Hence, we conclude that the majority of the respondents are checked balance through iMobile app 60%
- ❖ Hence, we conclude that the majority of the respondents are applied ATM card, debit card without visiting branch 52%
- ❖ Hence, we conclude that the majority of the respondents are transferred money from one bank account to another account by iMobile app 60%
- ❖ Hence, we conclude that the majority of the respondents are understandable with ICICI iMobile app 58%
- ❖ Hence, we conclude that the majority of the respondents are highly satisfied with ICICI iMobile app 61%
- ❖ Hence, we conclude that the majority of the respondents are says yes with speed of ICICI iMobile app 100%
- ❖ Hence, we conclude that the majority of the respondents are strongly agree with security on ICICI iMobile app 40%

- ❖ Hence, we conclude that the majority of the respondents are strongly agree with safety online transaction on iMobile app 61%

SUGGESTIONS:

- ❖ Make the application more colorful and user-friendly and response speed of application should be faster.
- ❖ Should make more awareness on iMobile, which people could do at them. Home without visiting branch, which facilitates by ICICI iMobile app.
- ❖ Beneficiary activation should be faster.

CONCLUSION

Trading and service, which are now giving a makeover trading for economy. This makeover is creating a great effect on banking sector today. The nature of banking transactions has moved from long queue at the bank counter to small screens that fit our hands. Banks began to use emerging technology to provide better qualities service to the customer at less cost and greater speed. ICICI bank, which is one of the leading banks on India also provide many of e banking facilities. The Research conducted on the topic, 'A STUDY ON CUSTOMER AWARENESS AND SATISFACTION OF ICICI iMobile APP AMONG ICICI BANK ACCOUNT HOLDER'. Identified that majority of customers are awarded and their response is satisfactory with ICICI iMobile app which provided by ICICI Majority of the respondents are satisfied with the speed of iMobile app. Therefore, majority of customers are satisfied and most of them are aware about ICICI iMobile application.

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