

## **MOBILE BANKING AND ITS BENEFITS**

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### **Abstract**

Mobile banking is one of the areas mobile commerce that has extensive communications with other areas of mobile commerce. The one hand, mobile banking is associated with customers and on the other hand, is capable of other firms that are active in the field of electronic commerce, provide effective financial services. In this paper we describe the definition of mobile banking, Evolution and finally to describe number of benefits for users of these services.

**Keywords:** Mobile banking, customer, mobile technology, e- banking

### **Introduction**

In recent years, market orientation has changed to customer orientation. After understanding the importance of the simultaneous use of different channels of banking and financial companies we focus on mobile banking, Especially when it comes to maintaining a relationship with the customer (Sangle &Awasthi , 2011). Research on Information System, has been created a new wave of mobile computing research efforts that seek to understand the relationship with business and community organizations in terms of computing services. In this case studies focused on aspects of mobile technology, such as usability, ubiquity and context awareness, interaction and adoption. In these aspects, adoption is a fundamental because without it, none of the other aspects can be clear or significant without it. Access to mobile data services can be a distinct part depending on technology or performance type. For example, Wiredu (2007) mobile computing models on the service information type that can be obtained from the portable ICT and claims that this service, To factors such as technology, nature of duties, and supply conditions in terms of time, space and context that the user is using mobile ICT is artificial effect. This means that Understanding the acceptance of mobile services such as mobile banking and mobile commerce requires attention to a wide range of parameters. Banks gain various benefits of e-banking services, Such as lower Interactions costs, provide services 24 hours a day, increasing the efficiency of the banking process. One of the newest electronic distribution channels for banks is mobile banking t hat technology is increasingly vital for them, that increase comfortable and add value to the bank and the customer. Due to the obvious advantages of this technology, now the system has gained great popularity in European and Asian countries (Taghavi Fard and Torabi, 2010).

### **Literature Review**

Portable ICT is defined as Cherubs situation, account transactions, payments, credit applications and banking transactions. Mobile banking is increasingly influences on consumer behavior. It will facilitate the timely delivery of customer account information, payments, deposits, withdrawals and transfer. For example, Tiwari et al (2006) are speaking about everywhere present, immediacy, local, immediate connectivity and simplified authentication

method as the special interests of the customer. These benefits complement the banking benefits such as adapt customer needs and utilize distribution channels, improved picture and create revenue. These benefits, in addition to the potential time and location-independent mobile services and the overall effort Offering quality, it is recommended that mobile banking should be valuable by users are accepted. However, it is not easy to accept it due to organizational, perceptual factors and social challenges by banks and customers.

### **The definition of mobile banking (mobile banking)**

Mobile banking has emerged as a wireless communication channel for creating value by customers in banking transactions. Today, the main focus has been the field of modern methods of banking services, Supply of banking and financial services using mobile phones, it is a few years the use of mobile phones for banking and financial affairs, but in the short term, significant progress has been made in this field. It could be a lot of promise in this new way of banking future .Another definition is a service that will enable customers Information, such as your bank account balance and be informed of through your cell phone. This is done with high security. As usual banking services, mobile banking services that are offered through the mobile network. Factor that the bank has focused heavily on the issue; could unique mobile services at reduce cost banking services.

### **Services in mobile banking system**

The main services of this system can be considered as follows:

- 1-Possible to obtain a variety of information related to customer accounts
- 2-Possible purchase of the stores, shopping centers and costs Pay in Hotel
- 3- Observation of the securities market and transfer of buying and selling securities via Mobile Web
- 4- Check and replace services;
- 5- The possibility of paying bills through mobile phones form mobile banking (Laukkanen & Pasanen, 2008)

### **The evolution of mobile banking**

The for the first time ,in 1999, U.S. bank to use SMS banking services, it was not unique to bank. So that same year the U.S. the post office using SMS technologies to be aware of the position of the customer letter .Since, according to the law Klein Cohen many organizations and governmental agencies America In order to Used to reduce the cost of Internet and mobile services. WAP system was introduced to the business world in 1999, and led to the reduction in the cost of information technology to develop use and innovation new methods, and lead to reduction and control services (Farnood, 2008). In the past, the use of Internet banking by providing access to the bank at any time, have a great impact on the bank services to Customer. Therefore, those customers were able to review the status of your bank account, carry out other transactions such as deposit accounts, and pay bills from home or office easily. Major restrictions of this model electronic banking are computer and internet access. Therefore, mobile banking has been introduced as a model of e-banking provides customers who need only a mobile phone. The reasons for the superiority of this approach to banking with internet banking are no restrictions in space, using the minimum facilities and another reason is the great growth of mobile phone use among users. This way has provided the development of mobile banking.(PoorniCk,2010). The evolution of mobile banking continues as the following:

- The introduction of GPRS technology in late 1999 and in 2000
- The introduction of Personal Office Mobile Services
- The introduction of mobile money(In 2000)
- The introduction of Third Generation Mobile(In late2001)

Mobile banking beginning in the late 1990s, has experienced five distinct stages:

The first stage, mobile banking will be summarized in simple banking operations, especially pays bills and send SMS from the bank to the customers and vice versa. The second stage is to add some of the accounts of depositors and related services to mobile banking services. In the third stage, were used banking services via mobile network, other media such as the Internet and telephone, this phase was completed with this phase was completed with the emergence of intelligent mobile phones. The fourth step is to continue, development has been made as of JP Phone and Android, and this progress has led to the providing of services such as mobile Internet access and connection to the operating systems of bank. In the fifth stage, this is starting; technologies have been used such as radio frequency identification chips for mobile payments, and Banking Network Connection to Visa Card and MasterCard systems. Qualitative and quantitative development of these technologies can be connected to make chips for mobile devices such as mobile phone, watches, TV and iPad even connected sunglasses.

## **Conclusion:**

### **Benefits of Mobile Banking**

1. Always on- mobile phone can be always or is always portable due to inherent design, allow users to interact in activities such as travel or meeting people, while transactions via mobile devices are equipped with Internet.
2. Location-centric-Not only is mobile phone in all places, Global Positioning System (GPS) may be created to recognize phone and tries to personalize based on existing services. Identifying the location of Internet users, provides a special advantage for mobile commerce over wired e-commerce. Using this technology, the mobile commerce providers will enable to receive and send information to a particular place.
3. Convenience- Other people are not limited by time or space, access tom electronic activities. For example, people who are stuck in traffic or waiting in the queue Will be enable to buy their favorite Internet-based activities or managing their daily transactions through mobile commerce applications .Consumers can know a special comfort that can improve their quality of life. By making services more comfortable, the customer will be more loyal. As a result, Communication facilities with mobile commerce applications to provide a comfortable.
4. Customization - Mobile phone is much higher influence than personal computers. Therefore, mobile commerce producers to design more creative and more customized lifestyle tool. For example, using demographic data collected by wireless service providers, and information on the current location of the mobile users can do more targeted advertising. Advertising messages can be customized based on the information provided through consultation with the user's initial or previous users' shopping habits.
5. Identify ability - Mobile phone provides to support the secure mobile phone transactions where personal computers are almost unknown (no name). One person always uses mobile devices and it is ideal for Personal -based target marketing ,through the technology of Global Positioning System (GPS), service providers can recognize a user carefully .Personalize opportunity to deliver messages to different parts of space and time through sound and look(Skinner,2011).

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