ABSTRACT

TITLE	:	Mobile Banking: An Innovative Business Solution for Generating Competitive Advantage in China Bank Savings, Inc.
RESEARCHER	:	Meynard Jowell F. Bitas
DEGREE	:	Doctor of Philosophy in Development Administration
ADVISER	:	Dr. O'Land Chima Nwoke, Ph.D.
SCHOOL	:	Philippine Christian University, Manila

The study attempted to assess mobile banking as an innovative business solution for generating competitive advantage in China Bank Savings, Inc.

Specifically, the study sought to determine the profile of the selected respondents (i.e., Customers and Administrators) of China Bank Savings, Inc. in terms of Age, Educational Attainment, Gender and Years of Banking Experiences, to describe the perception of the respondents on the three (3) broad categories of mobile banking models (i.e., Bank Focused, Bank Led and Non-Bank Led), to describe the perception of the respondents on the mobile banking services (i.e., Account Information, Payments/Deposits/Withdrawals/Transfers, Investments, Support, and Content Services), to describe the significant difference that exists between the perception of the respondents on the mobile banking services, to identify the challenges in developing a mobile banking application, and to ascertain the upsides and downsides of mobile banking.

The study utilized descriptive research method that employed the field survey utilizing a questionnaire to address question raised from the statement of the problem. The study had two (2) sets of respondents: Customers (individuals who have active accounts with the Bank and have knowledge of mobile banking in other banks) and Administrators (Branch Manager and Branch Services Heads who have direct contact with the Customers) from selected branches of China Bank Savings, Inc. The total number of respondents was 169 sample size, 151 Customers and 18 Administrator computed using the Slovin's formula. The sample was selected through proportionate stratified simple random sampling, where the data gathered from the respondents was tabulated and interpreted to make sure that all levels of respondents are represented. The questionnaires were tested for validity. Retrieval rate was 100 per cent.

The frequencies and percentages was used to determine the profile of the respondents, to ascertain the upsides and downsides of mobile banking, and to identify the challenges in developing a mobile banking application. The weighted mean was used to describe the perception of the respondents on the three (3) broad categories of mobile banking models (i.e., Bank Focused, Bank Led and Non-Bank Led), and the mobile banking services (i.e., Account Information, Payments/Deposits/ Withdrawals/Transfers, Investments, Support, and Content Services), where a weighted mean meant of -

Mean	Scale	Verbal Interpretation
4.51 – 5.0	5	Strongly Agree (SA)
3.51 – 4.5	4	Agree (A)
2.51 – 3.5	3	Undecided (UN)
1.51 – 2.5	2	Disagree (D)
1.0 – 1.5	1	Strongly Disagree (SD)

Average scores that are at least 3.5 are considered Strengths, below 3.5 are considered weaknesses which was addressed in the recommendations.

The statistical treatment used was in terms of mean averages to test the extent of acceptance. Independent-Samples T-Test procedure compared means for two groups of cases (T-test) with p-value was used to test the differences of responses from respondents. The T-test of respondents was taken into account to see if ever there is no significance difference in the perception of acceptance among and between respondents on mobile banking services, when grouped as Customers and Administrators.

After the analysis and interpretation of data the following findings were revealed:

Profile of Selected Respondent of China Bank Savings, Inc.

Most of the respondents were aged between 22 to 30 years old, making up 46.2 % of the sampled population or 78 out of 169 respondents. The respondent who answered Below 22, 31 to 40, and 41 to 50 brackets composed 17.2% (29), 26.6% (45) and 7.7% (13) of the total sampled population respectively. While the respondents 51 and above had the least number of response of only 2.4% or a total of 4; Majority of the respondents were College graduate who made up of a large number of the respondents with 89.3% or 151 out of the 169 respondents. 4.7% (8) of them were High School graduates, 1.2% (2) took vocational studies and 4.7% (8) were Post Graduates; Female respondents outnumbered the male respondents with a margin of 23 % in which the former comprised 61.5% of the total respondents. In contrast, male respondents constituted only 38.5% of the survey respondents; and Majority of the respondents had

less than 1 year banking experience with 54.4% (92). The respondents which had 1 to 3 years, 4 to 5 years, 6 to 10 years and more than 10 years comprised 24.3 % (41), 4.7% (8), 7.1% (12) and 9.5%(16) respectively.

Assessment of Respondents of Mobile Banking Models

The Bank Focused Model is perceived as agreed by Customers, a strength, while Administrator perceive it as agreed, a strength. Thus, general perception is agreed, a strength; The Bank-Led Model is perceived as agreed by Customers, a strength, while Administrator perceive it as agreed, a strength. Thus, general perception is agreed, a strength; and The Non Bank-Led Focused Model is perceived as Undecided by Customers, and Administrator, a weakness Thus, general perception is undecided, a weakness.

Perception of the Respondents on the Mobile Banking Services

The general perception of all functions (i.e, Account Information Services, Payments/Deposits/ Withdrawals/Transfers Services, Investments Services, Support Services, and Content Services) was agreed, a strength.

Significance or Commonalities and Convergences

Majority of the respondents have the same perception on the mobile banking services in the studied bank as revealed by T-value and ρ-value. therefore it is not significant, and hence the null hypothesis is accepted.

Identified Challenges in Developing a Mobile Banking Application

The general perception of all functions (i.e, Handset Operability, Security, Scalibility and Reliability, Application and Distribution, and Personalization) was strongly agreed, a strength.

Perceived Upsides and Downsides of Mobile Banking Services

Majority of the respondent perceived the agreed upsides (i.e, Ubiquitous, Fast Reaction to Market Developments, and Overview over Bank Account/s), while respondent perceived the agreed downsides was the Security Concerns. However, usage if Complicated/Uncomfortable and expensive Mobile Devices was not a downsides of mobile banking services according to the respondents.

The Evolved Framework

The result of analysis provided the recommended framework. The framework produces a paradigm that showed the inter-relationships or explain further sub preposition of Mobile Banking as an innovative solution for competitive advantages for China Bank Savings, Inc.