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BEHAVIORAL INTENTION AND USER PERCEPTION IN M-BANKING: AN EMPIRICAL STUDY

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ABSTRACT

This study explores factors influencing mobile banking adoption, focusing on demographics, convenience, security, and satisfaction. Younger users (18-24) and those with higher education are more inclined to adopt mobile banking due to technological familiarity and convenience. Key drivers include ease of use (56.3%) and time-saving benefits (67.9%). Challenges include security concerns (34.6%), technological mistrust (25.6%), and poor internet connectivity (38.5%). Despite these, 69.2% of users report satisfaction with mobile banking services. Addressing barriers through improved security, user education, and better internet access can enhance adoption. Further research is needed to address limitations like demographic representation and self-reporting bias.

INTRODUCTION

The financial services sector has been altered by technology breakthroughs in the digital age, as have other sectors. The introduction of mobile banking, which enables users to send and receive money using portable electronics like smartphones and tablets, is one of the biggest innovations in this industry. Mobile banking has become an attractive option for banks and customers alike, as traditional brick-and-mortar banking models come under growing pressure to adapt. It is quick, easy, and affordable. However, the adoption of mobile banking is not purely reliant on technological accessibility.

Mobile banking has transformed the financial services landscape, offering users convenient, fast, and accessible ways to manage their financial transactions. The rapid evolution of technology and the proliferation of smartphones have made mobile banking an integral part of modern banking systems. However, despite its growing adoption, the usage of mobile banking

services varies significantly among different customer segments, influenced by a range of factors.This study investigates the key elements shaping customer behavior in the adoption of mobile banking services. These elements include user demographics, perceived convenience, security concerns, and overall satisfaction. Understanding these factors is crucial for financial institutions aiming to increase adoption rates and improve service delivery. While mobile banking provides undeniable advantages, such as ease of use and time-saving benefits, challenges like security issues, technological mistrust, and poor internet access continue to impede its widespread acceptance.By identifying and addressing these barriers, this research seeks to provide actionable insights to promote broader adoption of mobile banking across diverse demographic groups.

REVIEW OF LITREATURE

Jeong and Yoon (2013) investigated various variables that influence mobile banking uptake. The extended Technology Acceptance Model (TAM) identifies five elements that influence customers' behavioural intention to adopt mobile banking: perceived utility, perceived simplicity of use, perceived credibility, perceived self-efficacy, and perceived financial cost. To investigate the associations, regression analysis was applied to data collected from 165 respondents using a survey questionnaire. The research revealed implications that can help financial institutions strategically frame their service models to encourage greater use of mobile banking.

Mishra and Bisht (2013) found that inclusive growth is required to lift millions of Indians out of poverty. Despite the best efforts of big financial organizations, millions of disadvantaged people were denied the opportunity to acquire a sufficient standard of living as a result of financial exclusion. The findings show a clear preference among the urban poor for a mobile banking strategy spearheaded by telecom and banks.Along with the coverage, accessibility, and agility of a telecom service provider with the least amount of paperwork, a conjoint analysis of the data results in a preference for attributes related to a bank's security and safety.

Talukder et al. (2014) investigated why, despite the fact that this trend was booming globally, the use of mobile phones for financial transactions in Australia was growing more slowly than elsewhere. This study presents the results of an Australian mobile phone user survey for banking transactions, using the theory of reasoned action and the technology adoption framework. The analysis clearly identified the factors impacting user behaviourwhen utilizing mobile phone banking services. The findings increased and deepened our understanding of mobile banking in the information era.

Montazemi and Qahri-Saremi et al. (2015) found that, while customers may benefit from internet banking, adoption is low. We undertake a thorough literature review on online banking adoption before proposing two research models that investigate the factors influencing online banking adoption both before and after it occurs. To evaluate our suggested models, we analysed data from 25,265 cases from major empirical research on online banking uptake, as well as a two-stage random-effects meta-analytic structural equation modelling method. Our research identifies ten characteristics that determine how broadly customers use internet banking.

Bhatt (2016) found that, based on the sample demographics, a young, literate guy from the middle class frequently uses m-banking in India. Customers' usage habits show that as the

number of transactions increases, they appear to Favor the use of automated teller machines. Customers have been discouraged from utilizing e-banking and mobile banking for security reasons. Furthermore, consumers of m-banking learn that the benefits include ease of use, security, comfort, and time efficiency. Simplicity of use. These improve their experience with mobile banking and have the potential to increase mobile banking adoption**.**

Raza et al. (2017) investigated how this study focused on the variables influencing people's intentions to continue using mobile banking in Pakistan by utilizing a technology acceptance model (TAM). Three hundred mobile banking consumers made up the sample size, and relevant data was collected using an organized tool. Furthermore, reliability analysis and partial least squares (SEM = structural equation modelling) were employed as statistical techniques in the study to confirm the influence of those elements with the users' goal. According to the findings, resistance exhibited a significant and negative link with perceived ease of use but a strong and positive correlation with perceived utility. Perceived compatibility and perceived utility have positive correlations with perceived risk and ease of use, respectively.

Malik et al. (2017) investigated how the corporate ecosystem had changed as a result of mobile apps. With just one click, market practitioners can now immediately contact clients through mobile applications, which have had phenomenal growth and are quickly becoming a popular tool. Furthermore, it was an essential tool for customers, fulfilling a range of functions like finding information, shopping, and watching movies. The adoption of technology has been the focus of older theoretical models like TRA, TAM, TPB, UTAUT, and DOI. The study suggests that as mediating variables, habit and satisfaction. They describe the process by which users continue to use the app even after it has been adopted.

Shareef et al. (2018) investigated how improvements in technology accessibility, information availability, and online interaction are leading an increasing number of people to use the Internet more often. A total of 309 people participated in the study. A survey tool was used to collect data. A multiple regression analysis was carried out to look at the data. The findings highlight components that banks should take into account when putting mobile banking services into place, enabling them to create services that cater to the needs of their clients.

Kelly and Palaniappan (2019) evaluated the way this literature review aimed to provide additional insight into the objectives, current landscape, and future directions of the mobile banking industry. Two research articles focused on security and post-adoption, while the majority examined the use of mobile banking. The study found that security remained one of the main obstacles preventing customers from utilizing mobile banking in the beginning and in the future. Additionally, the research revealed that TAM was the most widely used model in mobile banking.

Kumar etal. (2020) examined that these days, mobile banking was a significant and developing method of carrying out financial operations. It held great potential in a developing country such as India. In order to explore the important antecedents of Indian customers' intention to use mobile banking, our study expands on the traditional technology acceptance model (TAM). 203 prospective users of mobile banking services completed a survey that yielded data that was used to empirically validate the conceptual model. The impact of antecedents on the intention to embrace mobile banking was examined in the study using the structural equation modelling (SEM) technique.

Jebarajakirthy and Shankar (2021) found that access, transaction, benefit, and post-benefit conveniences had a substantial influence on m-banking adoption intentions. The effects of convenience considerations on m-banking adoption intentions were moderated by perceived hedonic and utilitarian benefits. The study's findings will help banks choose which aspects of online convenience to prioritize when deploying mobile banking systems in order to enhance adoption intentions.

Fadila et al. (2022) explored the findings and discovered that customer adoption of mobile banking services is significantly influenced by perceived utility, considered simplicity of use, perceived security, and perceived trust. Customers' adoption of mobile banking services is positively influenced by partially variable perceptions of utility, security, and trust, but adversely influenced by partially variable views of ease of use. Banks should acquire their customers' trust by highlighting the benefits of mobile banking. Banks should communicate how to utilize mobile banking and make it more user-friendly for customers in order to increase their view of how simple it was to use.

Kumar et al. (2023) evaluated the findings and discovered that performance anticipation, effort expectancy, social influence, and perceived financial cost all had a substantial positive influence on behavioural intentions. It was determined that the facilitating conditions had no influence on actual utilization. Furthermore, the findings indicate that the relationship between behavioural intention and actual mobile banking use is modulated by perceived risk and trust. The study's findings provide new insights into how perceptions of risk and trust influence behavioural intentions and actual use of mobile banking services. The study's findings may advance understanding of how behavioural intention translates into acceptability and practical deployment of mobile banking services.

KA and Subramanian (2024) discovered that advancements in information and communication technology (ICT) have resulted in a massive makeover of the global banking system. This transformational process changed the way services are delivered while also introducing new products. Mobile banking was the most popular and successful technique of delivering services that ensured financial services were available at all times and from any location. Mobile banking studies should be conducted across a wide range of populations, including the marginalized, migrant labourers, and the otherwise abled, as they have the potential to significantly contribute to the growth of the digital economy and the nation.

RESEARCHMETHODOLOGY

It describes the sampling strategy, survey methods for data collection, questionnaire pre-screening and the use of statistical tools and techniques to evaluate collected data.

Objective of the study

- To assess how perceived utility and usability affect consumer behaviour.
- To evaluate the influence of security and trust on the utilization of mobile banks.

The study's scope

The study's geographical scope is limited to the Punjab area of India. The study's goal is to investigate and analyze the elements impacting customer behaviour toward mobile banking uptake in this particular location.

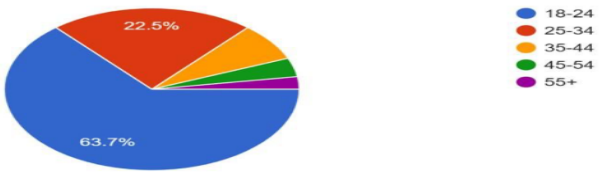
Research Design

This study uses a descriptive research design. This design was used to describe and identify the relationships between several factors impacting mobile banking adoption perceived usefulness, security concerns, and social influence. Descriptive research is appropriate for this study because it provides a clear picture of the existing level of mobile banking usage and customer behaviour in Punjab.

Data collection

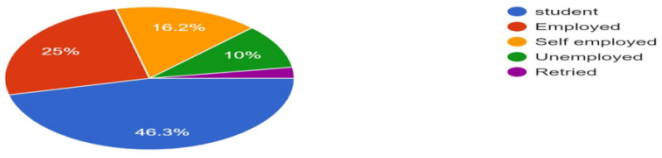
The study is based on primary data which was obtained through questionnaire. It has both closed-ended and open-ended questions targeted at acquiring information about

DATA ANALYSIS AND INTERPRETATION



In this figure 1.1 on mobile banking adoption elements that influence consumer behaviour, the age group percentages show the proportion of participants or customers of various ages who have adopted mobile banking. It shows that most mobile banking users (63.7%) are between the ages of 18 and 24.It describes that younger people are more inclined to use mobile banking, owing to their familiarity with technology, cell phones, and the ease it provides.

Figure 1.2 shows how education affects mobile banking uptake and the factors that influence customer behaviour. The percentages show the proportion of people with various educationalbackgrounds who use mobile banking. It shows that a large share of mobile banking customers (23.8%) have a high school or lower education level.



The key occupation data in Figure 1.3 sheds light on how occupation affects mobile banking uptake and consumer behaviour. The percentages show the proportion of mobile banking users

across various job categories. It presents that students (46.3%) are the majority of mobile banking customers. Students are typically younger, more tech-savvy, and prefer to use mobile devices for convenience.

Figure 1.4 shows how comfortable users are with banking apps on their phones, which is an important element impacting mobile banking adoption and consumer behaviour. It shows that the majority of respondents (56.3%) are "very comfortable" with mobile banking apps.This suggests that people are quite confident and satisfied with the usability, convenience, and

functionality of mobile banking apps.

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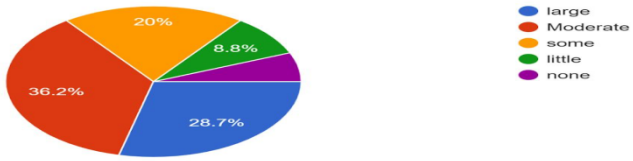
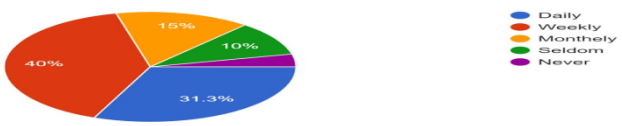
The data in Figure 1.5 demonstrate how essential mobile banking is to users in comparison to more traditional banking options. This insight explains how mobile banking adoption affects customer behaviour based on their sense of its importance. It shows that mobile banking is



considered "very significant" by nearly half of respondents (45%).

Figure 1.6 shows how customers view the influence of mobile banking on their capacity to manage their money properly. The percentages represent various levels of financial management improvement as a result of mobile banking use. It shows that nearly one-third of respondents say mobile banking improves financial management significantly.These users are



likely to believe that mobile banking provides major benefits, such as real-time access to account balances, simple transaction monitoring and effective budgeting tools.

Figure 1.7 depicts how frequently customers check their account balances via mobile banking, revealing crucial features of customer behaviour related to mobile banking adoption. It shows thatmore than one-third of mobile banking users check their account balance on a daily basis, indicating a considerable reliance on the platform for financial monitoring.
Figure 1.8 depicts how consumers assess the usability of mobile banking apps, which is a

significant aspect in determining mobile banking adoption and customer behaviour.Nearly half of respondents (48.1%) found mobile banking apps easy to use, suggesting high satisfaction with their design and functioning.These customers are likely to like the straightforward interface, simplicity, and easy navigation that mobile banking apps offer.

Figure 1.9 investigates customers' faith in mobile banking security measures, which is an important element impacting service adoption and usage. It depicts that 23% of respondents had high confidence in mobile banking security measures.These customers are likely to assume that mobile banking platforms use strong security mechanisms

Figure 1.10 investigates consumers' experiences with security issues while using mobile banking, which has a substantial impact on adoption behaviour. It shows that a large portion of respondents (35.9%) expressed security concerns when using mobile banking. These concerns may come from fears of data breaches, identity theft, or fraud, which reduces overall trust in mobile banking.

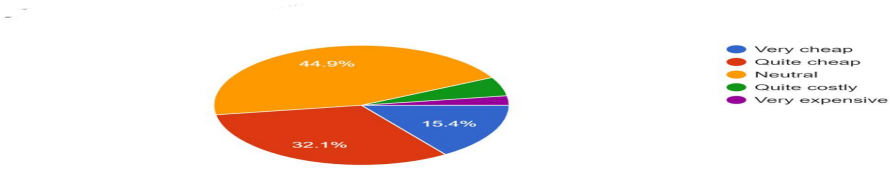


Figure 1.11 assesses customers' opinions of the affordability of mobile banking services, which is a significant factor impacting their uptake and usage. It describes that a small portion (15.4%) finds mobile banking services quite affordable. These users are likely to value minimal prices or free services, making mobile banking an appealing option for managing funds.

Figure 1.12 investigates the frequency of mobile banking usage among users, focusing on the

convenience aspect that influences their banking activity. The study shows that approximately 14.1% of respondents use mobile banking exclusively, indicating a significant reliance on this

technique for banking needs.

Figure 1.13 investigates the impact of friends and family members' recommendations on users' decisions to use mobile banking services. It shows that 22.1% of respondents strongly disagree that suggestions influenced their decision.These users may have chosen mobile banking after conducting personal research or considering other criteria, demonstrating a degree of independence in their decision-making.

Figure 1.14 investigates whether social or professional circles put pressure on individuals to use mobile banking services.Only 10.3% strongly agree with feeling pressured by others to utilize mobile banking.This shows that peers have less direct influence on financial decisions, demonstrating a degree of personal liberty.

Figure 1.15 measures user satisfaction with mobile banking app services, which is critical for

assessing user experience and adoption trends.Almost 25% of respondents are very satisfied with their mobile banking services.This implies that these consumers value the functionality, usability, and features provided by their apps, resulting in high levels of engagement and trust in mobile banking.

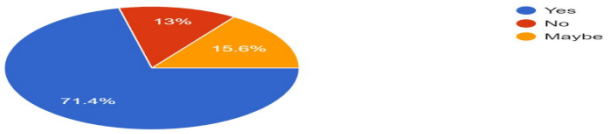


Figure 1.16 examines whether users would refer mobile banking to others, emphasizing the perceived benefit. About 71.4 percent of respondents would recommend mobile banking to friends.This suggests that users are extremely satisfied and confident in the simplicity and functionality of mobile banking services.

Figure 1.17 investigates why some people choose not to use mobile banking services, offering light on the challenges to adoption. The top issue among respondents (34.6%) is security.Users are concerned about potential data breaches, identity theft, and fraud related to mobile banking. This shows that improving security features and effectively conveying them is critical for establishing confidence.

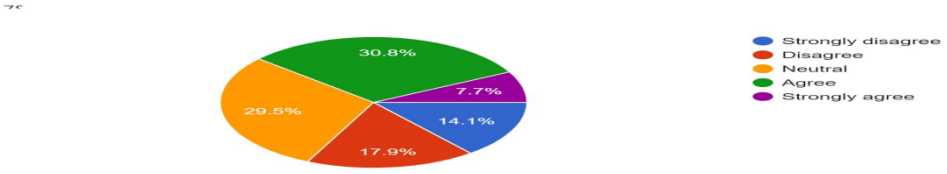
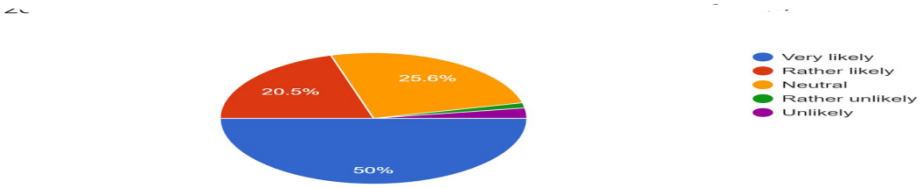


Figure 1.18 looks at how a lack of internet access affects customers' capacity to use mobile banking services. It shows that minority (14.1%) strongly disagree that their inability to use mobile banking is due to internet connectivity concerns.This shows that these individuals have alternate reasons for not using mobile banking.

Figure 1.19 measures consumers' propensity to continue using mobile banking in the future,



indicating overall happiness and confidence in the service. It describes that half of respondents (50%) plan to continue using mobile banking.This strong predisposition implies great happiness with the services, as well as a strong belief in the convenience and benefits of mobile banking.

LIMITATIONS OF THE STUDY

1. The survey appears to have a higher concentration of younger users (18-24 years old), which may bias the findings toward the tastes and habits of younger, more tech-savvy people.
2. If the study was done in a specific region, the results may not be applicable to consumers in other places with differing degrees of internet penetration, banking infrastructure, or technology adoption.
3. The data is based on self-reported activities and attitudes, which may result in bias. Respondents may exaggerate their comfort, frequency of use, or pleasure with mobile banking due to social desirability or recollection bias.
4. While the study collects quantitative data on the factors impacting mobile banking adoption, it does not provide in-depth qualitative insights.
5. The report describes the condition of mobile banking at a certain point in time. Given the rapid advancement of mobile banking technologies, the findings may become out of date as newer, more secure, and user-friendly options arise.
6. The study does not investigate how socioeconomic status, such as income levels or occupation kinds, influences mobile banking adoption beyond the major occupation groups.

SUGGESTIONS FOR FURTHER STUDY

1. Future study can be conducted on older age groups (35 and up) to better understand their unique hurdles to mobile banking usage.
2. It is suggested that further study can be conducted particularly rural areas and developing countries which will reveal how varied levels of internet penetration and banking infrastructure affect mobile banking acceptance.
3. In-depth interviews and focus groups might be useful in determining the underlying causes of the quantitative findings.

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