Mobile Banking is a New Dimension in Banking System of Bangladesh: A Case Study on DBBL and bKash

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Abstract

This study is an earnest effort to find out the potentiality of mobile banking to provide basic banking services to the vast majority of unbanked people. This study is an exploratory research based on primary dat from field as well as secondary data from various publications, adopted with descriptive in nature. Research was gone through over 120 respondents focusing the point of using the mobile in banking, its safety, speedyness, cost, service nature, and of user class. Of two Mobile banking Bank, DBBL and BRAC's subsidiary bKash, 120 respondents were selected for information acquiring. 61 % respondents think it saves time than traditional banking, the highest number of respondents use mobile banking for 'fund transfer ' service, that is 22%,. Out of 120 respondents 56% replied it is less costlier than traditional banking, 100% respondents did agree that it is speedy, and 38% respondents are of upper class. Although this concept is new in Bangladesh but its potentiality is high due to handset availability and convenience. From this research, other researchers and policy makers will get an insight about the problems and prospects of mobile banking in Bangladesh.

Introduction

Mobile Banking, known as M-Banking, m-banking, SMS Banking, is a term used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). The earliest mobile banking services were offered over SMS. With the introduction of the first primitive smart phones with WAP support enabling the use of the mobile web in 1999, the first European banks started to offer mobile banking on this   platform to their customers. Mobile banking has until recently (2010) most often been performed via SMS or the Mobile Web. Apple's initial success with i-Phone and the rapid growth of phones based on Google's Android (operating system) have led to increasing use of special client programs, called apps, downloaded to the mobile device. E-business has been continuously growing as a new industry during the last decade (Van Hoeck, 2001). The banking industry has been leading this trend in recent years, and now all banking transactions completing through internet applications is sometimes called e-banking (Boss et al., 2000; Smith, 2006 ; Hwang et al., 2007; Shin, 2008). E-banking has revolutionized the way business is transacted by globalizing the business enterprise. E-banking technologies have proliferated in recent years, and the availability of a wide range of products has led to increasing adoption among consumers. These technologies include direct deposit, computer banking, stored value cards, and debit cards (Servon and Kaestner, 2008). Consumers are attracted to these technologies because of convenience, increasing ease of use, and in some instances cost savings (Anguelov et al., 2004). E-banking has been viewed as an upgrading from previous electronic delivery systems to open new business opportunities for the banking industry (Ebling, 2001). www.wikipedia.com defines cellular phone as: The Cellular telephone (commonly "mobile phone" or "cell phone" or "hand phone") is a long-range, portable electronic device used for mobile communication. (www.enterpriseinnovation.net) For the past two decades, the banking sector has chosen a new service channel based on the progress ofinformation technology – internet to respond to the changes in customer preferences and needs, increasing competition from non-banks, changes in demographic and social trends, and government deregulations of the financial service sector (Byers and Lederer, 2001). In the search for sustainable competitive advantages in the technological financial service industry, banks have acknowledged the value to differentiate themselves from other financial institutions through new service distribution channels (Daniel, 1999).In addition, customer's transaction and communication abilities have been improved by the developments of information technology. Information technology enabled electronic channels to perform many banking functions that would traditionally be carried out over the counter (Giannakoudi, 1999). The rise of electronic payments media such as debit and credit cards has caused the value of paid in the USA to fall to – from about $49 billion in 1995 to about $42 billion in 2002 (Gerdes and Walton, 2002). The use of paper cheques has been supplemented step-by-step with e-cheques (i.e., electronic images) allowing banks to have more storage capacity, reduce costs, and improve Furthermore customer services (Rose and Hudgins, 2005).

In Bangladesh, the expansion of e-banking is beset with several infrastructural, institutional, and regulatory constraints such as nadequate availability of reliable and secure telecommunication infrastructure, absence of a backbone network connecting the whole country,poor ICT penetration in the banking sector, lack of skilled manpower and training facilities, absence of supportive policies, guidelines, rules and regulations relating to e-transactions and the like. Despite the constraints, efforts by the Bangladesh Bank in modernizing the country's payment system and commit ment by the government in building 'Digital Bangladesh' have brought

competition among the scheduled banks to improve banking services and rapidly adopt e-banking on a wider scale. This note provides a critical overview on development of e-banking in Bangladesh and future prospects for better understanding the issue that includes concept of e-banking, present status of scheduled banks in adopting e-banking services, and prospects of e-banking in Bangladesh on the basis of current trend in developing the ICTinfrastructure in the country as well as ICT penetration in the banking sector that follows some policy suggestions for BB, Govt. of Bangladesh and scheduled banks so that optimum benefit through e-banking may be obtained.

2. Objectives of the study
Primary Objectibve:
To identify advantages supplied to its users by mobile banking in Bangladesh;
To detect potentialiuty of mobile banking
Secondary Objectibve
To detect problems of mobile banking
To make suggestions on the basis of findings

3. Methodology
Methodology is a system of broad principle or rule from which specific methods or procedures may be derived to interpret or solve different problems within the scope of a particular discipline .Methodology is not a formula but set of practices. The study was conducted to identify the advantages and acceptability of mobile banking in Bangladesh. Necessary data were collected from different ages of people and analyzed in terms of the objectives set for the study. This study was based on field level data. There are several methods of collecting this basic information. The data for this study were collected by the survey method. Survey is a research technique in which information is gathered from a sample of people by use of a questionnaire or interview. The word "survey" refers to a method of study in which an overall picture of a given universe is obtained by systematic collectionof all available data on the subject. It is a method of data collection based on communication with a representative sample of individuals. The main reasons why the survey method is referred to cost:
• Survey through sacrificing a certain details, enables quick investigation of a large number case.
• Survey entails much less cost
• Surveys provide quick, less expensive, efficient

3.1 Location/Geographic Coverage
The study has been conducted in different area of Dhaka city such as Motijheel, Dilkusha, Maniknagar, University, college, and many familiar persons.

3.2 Types of Respondents
This research includes all types of people mostly selected different age, sex, and occupation people.

3.3 Research Design
Mobile banking is a new technology for all people in Bangladesh. In this country, most of the people use traditional banking system. People are afraid of using mobile banking because they cannot feel it trust worthy. In our country, most of the customers are influenced by divertisement. In recent period, customers become more conscious about their savings. Marketers use these strategies for selling their products. Different banks advertise about mobile banking to give information about it to all the people in the country. This study has researched the consumer perception on mobile banking based on the above dimensions. The study involved a field survey conducted across different places in Dhaka, Bangladesh. From DBBL and Brac account holder 120 respondent were selected. The respondents were approached at home, offices, university, college etc. It was felt that the survey will give the correct result. The respondents were administered a structured questionnaire. The responses were recorded using a set of 15 statements. These statements were derived from the literature survey. They were finalized based on the discussion with some respondents. Responses were also sought regarding customers' preference behavior. The research is exploratory in nature. Other relevant issues regarding the research are briefly presented below:

3.4 Sources of Data
Both primary and secondary sources were used for the research purpose. Secondary data were used for providing the theoretical background to the research problem. The secondary data sources were-journal,books, internet etc. Primary data was collected through household survey by using appropriate research instrument. In the primary data collection procedure every individual respondent has been considered as potential respondent in the research.

3.5 Questionnaire Type and Responses

The questionnaire was starting with some introductory questions such as name, age, occupation, education, income and address. These questions provide the basic information about respondents. These types of questions make respondents comfortable to respond the study. There are 15 questions in this questionnaire. The respondents were asked the questions to know their knowledge and perception about mobile banking like "Have you ever heard about mobile banking?", "Do you think you should use it?", "Do you think mobile banking is trust worthy?" etc.

3.6 Sampling Method

The basic sampling procedure for the study was convenience with cluster sampling. 120 respondents in different areas in Dhaka city are interviewed.

3.7 Research instrument

Information was collected through interviewer administered questionnaire method and through different secondary media. The questionnaire contains several questions for different respondents.

3.8 Period of Data Collection

Data were collected by the researcher himself and his source through personal interviews with the respondents taking time about two Month February- March 2014.

3.9 Data Collection and Accuracy of Data

Generally most of the people are not interested to give time to answer a questionnaire. So it was very difficult to collect actual data because the information of the respondents was collected by approaching them to answer the question. To overcome this problem, all possible efforts were made by the researcher himself to ensure the collection of reasonably accurate information from the respondents. So, it has not been possible to apply any other method of investigation. Survey method has the advantage that it facilitates quick investigation and involves higher cost. In order to collect relevant information before taking interview, the whole academic purpose of the study was clearly explained and made clear to the respondents. The researcher himself collected the relevant data from the respondents through face to face interview. Data collected were checked and verified in the field for accuracy and consistency.

4. Literature Review

El-Sherbini et al. (2007) **i**nvestigated the customers' perspectives of mobile banking, their perceived importance for it, usage patterns and problems rising on its utilization. The paper discussed the   strategic implications of the research findings. Empirical data were gathered from bank customers in Kuwait to achieve the research objectives. All bank customers in Kuwait were considered as population of research interest. The results showed the perceived   importance of internet banking services by customers, current and potential use of MB services in Kuwait and problems perceived by bank customers in using MB. The researchers' main hypothesis tested that top five services considered relative important in Kuwait banks were "Review account balance", "Obtain detailed transactions histories, "Open accounts", Pay bills" and Transfer funds between own accounts".   Sathye (1999) **a**nalyzed the factors affecting the adoption of Mobile banking by Australian consumers. There sample was from individual residents and business firms in Australia. The study focused on the capital cities where use of mobile internet and population was likely to be high. White and yellow pages were used as the frame of reference for personal and business customers, respectively. The findings suggest that security concerns and lack of awareness about mobile banking and its benefits stand out as being the obstacles to the adoption of mobile banking in Australia. He also suggests some of the ways to address these impediments. Further, he suggests that delivery of financial services over the Internet should be a part of overall customer service and distribution strategy. These measures could help in rapid migration of customers to mobile Internet banking, resulting in considerable savings in operating costs for banks. Rotchanakitumanuai and Speece (2003)   **i**nvestigated why corporate customers do not accept mobile banking, which can assist banks to implement this self-service technology more efficiently. Many Thai banks are currently implementing mobile banking. Banks that offer service via this channel claim that it reduces costs and makes them more competitive. However, many corporate customers are not highly enthusiastic about mobile banking.   They used in-depth qualitative interviews methodology for collecting their data. The interviews with Thai firms suggested that security of the Internet is a major factor inhibiting wider adoption. Those already using Internet banking seem to have more confidence that the system is reliable, whereas non-users are much more service conscious, and do not trust financial transactions made via Internet channels. Non-mobile banking users tend to have more negative management attitudes toward adoption and are more likely to claim lack of resources. Legal support is also a major barrier to Internet banking adoption for corporate customers.   Ahmed .S.M. Sohel and et.al (2011) states, in their article pubihed in iiste.org titled

"Problems and prospects of mobile banking in Bangladesh", that in Bangladesh 21% people use mobile banking in Air Time top up. This study is similar to that one in many sides of prospecting of M-Banking.

5. Theoritical background of Mobile Mobile Banking in Bangladesh
5.1. "Dutch-Bangla Bank Limited" (DBBL) Mobile Banking Overview

Thia bank has for the first time introduced its mobile banking service expanding the banking service from cities to remote areas. Bangladesh Bank Governor Atiur Rahman yesterday inaugurated the service by depositing Tk 2,000 and withdrawing Tk 1,500 through Banglalink and Citycell mobile networks in Motijheel area. Bangladesh Bank has already allowed 10 banks to initiate mobile banking. Of them DBBL kicked off first." Mobile banking is an alternative to the traditional banking through which banking service can be reached at the doorsteps of the deprived section of the society," the central bank governor said at an inaugural press briefing at Hotel Purbani. Atiur Rahman said through mobile banking various banking services including depositing and withdrawing money, payment of utility bills and reaching remittance to the recipient would be possible. By going to the DBBL-approved Citycell and Banglalink agents throughout the country the subscribers on showing necessary papers and payment of a fee of Tk 10 can open an account. To avail of the banking service a subscriber will require owning a cell phone of any provider and he will be given a four-digit PIN. By using the PIN he can operate all types of banking services including depositing and withdrawing money maintaining security and secrecy of his account. The customer will hand over cash to the agent and the agent will initiate the transaction from his mobile phone, the agent will help the account holder to do the banking using his PIN. A customer can deposit or withdraw money five times a day and he can deposit or draw Tk 5,000 per day. One percent of the transaction account or Tk 5, whichever is higher, will be taken as cash-in-charges. In case of cash out the charge will be 2 percent of the transaction amount or Tk 10. However, the registration fee, salary and remittance disbursement services will be provided free of cost.

5.1.1. Services of DBBL Mobile Banking
- ✓ Customer Registration
- ✓ Cash-in (cash deposit)
- ✓ Cash-out (cash withdrawal)
- ✓ Merchant Payment
- ✓ Utility Payment
- ✓ Salary Disbursement
- ✓ Foreign Remittance
- ✓ Air-time Top-up
- ✓ Fund Transfer

5.2. BRAC Bank Limites' subsidiary bKash Overview

This bank is set to introduce mobile banking secondly, a top official said the service will enable millions of banked and unbanked people to deposit, withdraw and transfer money through mobile phones. BKash, a joint venture between BRAC Bank and US-based Money in Motion will provide mobile banking with a fully encrypted VISA technology platform for transactions through mobile phones. Any mobile user can register and open up a bKash account and then do transactions through their mobile phones in easy, convenient and reliable way. "bKash will fundamentally change the way people now do transactions, as all transactions will be possible through mobile phones in future," said Syed Mahbubur Rahman, managing director of the bank. "Customers will not need to come to the bank; rather the bank will go to them," he said at a press conference in Dhaka on the occasion of its 10th founding anniversary. The bank said a bKash account will act as a digital mobile wallet and anybody can take the service. "Your mobile phone will become your wallet. Customers can get financial services through phones, even by the handset that costs the lowest," Rahman said. Under a partnership with UNDP and Local Government Division, bKash is rolling out mobile banking in 4,501 union parishads in the country. bKash has already signed a deal with a leading mobile operator and is in talks with others to enable all mobile users -- currently around 7.5 crore -- to have individual digital wallets, said Mamdudur Rashid, deputy managing director of the bank. BRAC Bank launched its operation 10 years back with the objective of bringing unbanked people under formal banking coverage. The business model of the bank is to mobilise deposits from urban areas and disburse it to rural areas. The country's youngest bank has already set some records: it has acquired over 12 lakh customers, bringing full banking services not only to small and medium enterprises, but all strata of the banking industry, said the bank "Being the youngest Bangladeshi bank, we have emerged as the largest SME bank serving about 3.65 lakh entrepreneurs at grassroots level, an achievement that helped global recognition for this Bangladeshi bank," said Rashid The bank believes in 3P philosophy -- people, planet and profit and has been active in Green banking. It has already turned 22 of its SME Unit Offices solar-powered and plans to convert the rest in the same manner by 2012.

5.3. General Features of Mobile Banking Services
Mobile banking can offer services such as the following:
5.3.1. Account Information:
 - Mini-statements and checking of account history
 - Alerts on account activity or passing of set thresholds
 - Monitoring of term deposits
 - Access to loan statements
 - Access to card statements
 - Mutual funds / equity statements
 - Insurance policy management
5.3.2. Payment, Deposits, Withdrawals & Transfers:
 - Domestic and international fund transfers
 - Micro-payment handling
 - Mobile recharging
 - Commercial payment processing
 - Bill payment processing

A specific sequence of SMS messages will enable the system to verify if the client has sufficient funds in his or her wallet and authorize a deposit or withdrawal transaction at the agent. When depositing money, the merchant receives cash and the system credits the   client's bank account or mobile wallet. In the same way the client can also withdraw money at the merchant: through exchanging sms to provide authorization, the merchant hands the client cash and debits the merchant's account.

5.3.3. Investments:
 - Portfolio management services
 - Real-time stock quotes
 - Personalized alerts and notifications on security prices
5.3.4. Support:
 - Status of requests for credit, including mortgage approval, and insurance   coverage
 - Check (cheque) book and card requests
 - Exchange of data messages and email, including complaint submission and tracking
5.3.5. Content Services:
 - General information such as weather updates, news
 - Loyalty-related offers
 - Location-based services

6. Result and Findings
Basically the research was of descriptive in nature . Qualitative data are analyzed critically using judgment. Several statistical and analytical methods and tools were used for analyzing the gathered data from the survey. Column chart has been used as graphical tools to show the analysis of data. The package used in the study was: Microsoft Word, Microsoft Excel

6.1 Heard about Mobile Banking
Mobile banking is a new technology in Bangladesh which started from 31st March 2011. Dutch Bangla Bank Limited pioneered in mobile banking services in Bangladesh. Most people heard about it but not have a clear idea. According to my survey almost 94% people heard about mobile banking and 6% haven't heard about mobile banking.

6.2 Interest to Use
Many people heard about mobile banking. But they yet have not felt that they should use it as they are happy to use traditional banking system. Some people feel interest to use it. About 55% people feel they should use it and 45% people haven't feel to use mobile banking according to the survey.

6.3 Takes Time by Mobile Banking than Traditional Banking
Mobile banking is real time on-line banking. As it is on-line banking it takes less time than traditional banking. It will make access to banking and advanced payment, transactions at affordable cost People have not to wait by standing in a long line which is happen in traditional banking system. But some people think it takes higher time and some people think it takes same time as traditional banking. According to the research only 5% people think it takes higher time, 34% people think it takes the same time and 61% people think it takes lower time than traditional banking.

6.4 Time Saving

Mobile banking is available anytime, anywhere throughout the country. So it can save one's time. But all people not think the same. About 70% respondents think that mobile banking can save their time, where as 30% think it cannot save time.

6.5 Cost

It is convenient, affordable and it is much more effective in developing savings habits, it will make access to banking and advanced payment transactions at affordable cost. All people know that its cost is not higher than traditional banking. Around 56% respondents say its cost is lower, 20% say same and 24% say it is affordable than traditional banking. . A positive aspect of mobile phones is that mobile networks can reach remote areas at low cost.

6.6 Trust Worthy

It is much safer and safeguard against fraudulent transactions. One can trust mobile banking as traditional banking system. It has secured pin code which is known by the user, and also has a check digit without it no one can deposit money. But in Bangladesh traditional branch-based banking remains the most widely adopted method of conducting banking transaction. The poor often have greater familiarity and trust with mobile phone companies than formal banking institutions. Furthermore a mobile handset can easily be adapted to handle banking transactions. But it is not commonly known by all. From the survey itis found that 63% respondents think mobile banking is trust worthy and 37% respondents feel it is not trust worthy.

6.7 Use

It is much more effective in developing savings habits. Its using system is also easy. Anyone can use it. Poor people are often not considered viable customers by the formal financial sector as their transaction sizes are small, and many live in remote areas beyond the reach of banks branch networks. Informal banking services such as microfinance and village savings and loan associations remain limited in their reach. So, mobile banking system develops to bring poor people into banking system. 83% respondents face or heard no problem to use mobile banking. But 17% respondents heard or face problems to use it like-sometimes transaction do not reach at time, cannot operate it easily as traditional banking, not trustworthy.

7. Prospect of mobile banking in Bangladesh

Mobile Banking is a Banking process without bank branch which provides financial services to unbaked communities efficiently and at affordable cost. The aim of the service is to bring more people under the umbrella of banking service. Bangladesh Bank governor Dr Atiur Rahman inaugurated the service through deposit and withdrawal of money from two banking outlets in the city. Government thinks it has a great prospect as it is a new technology in digital Bangladesh. But in Bangladesh many people think traditionally, because they cannot think it has any facility to use mobile banking. 69% people feel mobile banking has prospect in Bangladesh whereas 31% think it has no prospect in Bangladesh as many people will not feel interest or have belief on mobile banking.

8. Suggestion to Other to Use the System

55% feel interest to use mobile banking but most people do not want to give suggestion to other to use it. As it is a new method of banking people haven't 100% faith on it. So, people don't want to take any risk by giving suggestion to use it. 68% respondents say they do not want to give suggestion and 32% respondents say they want to give suggestion to use mobile banking.

8.1 Make Life Easier

Mobile banking is real time on-line banking, available anytime, anywhere throughout the country, it is convenient, affordable and secure, it is much more effective in developing savings habits, it will make access to banking and advanced payment transactions at affordable cost, it is much safer, speedy and safeguard against fraudulent transactions. All of the characteristics of mobile banking make life easier. But 43% respondents feel it will not make life easier as it may not be trust worthy, but 57% respondents feel the facility which mobile banking give will make life easier.

8.2 Security

In mobile banking a confidential pin code is used by the user. PIN ensures security of money and protects fraudulent transactions. So mobile banking is fully secured. It also believed by 70% respondents, but about 30% respondents say it is not secured as they cannot fully trust on online banking than traditional banking system.

8.3 Speedy Process
One benefit of mobile banking is a very speedy process. Transaction can be done anytime anywhere quickly in less time. So 100% people believe that it is a speedy process.

8.4 Class of People
Mobile banking started with the idea to bring the poor under the umbrella of banking sector especiallyrural poor as there are not much bank facilities, also there savings is low so they feel shy to go to bank. But according to my survey 38% respondents feel upper class, 21% respondents feel middle class people can use mobile banking. But 41% respondents say mobile banking can be used by all class of people.

9. Problems Encountered in Collecting Data
The researcher had to face the following problems in collecting data from the respondents:
i.Generally most of the respondents have not enough idea about mobile banking. So it was very difficult to collect actual data. Because the information of the respondents was supplied from their idea.
ii.Most of the respondents were not fully use mobile banking which caused another problem to data collection to the researcher.
iii.Sometimes respondent could not answer to questions to the point.
iv.The respondents were usually remaining busy with their work. So, the researcher had to visit some of them even at the work place and researcher sometimes had to pay more time to meet the respondents.
v.Most of the respondents did not feel comfort to answer questions. So researcher had to pay more time to gain their confidence.

10. Recommendations of the study
In this study some suggestions can be offered about mobile banking
- ✓ All banks should provide this opportunity
- ✓ Mobile banking limitation should be reduced by the Banks.
- ✓ Government should provide help about mobile banking.
- ✓ Ruls and Regulations must be strict about mobile banking.

11. Conclusion
M-Banking technology has become one of the most familiar banking features throughout the world. Nowadays millions of inhabitants of Bangladesh are within a network through mobile network coverage. But in the commercial sectors like banking, m-Commerce technology has not been adopted broadly yet. In context of Bangladesh where almost 95% of geographical areas including Chittagong Hill tract region is under cellular coverage and having sufficiency in Internet infrastructure in remote regions, m-Banking via mobile phones can be the right choice for the promising banking sector. Considering m-Commerce and m-Banking perspective in Bangladesh, a Push Pull services offering SMS (Short Messaging Service) based m-Banking system has been proposed which is able to provide several essential banking services only by sending SMS to bank server from any remote location. This proposed system is divided into five major phases: Interfacing Module, SMS Technology Adoption Module, SMS Banking Registration Module, Push Pull m-Banking Services Generation Module, and Modified Data Failover Module. This push-pull services specified system facilitates bank customers by carrying out real time m-Banking utilities by categorizing services into five major on the basis of their homogeneity. They are Broadcast, Scheduling, Event, and Enquiry and m-Commerce services. Fifteen push pull services underlying these categories are implemented in this proposed system which are most desired to customers. The proposed system not only brings banking transaction in hand's grip but also makes it easier, robust and flexible with highest security. Moreover, modified data failover algorithm handles unexpected SMS server failure with any congestion or service request loss. At last, after evaluating each module of our proposed system a satisfactory accuracy rate 94.95% has been obtained. Mobile banking is suspended to become the big killer mobile application arena. However, banks going mobile the first time need to step the path cautiously. The biggest decision that banks need to make is the channel that they will support their services on. Mobile banking through an SMS based service would require the lowest amount of effort, in terms of cost and time, but will not be able to support the full breath of transaction-based services. However, in markets like India where a bulk of the mobile population users' phones can only support SMS based services, this might be the only option left. On the other hand a market heavily segmented by the type and complexity of mobile phone usage might be good place to roll of WAP based mobile applications. According to the Gartner Group, mobile banking services will have to support a minimum of 50 different device profiles in the near future. However, currently the best user experience, depending on the capabilities of a mobile phone, is possible only by using a standalone client. Mobile Application based banking is poised to be a big m-commerce feature, and if South Korea's foray into mass mobile banking is any indication, mobile banking could well be the driving factor to increase sales of

high-end mobile phones. Nevertheless, Bank's need to take a hard and deep look into the mobile usage patterns among their target customers and enable their mobile services on a technology with reaches out to the majority of their customers.

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Appendix I:

Table No. 1 : What do you think how much time mobile banking takes than traditional system?

S. N	Characteristic	Respondents	Percentage (%)
a.	Higher	6	5%
b.	Lower	73	61%
c.	Same as previous	41	34%
Total		120	100%

Source: field Study.

Table No. 2 : What is the type of work you do by any mobile banking service?

S. N	Characteristic	Respondents	Percentage (%)
a.	Customer registration	16	13%
b.	Merchant payment	0	0
c.	Utility payment	17	14%
d.	Salary disbursement	15	13%
e.	Foreign remittance	13	11%
f.	Fund transfer	36	30%
g.	None	23	19%
Total		120	100%

Source: field study.

Table No. 3 : What do you think about the cost of mobile banking than traditional banking?

S. N	Characteristic	Respondents	Percentage (%)
a.	Higher	0	0%
b.	Lower	67	56%
c.	Middle	24	20%
d.	Affordable	29	24%
Total		120	100%

Source: field study

Table No. 4: What do you think about transaction operation? It is-

S. N	Characteristic	Respondents	Percentage (%)
a.	Speedy process	120	100%
b.	Slow process	0	0%
Total		120	100%

Source: field study

Table No. 5 : Which class of people can use mobile banking?

S. N	Characteristic	Respondents	Percentage (%)
a.	Upper (Rich)	46	38%
b.	Middle	42	35%
c.	Lower (Poor)	32	27%
Total		120	100%

Source: field study.

Appendix II
Table No.1 : Which Banks respondents are of ?

S. N	Name of Bank	Respondents Number	Percentage (%)
a.	DBBL	60	50%
b.	BRAC	60	50%
Total		120	100%

Source: field study.

Appendix III
Table No. 1: Questionnaire
Name: Address: Account in: DBBL/ bKash

S.N	Question	Answer		
1	What do you think how much time Bkash mobile banking takes than traditional system	Higher	Lower	Like previous
2	What is the type of work you do by any Bkash mobile banking service	Write the appropriate work name you do by Bkash		
3	What do you think about the cost of mobile banking than traditional banking using Bkash?	Costlty	Less than previous	Similar
4	What do you think about transaction operation by Bkash? It is-	Speedy process	Low process	Not speedy
5	What is your economic class	Rich (you feel)	Middle (you feel)	Poor (you feel)
6	M - Banking is suitable for--	Rich (you think)	Middle (you think)	Poor (you think)
7	M Banking is ---	Secured	Unsecured	Same as previous
8	Is there any corruption here?	Yes	No	N. C.
9	Are you affected by Fund corruption by mobile opeartor?	Yes	No	No Comment.
10	M Banking makes life easier..	Yes	No	No Comment.
11	M Banking has huge prospect	Yes	No	No Comment.
12	Do you face or hear about Bkash or M Banking	Yes	No	No Comment.
13	Bkash or M Banking is trustworthy	Yes	No	No Comment.
14	Do you feel interest in Bkash using	Yes	No	No Comment.
15	Do you hear about Bkash or Mobile bangking?	Yes	No	No Comment.