CUSTOMERS PREFERENCE TOWARDS MOBILE BANKING SERVICES PROVIDED BY NEPALESE COMMERCIAL BANKS

A Dissertation Submitted to the Office of Dean, Faculty of Management in partial fulfillment of the requirement for the Master's of Business Study (MBS)

By

Barsha Lama

Campus Roll No: 153/076

Symbol No: 23124/20

T.U. Regd. No: 7-2-39-1192-2014

Shanker Dev Campus

Kathmandu, Nepal

July, 2024

CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **"Customers Preference Towards Mobile Banking Services Provided by Nepalese Commercial Banks".** The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work had been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation

…….

Barsha Lama

July, 2024

REPORT OF RESEARCH COMMITTEE

Ms. Barsha Lama has defended a research proposal entitled **"Customers Preference Towards Mobile Banking Services Provided by Nepalese Commercial Banks"** successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of Asso. Prof.. Dr. Kapil Khanal and submit the dissertation for evaluation and viva voce examination.

.....
Asso. Prof. Dr. Kapil Khanal
Dissertation Supervisor

Dissertation Proposal Defended Date:

.....

Dissertation Submitted Date :

.....

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Research Department

Dissertation Viva-voce Date:

.....

APPROVAL SHEET

We, the undersigned, have examined the dissertation entitled "**Customers preference towards Mobile Banking Services provided by Nepalese Commercial Banks**" presented by Barsha Lama, a candidate for the degree of Master of Business Studies (MBS) and conducted the Viva voce examination of the candidate. We hereby certify that the dissertation is worthy of acceptance.

.....
Asso. Prof. Dr. Kapil Khanal
Dissertation Supervisor

…….
Internal Examiner

……..
Internal Expert

……..
External Expert

……..
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Head of Research Committee

……..
Asso. Prof. Dr. Krishna Prasad Acharya
Campus Chief

ACKNOWLEDGEMENT

This study entitled "Customers Preference Towards Mobile Banking Services Provided by Nepalese Commercial Banks" has been presented in partial fulfillment for the Degree of Master of Business Studies (MBS) under the Faculty of Management, Tribhuvan University based on research models involving the use of qualitative aspect of Customers Preference towards Mobile Banking Services provided by Nepalese Commercial Banks.

I would like to take this opportunity to sincerely thank Asso. Prof. Dr. Kapil Khanal of Shanker Dev Campus, TU, for his outstanding and efficient assistance and supervision of my thesis. I will always be appreciative of his helpful guidance, suggestions, and remarks made while I was preparing this thesis. Without his assistance, the work would not have turned out as it did. I also would like to extend my debt of gratitude Asso. Prof. Dr. Sajeev Kumar Shrestha, Head of Research Department and I owe a deep debt of gratitude to Assoc. Prof. Krishna Prasad Acharya, Campus Chief of Shanker Dev Campus who provided me an opportunity to undertake this research work.

I sincerely thank the staff members of the aforementioned banks, the NRB Library, the Shanker Dev Campus Library, and the TU Central Library for their valuable counsel and assistance in gathering and presenting the required data. In addition, I would like to thank my family, friends, and everyone else I know who has helped or encouraged me to complete this thesis. I concluded this assignment with the help and support. I would like to take the responsibility of any possible mistakes that may have occurred in the report. I would be delighted to welcome readers for their suggestion and recommendation to improve the report.

Barsha Lama

TABLE OF CONTENTS

Table of Contents **Page No.**

LIST OF TABLES

LIST OF FIGURE

ABBREVIATIONS

ATM	: Automated Teller Machine
BFIs	: Bank and Financial Institution
BI	: Behavioral Intention
E-Banking	: Electronic Banking
e-KYC	: Electronic Know Your Customer
IS	: Information System
M banking	: Mobile Banking
MBS	: Masters of Business Studies
NRB	: Nepal Rastra Bank
PC	: Personal Computer
PDA	: Personal Digital Assistant
PEOU	: Perceived Ease of Use
PU	: Perceived Usefulness
QR	: Quick Response
RBB	: Rastriya Banijya Bank
TAM	: Technology Acceptance Model

ABSTRACT

The advent of mobile banking has resulted in a fundamental transformation of the modern banking industry. It has eliminated time and space constraints from routine banking activities, such as checking account balances, bill payments, and fund transfers. The objective of this study was to investigate the various factors that influence customer preferences for mobile banking options available in the market. The study focused specifically on the impact of reliability, accessibility, quality, trust, and security on customer preference. The sample was obtained using convenience sampling techniques, with a total of 410 responses. The results of the study suggest that quality, trust and security significantly influence customer preferences towards mobile banking. However, reliability and accessibility were found to have no significant impacts. The study presents a valuable theoretical model to explain customer behavior and contributes to ongoing discussions on customer preferences for mobile banking.

Based on the study results, commercial banks should continue to focus on improving reliability and accessibility factors to enhance customer satisfaction and increase the popularity of mobile banking services among available alternatives in the market. Furthermore, the findings indicate that some customers may perceive technology upgrades as a threat. Hence, commercial banks should adopt new technology only after ensuring its security and compatibility with existing systems.

Key words: Mobile Banking, Reliability, Accessibility, Quality, Trust, Security

CHAPTER I

INTRODUCTION

1.1 Background of Study

A bank is an institution where financial transactions occur, facilitating the transfer of money. Advancements in technology have made banking services easily accessible to people through their Android phones. This accessibility is made possible through Mobile Banking, a product offered by banks, which includes features such as checking mini account statements, inquiring about balances, transferring funds, commercial payment, recharging the mobile accounts. Over time, Mobile Banking has expanded its offerings to include services like paying electricity bills, school fees, and booking tickets online, cheque book request, card request. These diverse services have significantly improved the convenience and ease of daily life for people.

In the context of Nepal , Kumari Bank was the initiator of internet banking where it started its e-banking services in 2002 and later it was accomplished by Laxmi Bank with its Mobile (SMS) banking in 2004. In traditional Banking, the cash transaction and the cheque transaction was performed or seen the most but recently, with the development of technology internet banking, mobile banking and the use of Debit/Credit card have come to the existence and slowly it has been replacing the use of hard cash and paper cheques. With the introduction of Mobile Banking, Nepal's Banking history has rapidly changed as the recent report published by the Nepal Rastra Bank (NRB) has shown significant increase in the number of mobile banking users.

There are three primary categories of digital banking: Automated Teller Machine (ATM), Mobile Banking and Online Banking. Security notifications are provided via mobile and internet banking to aware customers immediately on the activities of their bank account. The Nepal Rastra Bank has reported that the number of mobile banking users has exceeded that of ATM card users, reaching 8,839,855 as of June. This is a significant milestone considering that ATM cards were first introduced in Nepal back in 1994 (2050/51 BS) but saw limited growth for nearly 28 years. In sharp contrast, mobile banking services have experienced impressive growth within a relatively short period since their introduction in Nepal in 2004. In fiscal year 2020/21, Nepal Rastra Bank reported that the mobile banking users increased from 11360000 in the previous fiscal

year to 14194839 marking an increament of 26%. As an effort to promote cashless transactions has been made by the central bank and financial institutions. Mobile Banking has offers a wide range of features including transferring money, paying bills, mobile recharges, booking flights, insurance payments and QR code- based payments, making it convenient and preferred medium for digital financial transaction.

Table: 1

Number of Mobile Banking Users (2020-2021)

Year	**No. of users**
By June 2075	5086069
By June 2076	8347187
By June 2077	11306797
By June 2078	14194839

Source: Nepal Rastra Bank

The introduction of information technology in financial sector has given banking services a new dimension in the 21st century. The banking industry has inevitably changed itself for the provision of quick and quality customer services in the form of modern technology based banking facilities such as online banking, ATM service and mobile banking. Mobile banking is one of the most convenient banking services which create the opportunity to bring the people under the umbrella of banking activities who were away from banking services before. Simply mobile banking means conducting banking transactions via a mobile device such as cell phone. Broadly it is a multi-platform cooperation between mobile operators and banking industry that integrate mobile communication and electronic money to facilitate bank related various activities through a mobile phone. With the rapid advancement of technology and increasing use of mobile phone, this mobile banking service is gaining popularity not only in developed countries but also in developing countries like Bangladesh. Ajzen (2002).

Growing popularity of mobile banking creates a great opportunity for banking industry to expand their business, but it brings the challenges to satisfy and retain customers as well. That’s why the critical understanding of customer satisfaction in mobile banking is now the demand of time. Critical evaluation of factors that affect customer satisfaction in mobile banking and how those factors influence satisfaction and confirm retention is

important for banking industry to formulate marketing strategies that will ensure present satisfaction and promote new dimension for future customer satisfaction in mobile banking in Bangladesh. Jahan and Shahria (2022)

In the recent years, technological advancements have played a pivotal role in elevating the services and operations of banks in Nepal. Mobile banking has gained immense popularity as a prevalent mode of banking in the country. The widespread adoption of mobile phones, coupled with the minimal transaction costs associated with mobile banking, serves as a primary catalyst for its rapid growth. Currently, nearly every mobile user in Nepal engages in financial transactions through their mobile devices. Although a majority of banks in Nepal provide some variant of mobile banking services, there is an expectation that online banking will transition into the standard practice for all mobile users within the coming year.

During the COVID-19 lockdown, numerous banks introduced online account opening and e-KYC services. Simultaneously, the Nepal Rastra Bank (NRB) raised the transaction limits for digital payments, encouraging individuals to engage in electronic transactions. Within the initial three months of the lockdown, more than eight lakhs mobile banking customers were acquired, as reported. (www.onlinekhabar.com).

The widespread availability of broadband internet in Nepal has reached an impressive 72.22%. This achievement is largely attributed to the prevalence of mobile broadband services such as 3G and 4G, extending access from urban areas to even the remotest villages. With mobile internet now accessible to people across the country, banking services have become conveniently available at our fingertips. The need to physically visit a bank branch for various services has diminished. By investing a nominal fee of 250-300 rupees per year, individuals can activate mobile and internet banking services, enabling them to conduct banking transactions anytime and anywhere. In contrast to the typical operating hours of a physical bank branch, which usually runs from 10 AM to 5 PM six days a week, digital banking offers the flexibility of 24/7 access to banking services. This shift has significantly contributed to the widespread adoption of digital banking, as highlighted by the Nepal Telecommunication Authority in 2021.

Furthermore, banks are pushing their customers for digital banking systems since digital banking can serve large customers with relatively lower cost of operation than providing

banking service from a physical branch. Digital banking has also increased efficiency of a bank.

1.2 Problem Statement

In Nepal, there is a scarcity of research focused on the preferences of commercial bank customers regarding mobile banking, despite some studies addressing online banking, electronic commerce, mobile banking, and electronic business. Research in the field of mobile banking in Nepal is still in its early stages, as indicated by earlier studies Laforet and Li (2005). Previous research conducted in Finland suggested that factors like income, education, and occupation did not distinguish between users of mobile banking and internet banking Laukkanen and Pasanen (2008). However, this may not be applicable to the Nepalese context, as emphasized in a study by Regmi (2015). The study revealed that, despite awareness of mobile banking and its advantages, people in Nepal are hesitant to use it due to a lack of understanding about the service. Many customers still prefer a combination of traditional and electronic channels to fulfill their banking needs. For example, they might use mobile banking for scheduling and authorizing payments but opt to visit a branch for loan applications. The integration of technology by service providers plays a crucial role in making customers more aware of a company's performance. Laukkanen et al. (2007)

The main goal of this research is to explore how banking customers perceive the relatively new concept of 'mobile banking' within the banking industry. The study seeks to uncover the reasons behind customers fear toward mobile banking, which is linked to their limited knowledge and understanding of the service, educational backgrounds, and the technology involved. This lack of clarity emerges as a significant obstacle to the widespread adoption of mobile banking services. The research indicates that individuals with higher levels of education are more likely to embrace mobile banking services due to their positive outlook on technology and innovations. Earlier studies have also emphasized the role of education in shaping individuals' attitudes and readiness to embrace new technologies Ramdhony and Munien (2013).

Therefore, it is recommended that the banking industry adopts a more comprehensive approach aimed at generating demand for mobile banking in Nepal's market. The widespread use of mobile devices has made mobile banking increasingly familiar and popular. Simultaneously, banks are dedicated on introducing new features and sustaining

current value-added services in mobile banking. Consequently, mobile banking has become a significant research focus. This study aims to assess the status of mobile banking in the context of Nepal. This study attempt to find out the answer of the following research questions:-

i. What are the factors that determine customer's preference of mobile banking service?
ii. Is there any relationship between each of the independent variables (Reliability, Accessibility, Quality, Trust, and Security) on customer preference toward mobile banking service of commercial banks?
iii. Is there any effect of independent variable (Reliability, Accessibility, Quality, Trust, and Security) on customer preference toward mobile banking?

1.3 Objective of the Study

In a changing business environment, it is imperative for banks to continually evaluate their strengths and weaknesses. The retention of customers plays a crucial role in the success of any business. The primary objective of the present study is to measure the extent of customer satisfaction among users of mobile banking, considering factors such as age, gender, income, and education levels. The study will assess the significance of reliability, accessibility, quality, trust, and security as key factors influencing the adoption and retention of mobile banking. Consequently, the study has outlined the following objectives.

i. To identify the factors associated with customer preference towards the adoption of mobile banking.
ii. To examine the relationship between independent variables (Reliability, Accessibility, Quality, Trust, and Security) on customer preference toward mobile banking service of commercial banks.
iii. To analyze the effect of independent variables (Reliability, Accessibility, Quality, Trust, and Security) on customer preference toward mobile banking.

1.4 Research Hypothesis

Based on the Research Questions the present study proposes the following hypothesis:

1) Hypothesis 1 (H1): Reliability has a significant positive effect on customer’s preference towards mobile banking.

2) Hypothesis 2 (H2): Accessibility has a significant positive influence on customer's preference towards mobile banking.
3) Hypothesis 3 (H3): Quality of service has a significant positive effect on customer's preference towards mobile banking.
4) Hypothesis 4 (H4): Trust has a significant positive influence on customer's preference towards mobile banking.
5) Hypothesis 5 (H5): Security has a significant positive effect on customer's preference towards mobile banking.

1.5 Rationale of the study

Mobile communication devices have transformed banking transactions by using wireless networks and the internet to attract customers. In order to attract a larger audience, banks must seamlessly offer their complete range of services on various mobile and wireless devices, all while ensuring minimal impact on their existing infrastructure and delivery channels. The important elements in introducing mobile banking strategies to the market are the wireless network and mobile technologies Malarvizhi and Rajeswari (2012).

Currently, there are many banks and financial institutions providing different mobile banking services in Nepal. Among all of them, people are choosing one over another. From this research, it will help to understand different customer perceptions toward currently available mobile banking services in Nepal, and to know about the factors that should be considered while adding the new features in mobile banking. From that, banks providing mobile banking service can prioritize user friendly interface and also improve their services in term of quality, user experience and the privacy of the customers. It is necessary for all the concerned parties to make mobile banking services safe, reliable and trustworthy. Several attempts have to be made from their sides to secure mobile banking transactions.

The objective of this study is to increase awareness of mobile banking services within the Nepalese population. Through furnishing details on the accessibility and advantages of mobile banking, this research measures to narrow the information gap and empower individuals to make well-informed choices regarding their banking preferences. The outcomes of this study can offer valuable insights to commercial banks, aiding them in improving their mobile banking features and addressing security apprehensions.

Additionally, this research report has the potential to serve as a valuable reference for subsequent researchers exploring this domain.

1.6 Limitations of the Study

All efforts have been made to ensure that the research is done and to optimize the ability to achieve the research objective. However, there are some constraints that do not validate the research but made to be acknowledged.

i. Various variables that can affect the mobile banking service of the banks. This study is only focused on Reliability, Accessibility, Quality, Trust, and Security.

ii. This study has been done in Kathmandu city only so it doesn't represent the whole country's scenario. So, finding of the study cannot be generalized.

iii. The study was conducted with a limited sample size, which may not accurately represent the large population.

iv. Only primary data are used to conduct the study. And convenience sampling is used while collecting the data, which may constrain the quality of the study.

v. This study only included mobile banking customers, the findings may not be generalizable to non-mobile banking customers.

CHAPTER-II

LITERATURE REVIEW

The literature review section serves as a theoretical foundation for the research topic, describes various mobile banking services, and highlights relevant prior research studies. Its primary aim is to prevent unnecessary duplication of previously addressed material. To accomplish this, an extensive examination of significant studies pertaining to mobile banking was undertaken. This review was essential for acquiring a thorough comprehension of the research topic and compiling data that has already been investigated by other scholars. Various historical reference sources, including journals, newspapers, magazines, and the internet, were employed to gather information. Additionally, the literature review pinpointed gaps in existing research and provided a critical analysis of the available information.

2.1 Theoretical review

The acceptance of any technological change within a given time frame remains by an individual remains an interesting observation. It becomes necessary to understand the user perception of adoption of technology. The interesting facts on choosing a technology or resisting one, the main reason or decision to adopt technology have been a subject of intense research. There are innovation adoptions and diffusion theories based on strength, weakness, key features, and theoretical ideas. Basically, adoption theory examines the choices and individual makes either to accept or reject an innovation. A number of theories have been adopted for the theoretical development. Some of them are explained in this section.

Technology Acceptance Model (TAM) In 1985, Davies proposed the Technology Acceptance Model (TAM), which has become a widely used model for analyzing the acceptance of information systems (IS). TAM focuses on two fundamental factors: Perceived Usefulness and Perceived Ease of Use, and predicts the likelihood of the system being accepted for use. Akturan and Tezcan (2012) used TAM to investigate the factors that impact an individual's attitude towards accepting mobile banking technology. According to TAM, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are the primary determinants in user acceptance of mobile banking, and together, these factors generate a positive Behavioral Intention (BI) towards using mobile banking. Al-

Husein and Sadi (2015) further confirmed the relevance of TAM in the acceptance of mobile banking. Marangunic and Granic (2015)

The Mental Accounting Theory In 1980, Thaler introduced the Mental Accounting Theory, which has been extensively referenced in later research by Bettman et al. (1998). This theory involves a competitive, alternative-based decision-making process, where consumers compare different attributes or characteristics based on quantitative measures such as price. According to Bettman et al. (1998), the current available services serve as the reference point in the decision-making process. When a consumer evaluates a potential option, they create a cognitive account and compare its subjective value relative to the reference point Constantiou (2008)**.**

The Reason-based Choice Theory Shafir et al. (1993). introduced the Reason-based Choice Theory. According to this theory, consumers engage in attribute-based processing using a lexicographic process. The focus is on reasons that are built from the dimensions of a service, such as its attributes or qualitative characteristics Shafir et al. (1993). To facilitate or motivate the adoption decision, consumers invoke a salient and simple reason Kivetz (1999). By linking a salient reason to a specific attribute of a service, consumers avoid cognitively demanding evaluations and instead focus on the service attribute that is easiest to justify their choice Constantiou (2008).

Consumer may experience difficulties to choose between options because of uncertainty about the service characteristics Constantiou (2008). Traditional adoption research has been useful in exploring adoption and use of technologies and novel services Blechar et al. (2006). However, research in the adoption of mobile banking services has not offered a comprehensive explanation of the low demand for mobile banking yet Constantiou (2008). Researchers identified two reasons for this. First, original adoption theories were derived from organizational setting where management paid for the technologies and the individual had to adopt them. Second, market dynamics may have changed since consumers gained competence, they have options to choose from and need to pay for the service themselves.

Dabholkar (1994) acknowledged the limitations of existing adoption models. Our proposed conceptual model has a two-fold rationale. Firstly, much of the current research examines mobile services in isolation, paying little attention to users' choice processes

and usage decisions in light of the numerous sources available to fulfill a service need Venkatesh (2006). Secondly, understanding adoption factors for mobile services cannot be achieved by solely focusing on the service itself Blechar et al. (2006). User experiences with similar services available through other media may serve as reference points to influence choice Kivetz (1999). By integrating insights from adoption literature, we can deepen our understanding of the services space Venkatesh (2006). Since choosing a technology can be considered a behavior, it is reasonable to apply theories of technology adoption to examine consumer choice of mobile services such as m-banking Brown et al. (2008).

The few studies that have also investigated consumer choice of technology Chan et al. (2004) have turned to theories of technology adoption. Szajna (1994) first identified the need for adding the dimension of choice in traditional adoption model. Szajna (1994) applied the TAM for predicting the selection of different database technologies. Lin et al. (2006) applied TPB for predicting the choice of one of the two instant messaging technologies. Chan et al. (2004) used the TAM for predicting the usage of different browsers. Many of the studies employing adoption frameworks have assumed the context of work environment Brown et al. (2008). In a break from this tradition, recent research has focused attention on the adoption of Internet and mobile device applications by consumers in society Hong et al. (2006). Most prior adoption studies used to predict a single application usage in which no alternative is observed Venkatesh et al. (2003). Researchers have long recognized that the accuracy of predicting behavior with the presence of alternatives is higher than without them Szajna (1994).

2.2 Conceptual Review

Conceptual definitions are related with all the possible concepts related Mobile banking and customer preferences some of which are discussed below:

Mobile Banking

Mobile banking refers to the utilization of a mobile device for the execution of financial transactions, a service typically offered by financial institutions, particularly banks. This method allows clients and users to engage in diverse transactions, the scope of which may differ across institutions. Essentially, mobile banking involves conducting financial activities through a smartphone or Personal Digital Assistant (PDA). With the increasing

processing power and substantial memory of these devices, customers can perform various banking functions directly from their mobile phones, eliminating the need to visit a physical bank and enabling anytime, anywhere access Mashhour and Saleh (2015). Another definition characterizes mobile banking as a system that empowers customers to conduct financial activities such as checking balances, transferring funds, accessing account information, and making utility payments, among other functions Islam and Hossain (2015). Theoretical distinctions within mobile banking include the simple conventional version, where individuals directly connect to their bank accounts through the bank's provided app, and the increasingly popular second version, which involves various third-party apps functioning as banks. These third-party apps indirectly link to customers' bank accounts, providing a simplified approach to conducting banking transactions Bollen (2009)

The rise of digitalization has underscored the crucial significance of mobile banking services within the realm of banking services Sahoo and Pillai (2017). In a broad sense, mobile banking, or m-banking, can be defined as a service or product provided by financial institutions that leverages portable technologies Tam and Oliveira (2017). Through the utilization of m-banking services, customers can engage in various banking activities, such as settling invoices, checking account balances, executing payment transactions, retrieving credit card details, and facilitating bank transfers Babtista and Oliveira (2016). The perceived value of m-banking for consumers is linked to its immediate accessibility to banking services regardless of time or location, resulting in time savings, real-time information access, and a sense of control and convenience Mortimer et al. (2015). Despite the existing research on the value of m-banking primarily focusing on how customers perceive value from the service provider's activities and offerings Medberg and Heinonen (2014), there is limited attention given to understanding value within the broader context of the customer's lifeworld and experiences beyond the service interaction Helkkula et al. (2012). In the increasingly competitive landscape of m-banking, banks require a deeper understanding of how m-banking services integrate into customers' activities, contexts, and overall experiences Heinonen et al. (2010). Mobile banking, recognized as a convenient medium for cashless transactions, has experienced exponential growth. The Nepal Rastra Bank (NRB) reports a significant increase in the number of mobile banking users, highlighting its ease of use in electronic transactions and its substantial contribution to the expansion for commerce.

The impact of the Covid-19 pandemic has intensified the usage of mobile banking, according to the NRB. The Chief of NRB's Payment System Department, Bhuvan Kandel says that the attraction towards mobile banking has increased due to the availability of many services. While promoting electronic transactions, banks have not been promoting ATMs much lately. Experts say that the impact of mobile banking has deterred bank customers from using ATM cards. Banks say that ATM technology is outdated now. In a country with a geographical diversity like Nepal, it is not possible to expand ATMs everywhere. The customers have to walk for hours to reach the ATM. Therefore, NRB and bank officials say that mobile banking is now a suitable medium for business. Kandel says that after a certain period of time, technology like mobile banking could gradually replace cash transactions. With the tremendous growth in mobile usage, mobile banking has become very familiar and popular. At the same time banks are also interested to add new features and maintain current value-added services in mobile banking. Therefore, mobile banking is now an important issue of research.

Digital Banking

In Nepal, digital banking is a relatively new phenomenon that is transforming traditional banking processes. Customers are increasingly seeking convenient services from their banks, and their expectations are changing accordingly. Banking and financial institutions, governments, and customers are actively pursuing seamless banking experiences and solutions. The shift towards digital transformation and less paper-based banking models has enabled banks to provide customer-centric services. Digital banking automates traditional banking processes, allowing customers to access banking services through online and electronic platforms. This digitalized approach eliminates the need for customers to physically visit a bank.

With the ongoing rapid progress of information technology and innovation, traditional banking is undergoing a transformation towards a more modern approach. Technology plays a crucial role in shaping the structure of banking, its functionalities, customer-centric services, digital payment methods, and more. The shift towards digital banking has been a gradual process in Nepal. The history of banking in Nepal dates back to 1937 with the establishment of Nepal Bank Limited, marking the inception of commercial banking. The modern era of banking commenced in 1990 with Nabil Bank introducing credit cards, followed by Himalayan Bank's introduction of ATM and credit cards in

1995, Kumari Bank launching Internet Banking in 2001, Laxmi Sunrise Bank introducing SMS banking in 2004, and the inception of the mobile banking platform "Mobile Khata" in 2012. As of the end of Poush 2077, the total number of deposit accounts in banks and financial institutions reached 3.46 crores, excluding deposits in Microfinance Institutions.

There are currently 20 Commercial Banks, 17 Development Banks, 17 Finance Companies, 57 Microfinance, and 1 Infrastructure Development Bank operating as of Mid- July 2023. As of Mid-July 2023, the total number of Mobile Banking and Internet Banking customers was 2.13 crores and 18.56 lakhs, respectively. Over the past two decades, the digital banking landscape has improved considerably with advancements in information technology. With the expansion of internet penetration and the growth in the number of smartphone users, digital banking in Nepal is gradually overtaking traditional banking.

https://www.investopaper.com/news/financial-access-in-nepal/

E-banking

E-banking, as defined by Encyclopedia Britannica online, refers to the automated delivery of traditional and new banking products and services directly to customers through electronic, interactive communication channels. This includes the use of systems that enable customers, whether individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through public or private networks, such as the internet. Customers may access e-banking services using various intelligent electronic devices, such as personal computers (PCs), personal digital assistants (PDAs), or automated teller machines (ATMs). E-banking typically involves the use of computers and telecommunications to facilitate banking transactions, rather than relying on human interaction. Key features of e-banking include electronic funds transfer for retail purchases, automatic teller machines (ATMs), and automatic payroll deposits and bill payments.

Internet Banking

Internet banking, also known as online banking, is a service provided by financial institutions that allows customers to perform banking transactions and access financial information through a secure website operated by their respective banks. It has become

one of the most profitable distribution channels for banks, as it provides convenience to customers while also reducing costs for both customers and banks. To access this service, a customer must register with their bank and set up a password for verification purposes. Internet banking has revolutionized the banking industry by improving efficiency, reducing the dependency on bank branches and ATMs, and enabling customers to perform transactions faster and from anywhere with internet access.

Defining Customer Value and Experience

In the field of marketing, the concept of value has been extensively researched over the past decade, particularly in relation to services. One of the most commonly used definitions of value is the consumer's overall evaluation of the usefulness of a product based on their perceptions of what they receive and what they give in return. However, current discussions around Service-Dominant logic have shifted focus. Accordingly, our study follows Vargo and Lusch (2008) widely acknowledged assertion: "value is uniquely and phenomenological determined by the beneficiary" and it approaches value from a phenomenological perspective, considering it as a subjective, temporal and contextual phenomenon Helkkula et al. (2012).

In relation to this, although experience has been researched ever since the work of Holbrook and Hirschman (1982), until now less emphasis has been placed on the experiences that constitute value. For example, in their recent study, Varshneya et al. (2017) emphasize the importance of customer involvement – in the form of passive or active participation – in enhancing value in experience. In line with this, there is a need for a better understanding of experience as a profoundly interrelated counterpart of value, specifically in new types of service contexts Jaakkola et al. (2015), such as m-banking. Also, definitions of customer experience have varied Gentile et al. (2007) and the concepts of customer experience and service experience are often used as synonyms Jaakkola et al. (2015). Accordingly, in this study, they refer to the same phenomenon. However, as in our empirical study the customer plays a key role in experiencing value, we chose to use the term customer experience. Customer experience is here defined as being holistic in nature and involving the customer's cognitive, affective, emotional, social and physical responses to the service provider Verhoef et al. (2009).

The concepts of customer experience and value are closely connected and interdependent, and it is challenging to separate them completely. According to Helkkula and Kelleher

(2010), customer-perceived value has an impact on the cumulative customer service experience. The value is realized through the experience gained by the customer while using the service provider's offerings and resources, and it is constructed based on the experience gained from the service Helkkula and Kelleher (2010). In this study, we consider customer experience and value as counterparts or two sides of the same coin, with each influencing the other. It approaches value from a phenomenological perspective, considering it as a subjective, temporal and contextual phenomenon Helkkula et al. (2012).

The Dimensions of Customer Experience and Related Value

To gain a comprehensive understanding of the value and customer experience associated with a new mobile banking service within the context of customers' lives, this study employs a framework developed by Dube and Helkkula (2015). This framework divides customer experience into four primary areas: process, outcome, time, and location. In each of these areas, the value experienced by customers may include practical dimensions based on operations, such as utilitarian value, emotional dimensions, such as hedonic value, or social dimensions, such as the customer's social environment and the opinions and experiences of others Holbrook (2006).

First, the process dimension of a customer experience refers to how the experience is formed for the customer and how the interaction between the service and the customer functions Heinonen (2004). The customer experience also creates value for the user through the process, that is, through how the service is delivered to them and how interaction between the mobile service and the user functions Heinonen (2004). Interaction in the case of an m-banking service refers to interaction with the application, which may have a strong influence on customer experience. In addition, interaction can be either visible interactions with the service or mental and invisible interactions, referring to imaginary speculation about service interaction for example Helkkula et al. (2012). As an example, ease of use can be important in terms of the use process and it may produce utilitarian value for the user (Addis & Holbrook, 2001). At the process level, the user may also evaluate how good they feel when they are able to control their use of the service and words how well they have the application under control Kleijnen et al. (2007), which can be classified as hedonic value. The outcome of a customer experience refers to what is experienced, that is, what the end-result of the experience is for the customer. The goal is to find out what the customer obtains from the service.

When the customer evaluates the outcome, she or he is interested in the content of the service, that is, what can be done with the service and how the content is linked to his or her personal needs Heinonen, (2006). The user thus estimates the concrete usefulness of a service in their personal life Frow and Payne (2007). For example, users may seek to achieve acceptance and respect from others by using mobile services Gummerus and Pihlström (2011), denoting social value.

The time dimension denotes when the customer uses the service. It can be referred to in various ways, for example, as "free time" or "time before sleeping" Dube and Helkkula (2015). The temporal situation related to the service creates value in a mobile service context – for example, through flexibility Heinonen (2004) or time savings Laukkanen and Lauronen (2005) – which can be considered as a functional and practical benefit that makes the user's life easier (i.e. a benefit that provides utilitarian value).

Finally, the location dimension refers to the use location, the environment in which the service is used, which affects the value obtained from it Heinonen (2004). A mobile service can be used anywhere, regardless of the location, as was identified by Laukkanen and Lauronen (2005) as one of the most important benefits provided by an m-banking service. Immediate, location-free access also enables other benefits, such as time savings and convenience Laukkanen and Kiviniemi (2010). This kind of resilience in terms of location can be considered a utilitarian value similar to temporal flexibility. With this preliminary understanding, we shortly move on to empirically explore what kind of customer experience and related value can be identified in a new mobile banking service. But before that, the methodological choices of the study are discussed and justified.

2.3 Empirical Review

After conducting an extensive literature review, it was noted that the primary emphasis of empirical investigations centered around bank customers with mobile banking. These studies were carried out in different regions, including Asia (including China, India, Iran, Jordan, Malaysia, Pakistan, Philippines, Saudi Arabia, Singapore, UAE, Taiwan, and Thailand), Africa such as Ghana, Kenya, and Sudan, North America such as the USA, South America such as Brazil, and Australia. The global scope of these inquiries contributes to a thorough assessment of the topic. Importantly, the majority of these studies were conducted in developing nations where mobile banking is in its early stages.

The expansion of information and communication technology (ICT) has triggered a substantial transformation in the global banking sector. This evolution introduced innovative products, altering the landscape of service delivery. Mobile banking emerged as the preferred and efficient means of delivering financial services, ensuring accessibility whenever and wherever needed. This article aims to assess the current state of mobile banking research to identify key areas for future academic investigation. Carefully selected journal articles from reputable databases underwent a thorough analysis, employing specific inclusion and exclusion criteria and relevant keywords. Notably, the majority of extensively researched studies on mobile banking are conducted in developing nations. The technology acceptance model (TAM) emerges as the predominant theoretical framework for predicting mobile banking adoption. To enhance understanding, there is a need to shift research focus from initial adoption to the ongoing attitude towards mobile banking usage, an aspect that has received limited attention. Given the potential contributions of diverse populations, including differently-abled individuals, migratory workers, and marginalized groups, to the digital economy and national development, it is imperative to conduct research studies on mobile banking across these segments.

Ombati (2010) aimed to explore the correlation between technology and service quality within the banking sector in Kenya. Employing a cross-sectional survey design, they gathered data via questionnaires distributed to bank customers in the central business district of Nairobi, with a sample size of 120 respondents. Data analysis involved the use of frequency, percentage, means, and correlation analysis. The study uncovered a direct connection between technology and service quality, suggesting potential implications for a bank's overall performance. Key aspects of providing electronic banking services, including security, efficiency, accurate record-keeping, convenience, and precise transactions, were identified as pivotal factors influencing the adoption of internet banking. Consequently, the study highlighted the importance of evaluating the impact of e-banking adoption on financial performance.

A study conducted by Smadi and Wabel (2011) aimed to assess the influence of e-banking on the performance of Jordanian banks over the period from 2000 to 2010. The researchers utilized accounting data and applied regression analysis to measure banks' performance. The findings indicated a notable and adverse impact of e-banking on the

performance of banks in Jordan. This was attributed to the prevalent reliance on traditional channels for banking operations in Jordan, resulting in higher adoption costs compared to the incremental revenues. Unlike the Kenyan market, where the population has embraced technology, the study was conducted in a society with low confidence in e-banking. Given this context, the investigation sought to determine the effects of various e-banking innovations adopted in the Kenyan microfinance industry on its overall performance.

Okiro and Ndungu (2013) undertook a study to investigate the impact of mobile and internet banking on the financial performance of financial institutions in Kenya. The primary objective was to assess the extent of mobile and internet banking utilization among 61 financial institutions operating in the country. The results revealed that commercial banks exhibited the highest adoption of internet and mobile banking services, followed by SACCOs, whereas none of the microfinance institutions implemented internet banking. The study also brought to light several challenges linked to mobile banking, including delays in systems by mobile money transfer service providers, slow transaction processing, high transaction costs, daily withdrawal limits, and fraudulent activities. Expanding the study's scope to encompass a broader range of electronic banking services would be beneficial in examining their collective impact on financial performance.

Mobile banking services have experienced a significant surge in popularity, actively promoted by both governmental bodies and financial institutions as a convenient alternative to traditional in-person banking and for facilitating transactions. Research indicates that checking balances and accessing account information are the most frequently utilized features in mobile banking, with a majority of users finding the associated service charges reasonable. Users generally perceive mobile banking transactions as secure and user-friendly. Despite positive feedback, there is still room for improvement in the mobile banking services provided by banks. Professionals stand out as the primary users of mobile banking, expressing high satisfaction with the mobile applications. ATMs and mobile banking services emerge as the most commonly used banking features, although a minority of individuals express reluctance to adopt mobile banking due to security concerns.

In the 21st century, a significant number of banking and financial institutions, both in developed and developing nations, have embraced virtual banking services. In the case of Nepal, various researchers have conducted studies on internet banking services, aiming to communicate information about the full range of services offered by banks in the country.

Mobile banking, commonly referred to as "m-banking," has gained widespread popularity worldwide. A strong banking sector is crucial for the economic advancement of any nation, and efficient financial services play a significant role in fostering such development. The creation of electronic banking is not restricted to developed nations; even developing countries like India and the Republic of Korea are witnessing a notable increase in its utilization. Southeast Asian countries such as Thailand, Malaysia, Singapore, and the Philippines are also swiftly embracing internet banking. In this global era, the transformative influence of electronic banking is evident, propelled by rapidly advancing technologies and a diverse array of available products, leading to a growing adoption by consumers. The allure of modern technologies, including electronic banking, lies in their convenience, user-friendly interfaces, and, in some instances, cost-effectiveness, attracting a growing number of consumers Anguelov et al. (2004).

It is believed that m-banking will provide another new channel for banking services, especially for certain remote areas where online internet is still unavailable. Strategic implications and customer perception of m banking services are explored Laukkanen and Lauronen (2005). With a focus on consumer value creation and a better understanding about the customer perceived value of m banking services. For instance, mobile internet service has been quite popular in Japan (over 60 million users in 2003) especially for those young and single i.e., unmarried consumers Scornavacca and Barnes (2004)

In many developing nations, the economy predominantly relies on cash transactions, involving the exchange of physical currency for goods and services. Nevertheless, there is a noticeable shift towards a more contemporary and advanced payment system. In this evolving landscape, traditional banknotes and coins are transformed into digital data, transmitted through telephone lines and satellite transponders. This transformation is a direct outcome of the swift technological advancements and progress within the financial market, as noted by Ozuru et al. (2010) and Johnson (2005).

The adoption of mobile banking services is increasing within Saudi Arabian banks. However, there is a lack of comprehensive research on the factors crucial for designing mobile services that align with and meet customers' needs. This study seeks to fill this research gap by investigating the factors influencing the adoption of mobile banking. The study based on the Diffusion of Innovation theory, the study collected data from 330 actual mobile banking users. The results reveal that factors such as relative advantage, compatibility, and observability positive impact on adoption, whereas trial ability and complexity do not show significant effects. Additionally, perceived risk was found to have a negative influence on adoption. The study's findings hold practical implications for the Saudi Arabian banking industry, offering valuable insights for the effective design of mobile banking services Sohail and Shaikh (2007).

A majority of studies highlight the fact that 'security' is the biggest single concern of customers when faced with decision to use Internet Banking. Security has always been an issue, but its scope has changed from mere doubts about the privacy of personal information to worries of financial loss Sayar and Wolfe (2007). It is followed by 'responsiveness of service delivery (speed and timeliness)', 'ease of use', 'credibility of the bank', and 'product variety' White and Nteli (2004). Akinci et al. (2004) finds that the selection of internet banking service provider is effected by security, reliability and privacy. Security which involves protecting users from the risk of fraud and financial loss, has been another important issue in safe use of the internet when conducting financial transactions in Saudi Arabia Sohail and Shaikh (2007).

Mobile banking, often referred to as m-banking, pertains to banking services that users can conveniently access through a mobile device from any location and at any time. The essential prerequisites for accessing accounts are a mobile device and network connectivity. Consequently, being in front of a computer is no longer a necessity; individuals can manage their accounts while, for example, waiting at a dentist's clinic or enjoying leisure time at the beach Akhras and Qwasmi (2011).

This research represents a thorough literature review on the adoption of mobile banking. Utilizing keywords such as m banking, mobile banking, and m banking adoption, the study examined articles from reputable publishers and journals. The outcomes demonstrate that factors like perceived usefulness, perceived ease of use, performance expectancy, effort expectancy, facilitating conditions, and social influence positively

impact the acceptance of mobile banking services. Conversely, obstacles to adoption include concerns about security, perceived risk, complex processes, technical issues, inadequate security measures, and insufficient knowledge. The paper presents a comprehensive summary of the reviewed literature, outlining key variables, objectives, findings, limitations, and future research suggestions in tabular form. The insights derived from this study offer practical implications for banks, marketers, and practitioners involved in designing, customizing, and effectively implementing mobile banking technologies in new markets. This review specifically focuses on articles published on mobile banking adoption from 2010 to 2018, using keywords like m banking, mobile banking, and m banking adoption from various reputable publishers and journals. The synthesis of literature reveals that variables such as perceived usefulness, perceived ease of use, performance expectancy, effort expectancy, facilitating conditions, social influence, and awareness positively influence the adoption of mobile banking services. Conversely, variables like security concerns, perceived risk, complex processes, technical problems, inadequate security measures, and insufficient knowledge act as hindrances to mobile banking adoption. The insights derived from this paper can serve as valuable guidance for promoting the effective design, customization, and implementation of mobile banking technologies in emerging markets Sahu and Deshmukh (2020).

Thapa (2003) conducted a study assessing the potential viability of online banking services in Nepal. The research aimed to investigate the outlook for online banking and identified the safeguarding of users' funds as the paramount concern for individuals utilizing online banking in Nepal. Survey participants highlighted additional factors including privacy, expenses, ease of use, and availability of financial information as integral elements influencing their adoption of online banking services.

A study conducted in China in 2005 on the public perception of mobile banking disclosed that, despite its numerous advantages, Chinese individuals were initially hesitant to embrace mobile banking primarily due to security concerns Laforet and Li (2005). Meanwhile, the accessibility and swift transaction capabilities of mobile banking were identified as factors contributing to the convenience of banking activities for the people of Nepal Shrestha (2013).

Hossain et al. (2013) conducted a study with the objective of investigating the diverse types and characteristics of e-Banking systems in Bangladesh, along with their

advantages and limitations. The researchers gathered secondary data from four distinct commercial banks in Bangladesh to formulate effective strategies for enhancing the e-Banking system in the country. Besides outlining recommendations and features of the e-Banking system, the study also undertook a comparative analysis among the four commercial banks. The findings indicated that Dutch-Bangla Bank offered superior e-Banking services compared to the other three banks.

Tardivo et al. (2014) conducted a research study focusing on the assessment of how young customers perceive the quality of mobile banking services. The primary objective was to measure the satisfaction of young individuals with mobile banking services and understand the extent of their adoption within this demographic. The findings indicated that young customers expressed a notable level of satisfaction with mobile banking services, attributing it largely to the reliability and time-saving benefits offered. Nevertheless, the study also highlighted concerns related to the cost and security of mobile banking users in Kenya, as highlighted in a study by Achieng and Ingari (2015).

Numerous prior research activities have identified key predictors, including age, education, income, as well as perceived usefulness and ease of use, that play crucial roles in determining customers' adoption and utilization of mobile banking services. For instance, a study conducted by Alalwan et al. (2016) revealed that customers' intention to adopt mobile banking was predominantly influenced by factors such as perceived usefulness, perceived ease of use, and perceived security.

Durgapal and Bhatta (2016) conducted a comparative study examining service quality factors like reliability, assurance, tangibility, empathy, access, and responsiveness among public, foreign venture, and private sector banks in Nepal. The research encompassed 300 participants from these sectors, and statistical analyses, including ANOVA, Kruskal Wallis tests, Tukey’s HSD, and Dunn’s test, were employed to assess the gathered data. The findings indicated that assurance and tangibility did not display substantial differences across the analyzed service quality dimensions among the various banks.

The study conducted by Gomachab and Maseke (2018) investigated the influence of mobile banking on customer satisfaction within the commercial banks of Namibia, specifically in Keetmanshoop. The research focused on assessing customer satisfaction concerning the impact of mobile banking. The primary goal was to identify the factors

within mobile banking that contribute to customer satisfaction. The findings from the discussion revealed that a significant portion of the respondents were customers of FNB, aged below 25 years, and their engagement with mobile banking was notably influenced by advertisements related to these services.

The mobile banking services offered by NIBL (Nepal Investment Bank Limited) have been identified as establishing a high level of trust among customers, providing a secure and user-friendly platform for financial transactions. Despite these positive aspects, there is a recognized need for heightened consumer awareness, especially among first-time users, to ensure ease of use. The study acknowledges that the evolving landscape of technology brings both opportunities and risks. It underscores the significance of promotional activities, emphasizing personal interaction and advertising programs, in fostering enduring customer relationships. Furthermore, the provision of enhanced services with added value has contributed to an increased level of customer loyalty towards NIBL's mobile banking services, as outlined in the study by Pradhan (2018).

Kumar and Gaire (2018) conducted a research study involving 199 customers from 19 diverse commercial banks situated in the Surket District. The collected data from the participants underwent analysis through a linear regression model to pinpoint the essential factors affecting customer satisfaction. The study also incorporated ANOVA analysis and coefficients to scrutinize the influence of independent variables on the dependent variable. The results revealed that factors such as accessibility, convenience, security, privacy, processing speed, as well as fees and charges played significant roles in influencing customer satisfaction with internet banking. However, it's noteworthy that the study did not include a comparative analysis of these influencing factors.

Pathak and Mishra (2019) conducted a study aiming to examine consumer attitudes and awareness regarding mobile banking services. The findings indicated that individuals are inclined to adopt mobile banking services when they perceive them as user-friendly, beneficial, and convenient. Moreover, the study highlighted the ongoing transformation of consumers' perspectives on banking, attributed to technological advancements within the banking industry.

Jahan and Shahria (2021) undertook a study with the objective of determining the factors impacting the satisfaction of young users utilizing mobile banking services. The study's

findings indicated that cost, responsiveness, and relative advantage significantly influenced customer satisfaction, while security and convenience were deemed insignificant in this context. Given the substantial number of mobile phone users, Bangladesh is identified as a promising market for mobile banking. The study recommends that, with appropriate guidelines and policies, mobile banking has the capacity to propel Bangladesh towards a higher level of prosperity.

Rahman (2021) conducted a study titled "Adaptation towards mobile banking; challenges to mobile banking adaptation in COVID-19 pandemic." The research revealed that users encounter challenges in utilizing mobile financial services, despite their inclination to engage in banking activities from home and prioritize their health safety. The study emphasized that individuals aspire for a hassle-free life, a desire further complicated by the pandemic. These challenges were not only pre-existing but also sustain even among the ongoing crisis.

Table 2

Summary Table of Review

SN	Author	Title	Objective	Methodology	Findings
1	Jahan,N., & Shahria, G. (2022)	Factors effecting customer satisfaction of mobile banking in Bangladesh	To determine the primary factors that have most significant impact and asses their degree of influenece on the satisfaction and loyalty of young customers using mobile banking services.	Quantitative research was done through primary data collection with self-administered questionnaire. For secondary data existing literature and published articles were reviewed.	The research results showed that cost, responsiveness and comparative advantage exerted a substantial impact, whereas security and convenience had a negligible efffect on satisfaction.
2	Salam, M. A., Saha, T., Rahman, M. H., & Mutsuddi, P. (2021)	Challenges to mobile banking adaptation in COVID - 19 pandemic	To explore challenges of mobile banking adoption in crisis situation which people consider in mobile financial transactions	Quantitaive research methodology was used in which online questionnarie were designed in Google Docs and sent systematically to selected respondent.	Users find difficulties to utilize mobile financial services, despite their desire to conduct banking from the comfort of their homes and prioritize health and safety,
3	Chawla, D., & Joshi, H. (2018)	The moderating effect of demographic variables on mobile banking adoption.	To determine whether demographic factors have an impact on user's attitudes towards mobile banking.	Both online and physical survey were used to collect data through focused group discussion.	The research indicates that gender, age, education level, prior experience, occupation, income, and marital status all played significant roles as moderating variables.
4	Alalwan, A.A., Dwivedi,	Consumer adoption of mobile	To examine the intention for adoption	Structural equation modelling	The findings indicated that perceived usefulness,

	Y.K., Rana, N. P., & Williams, M.D. (2016)	banking in Jorden	of mobile banking.	(SEM) was conducted to analyse the data collected from the field survey questionnaires	perceived ease of use, and perceived risk have a substantial impact on behavioral intention for adoption of mobile banking.
5	Burucuoglu, M., & Erdogan, E. (2016)	An empirical examination of the relation between consumption values, mobile trust and mobile banking adoption.	To investigate the relationship between consumption values , mobile banking adoption and mobile trust of consumers.	The data was collected through survey which was implemented to all individuals who are using mobile banking. Partial Least Squares Path Analysis was conducted to analyse the data.	There is a positive relationship between trust ,mobile banking
6	Iddris, F. (2013)	Bariers to adoption of mobile banking: Evidence from Ghana	To examine the barriers for adoption of mobile banking	Data was collected using convenient sampling through self-administeres questionare. Simple descriptive analysis was used.	The main reason for rejecting M-banking is lack of knowledge, learning, cost, network and traditional means of banking.
7	Shen, Y.C., Huang, C. Y., Chu, C. H., & Hsu, C. T. (2010).	A benefit cost perspective of the consumer adoption of the mobile banking system	To study benefit-cost perspective of mobile banking adoption	A set of ability and risk factors were modelled via structural equation model (SEM) as the antecedents of the benefit and cost of adopting the mobile banking	Consumers consider both the benefit (convenience) and cost (security) while adopting the mobile banking services.

				system. The results showed that the empirical data supported most hypothesised relationships among the factors	
8	Riquelme, H.E., & Rios, R.E. (2010)	The moderating effect of gender in adoption of mobile banking	To examine the factors that can influence adoption of mobile banking among current users	Sample of 600 current users of electronic banking was taken to know about the intention to use mobilebanking	The factors that influence intention to adopt mobile banking is social norms, social risk and usefulness.
9	Laukkanen, T. (2007)	Internet vs Mobile banking: comparing customer value perception	To search and compare value perception in internet and mobile banking.	A qualitative in depth interviewing was appiled. Means end approach and laddering interview technique was used.	In determining the differnce between internet and mobile banking,factors such as efficiency, convenience and saftey plays significant role.
10	Kaurav, V., Prasad, C. S. D., & Sharma, S. (2013)	Customer perception of service convenience: A comparision between public and new private sector banks	To survey the service provided by the public sector and private sector banks	A survey was administered personally and questionare was prepared to the respondents of public sector and private sector banks. correlation analysis and reliability analysis are	The sevice provided by the public and private sector of the bank is different .

2.4 Research Gap

A review of previous studies indicates that the majority of research has been conducted on the perception, development, and impact of mobile banking, as evidenced by studies conducted by Subedi (2021). However, during the review of previous theses, it was observed that the research results lacked a strong foundation in terms of variance and mean.

The strain of globalization and competition from non-banking institutions to add value to their services has created challenges for commercial banks. Understanding the key motivators of high performance is crucial for success in this competitive environment. Although a recent study in Nepal investigated the impact of customer preference toward mobile banking services offered by commercial banks, there has been no previous research conducted on this subject in Nepal. Therefore, this study aims to analyze and identify the impact of mobile banking services and customer preferences as a delivery channel on the financial performance of commercial banks in Nepal. Despite banks' efforts to enforce mobile banking services, Nepal still faces several challenges that need to be addressed to promote effective and efficient banking performance. However, researchers have not paid much attention to these challenges of mobile banking. Furthermore, there is a significant awareness gap in Nepal regarding the effects of mobile banking services on banks' financial success. This study aims to close this knowledge gap among researchers and bank account holders in Nepal and examine the history and advancements of mobile banking services over time. Finally, the study provides recommendations for improving the nation's mobile banking services.

CHAPTER III

RESEARCH METHODOLOGY

This chapter focuses on the methodologies utilized throughout the study, detailing the various steps and processes undertaken. It describes the distinct phases involved in completing the research and clarifies the specific techniques employed for data collection, processing, and analysis. Divided into subsections such as research design, sample design, data collection, and data analysis, this chapter offers a comprehensive outline of the methodological framework adopted in the study.

3.1 Research Design

The research design of this study integrates descriptive research methodology, chosen for their suitability in data gathering and analysis. Clearly outlined within the research design are the research problem and the study's strategy to establish correlations among difficulties. To ensure data accuracy and comprehensiveness, a variety of techniques were utilized. The descriptive approach primarily facilitated problem conceptualization. Data analysis encompassed descriptive statistics alongside influential statistical methods such as correlation, regression, and hypothesis testing. The sampling strategy involved selecting participants based on predefined criteria, with measures in place to ensure the sample's representativeness of the target population. Ethical considerations were carefully addressed, including measures to safeguard participant privacy and confidentiality.

3.2 Population, Sample, and Sampling Design

This study focused on mobile banking customers residing in Kathmandu city, encompassing individuals with diverse demographics such as age, gender, income, and education level. Given the challenge of defining the exact target population, convenience sampling methods were adopted. A sample of 410 individuals was chosen, a standard size for studies with unspecified populations. Participant selection and data collection relied on convenience sampling, where individuals were approached based on their availability and willingness to take part. A structured questionnaire was utilized to gather data on respondents' demographic characteristics, mobile banking usage patterns, and their inclination towards future mobile banking service adoption.

3.3 Nature and Sources of Data Collection

The study employed a primary survey approach, utilizing questionnaires to gather data. The survey aimed to capture opinions from individuals of varying age, gender, income, and education levels. The questionnaire consisted of both multiple-choice questions and one open-ended query to obtain firsthand information. Data collection involved structured questionnaires containing both closed and open-ended questions. Notably, the questionnaire included a Likert scale with five points to gauge customer preferences regarding mobile banking. Respondents were asked to indicate their level of agreement on a scale from 1 to 5, representing categories from "strongly disagree" to "strongly agree." This approach facilitated an assessment of the extent to which customer preferences toward mobile banking were determined.

3.4 Methods of Analysis

This study employed primary data collection methods, utilizing personal interviews and questionnaires. The collected data underwent processing and analysis through SPSS software, involving tasks such as data coding, editing, and tabulation, particularly for quantitative data. These steps were aimed at ensuring clarity and comprehensibility of the information for all stakeholders. Various statistical tools and methods were employed to extract the essence of the research data and interpret it meaningfully. Both quantitative and qualitative data analysis techniques were utilized, with a range of statistical tools employed for this purpose.

3.4.1 Statistical tools

Statistical tools encompass methods and techniques utilized for analyzing and interpreting data to derive conclusions and facilitate decision-making. Depending on the characteristics and type of data under examination, a range of statistical tools can be employed. Among these tools, measures like the mean and standard deviation are commonly utilized for data analysis. These statistical methods play a crucial role in research, aiding researchers in drawing reliable conclusions from financial data analysis.

3.4.2 Pearson’s Correlation Coefficient

Pearson's correlation coefficient, a measure calculated as the covariance of two variables divided by the product of their standard deviations, is utilized in this study to explore relationships between research variables. This coefficient's range spans from -1 to 1. A correlation coefficient of 1 indicates a perfect positive correlation, suggesting that

variables increase together. Conversely, a coefficient of -1 signifies a perfect negative correlation, where one variable increases as the other decreases. A correlation coefficient of 0 suggests no relationship between the variables.

3.4.3 Descriptive Statistics

Descriptive statistics play a crucial role in statistical analysis, offering a way to summarize key aspects of data in a study. They provide straightforward summaries of important metrics like the mean, percentage, count, and standard deviation. By highlighting patterns and trends within the data, descriptive statistics enable researchers to make informed conclusions about their variables and make decisions based on the data's insights. In this specific study, descriptive analysis techniques such as means, percentages, counts, and standard deviations were employed to summarize the data. Percentages and frequency tables were utilized to analyze the presented data, aiding in understanding value distributions and variable relationships. These tools facilitated a deeper comprehension of the data, enabling researchers to draw meaningful conclusions regarding their research question.

3.4.4 Multiple Regression Analysis

Multiple regression is a statistical method used to explore the relationship between a dependent variable and several independent variables within a dataset. It aims to predict the value of the dependent variable by considering the values of multiple independent variables. In this study, a regression model was employed to investigate the connection between individuals and their inclination towards mobile banking services offered by commercial banks in Nepal. Thus, the study was structured to test specific hypotheses. The questionnaire responses were analyzed using this regression model.

$$Y=\beta 0 + \beta 1X1+ \beta 2X2 + \beta 3X3 + \beta 4X4 +\beta 5X5+ e \quad \text{..... (i)}$$

Where,

Y= Preference toward mobile banking services

X1= Reliability

X2= Accessibility

X3= Quality

X4= Trust

X5= Security

β0= intercept of the regression or, Y-intercept β1, β2, β3, β4, β5 are the coefficient of regression

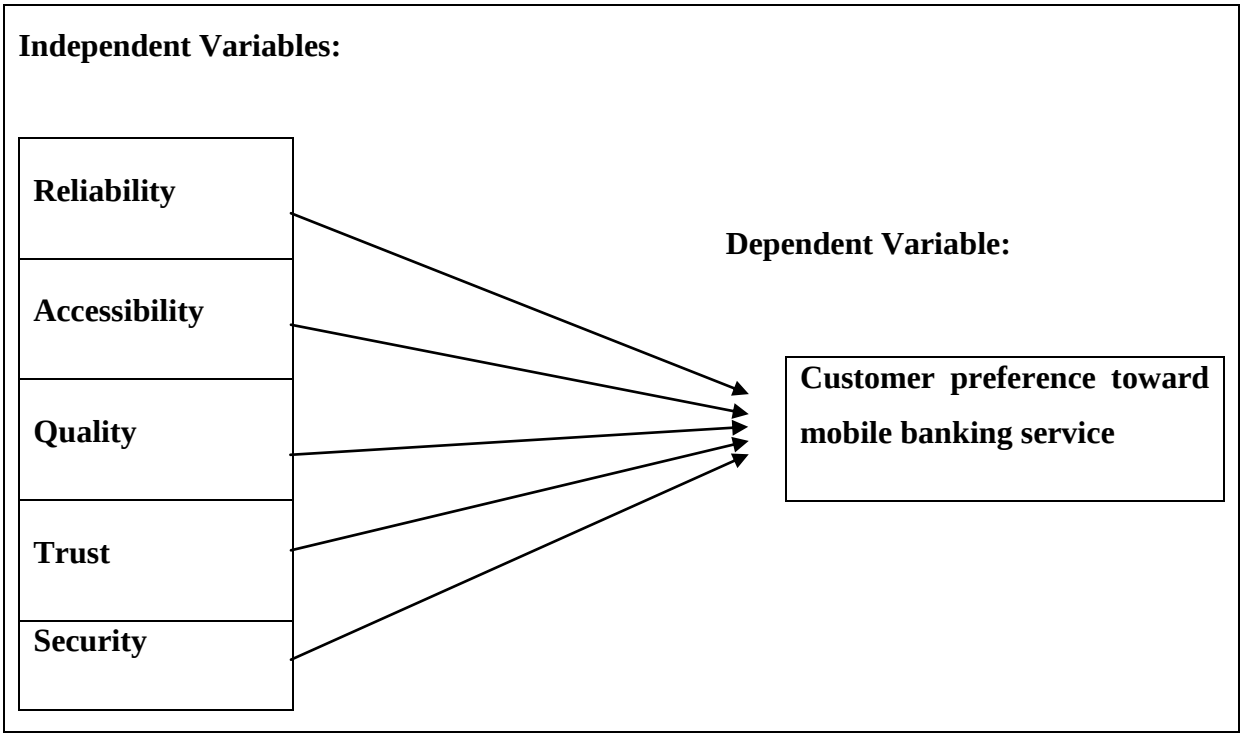
e= error term capturing another explanatory variable not explicitly included in the model.

3.5 Research Framework and Definition of Variables

A conceptual framework serves as a tool for analysis, encompassing various forms and applications. Its purpose is to delineate conceptual distinctions and structure ideas. Effective conceptual frameworks accurately represent real phenomena in a manner that is simple to comprehend and utilize. In this study, a model is constructed to analyze the research objectives based on variables derived from previous research papers. The model illustrates the hypothetical relationships among dependent and independent variables. Both descriptive and analytical approaches were employed in this study, and the model utilized reflects the theoretical connections among these variables

Figure 1

Theoretical Framework for the Study



Source: Jahan and Shahria (2021)

Definition of Variables:

Reliability

Reliability stands out as a crucial aspect of the quality of service offered through the mobile banking platform Jan and Cai (2001). Over recent years, mobile banking has experienced significant growth and will continue to evolve as banks prioritize the provision of secure and dependable mobile banking services to their customers Rotchanakitumnuai and Speece (2003). It is suggested that customers place great emphasis on the security and reliability of electronic banking transactions, including those conducted through mobile banking channels Cass and Fenech (2003). Hence, reliability is fundamental to the functionality of technology-driven banking channels. In this study, we assessed the reliability of mobile banking services using a multiple-item scale, employing the Likert scale methodology to ensure the accuracy and reliability of our findings.

Accessibility

Accessibility in the context of technology pertains to the cost-effective methods employed to ensure that technology is available to customers when they need it most. It encompasses the various social resources that enable individuals, particularly those who may not have access to expensive technology, to utilize mobile banking services Chaffey (2003). The utilization of wireless devices, like mobile phones, has evolved rapidly over a short period Chaffey (2003). Accessibility goes beyond mere availability and encompasses the meaningful experience that customers derive from accessing their funds, banking services, and receiving feedback Villers (2012). It evaluates whether products cater to customers' needs conveniently and on-demand. Notably, individuals in rural areas with limited income often face challenges in affording expensive technology, such as smartphones and internet packages required for mobile banking. The Covid-19 pandemic has underscored the urgency of mobile banking services. However, it has also revealed shortcomings in mobile banking accessibility, particularly for people with disabilities. Despite their willingness to utilize mobile banking, the design of mobile banking features often impedes their ability to use it independently. Consequently, our mobile banking app falls short in meeting the expectations of disabled and elderly users

Quality

The concept of service quality holds significant importance in this study. Achieving high-quality products and services emerged as a critical focus in the 1980s. The D&M model, introduced in 2003, delineates three dimensions: "system quality," "information quality," and later, in 2003, an extended dimension, "service quality." System quality can be assessed through various metrics including frequency and duration of system use, number of system accesses, usage patterns, and system dependence. Accurate and real-time information provision is imperative for financial institutions, and delivering such information via mobile banking services can enhance customer satisfaction. The addition of service quality as a factor in the extended IS success model by D&M in 2003 led to numerous empirical studies examining the relationship between service quality and user preference for mobile banking services, thereby measuring users' inclination to use the system. Service quality is often perceived as the disparity between customer expectations and actual outcomes, with Assurance, Empathy, and Responsiveness identified as key variables for measuring service quality by D&M. As explained by Dian (2008), the development process of mobile banking involves various stakeholders such as providers, content partners, users, and investors, making it a complex undertaking.

Trust

Trust in mobile services refers to the perceived reliability of both the system and the service provider. Factors such as risk and privacy concerns impact this trust construct. Additionally, users' confidence in their ability to utilize the service also plays a role in shaping their trust in it Kaasinen (2005). Effective mobile banking, as highlighted by Jamshidi et al. (2018), can attract more users and foster a sense of trustworthiness and reliability in the service provided. However, Malaquias and Hwang (2016) viewed trust as a catalyst for trade connections between consumers and marketers. Trust is identified as a significant driver in either accepting or rejecting a product or technology and is cultivated over time through experience and familiarity with the offering Malaquias et al. (2018). In the context of this study, trust is defined as the confidence users place in mobile banking to meet their expectations and fulfill the purpose of conducting financial transactions optimally.

Security

Security plays a crucial role in determining customer usage and satisfaction levels in mobile banking. According to Park and Kim (2006), security is defined as the capability of an online shop to control and protect transaction data. Security or privacy risks entail potential losses due to unlawful activities by fraudsters or hackers targeting mobile banking users. Conducting financial transactions through electronic channels raises significant security concerns. Mobile banking introduces additional uncertainty and risk for customers. In the mobile/wireless environment, security can be segmented into mobile payment application security, network security, and device security. As mobile communication networks become increasingly interconnected, ensuring security and fostering trust relationships becomes pivotal for the success of mobile commerce Hampe and Swatman (2000). Customers are more inclined to favor secure technologies provided by banks for their banking transactions.

CHAPTER IV

RESULTS AND DISCUSSION

The aim of this chapter is to show and present the findings of the survey and research study. The main motto of this study was to find whether the defined independent variables, including Reliability, Accessibility, Quality, Trust, and Security, have a positive impact on customer preference towards mobile banking services provided by commercial banks in Nepal. The study determined its objectives by examining the relationship and impact of these variables on customer preference towards mobile banking. The chapter discusses the results of the study and the correlations between the variables formed to examine customer preference towards mobile banking services.

4.1 Demographic Profile of Respondents

This section discusses on several characteristics of Respondents such as Gender, Age, Monthly income of respondents, Education level of individuals, and Time period and purpose of using mobile banking. Demographic details of the respondents are investigated in order to check how they connect to customer preference toward mobile banking services provided by Nepalese commercial banks. For the research and study, 410 respondents were surveyed and analyzed.

The findings indicated that the majority of respondents were male (57.1%), with females making up 42.9%, and this gender variation had no significant impact on data bias. Respondents' ages were distributed as follows: 10.5% were below 20, 16.3% were between 20-25, 43.4% were between 25-30, and 29.8% were above 30, suggesting a fair and mature representation. In terms of education, 49.3% had a Bachelor's degree, 25.9% had a Master's degree or higher, 18.0% had a +2 degree, and 6.8% had SEE or below, indicating respondents' strong knowledge about the subject. Income distribution showed that 38.0% earned between 30,000 and 60,000 monthly, 28.5% earned 15,000 to 30,000, 19.0% earned above 60,000, and 14.4% earned below 15,000. Regarding mobile banking usage, 54.6% had been using it for more than three years, 22.4% for three years, 15.4% for two years, and 7.6% for one year, indicating sufficient knowledge of mobile banking. Usage purposes revealed that 10.24% used it for fund transfers, 5.4% for balance inquiries, 18.0% for bill payments, and 66.3% for all of the above, showing that the

majority utilized mobile banking comprehensively. The details showing the table are as follows:

Table: 3

Respondent's Demographic Profile of Gender

Gender	No. of respondents	Percentage
Male	234	57.1 %
Female	176	42.9 %
Total	410	100 %

***Source**:* Field Survey, 2024

Table: 4

Age Profile of the Respondents

Age	Frequency	Percentage
Below 20	43	10.5%
20-25	67	16.3%
25-30	178	43.4%
Above 30	122	29.8%
Total	410	100%

Source: Field Survey, 2024

Table: 5

Educational Level of the Respondents

Educational Status	Frequency	Percentage
SEE or below	28	6.8%
+2	74	18.0%
Bachelor	202	49.3%
Master or above	106	25.9%
Total	410	100%

Source*:* Field Survey, 2024

Table: 6

Monthly Income Level of the Respondents

Monthly income level	Frequency	Percentage
Below 15,000	59	14.4%
15,000 to 30,000	117	28.5%
30,000 to 60,000	156	38.0%
Above 60,000	78	19.0%
Total	410	100%

Source*:* Field Survey, 2024

Table 7

Time Period of Using Mobile Banking

Time	Frequency	Percentage
1 years	31	7.6%
2 years	63	15.4%
3 years	92	22.4%
More than 3 years	224	54.6%
Total	410	100%

Source*:* Field Survey, 2024

Table: 8

Purpose of Using Mobile Banking

Purpose	Frequency	Percentage
Fund transfer	42	10.2%
Balance inquiry	22	5.4%
Pay bills	74	18.0%
All of above	272	66.3%
Total	410	100%

Source*:* Field Survey, 2024

4.2 Descriptive Analysis

A summary of the sample and the observations is provided by descriptive statistics. The computation of statistical measures like mean and standard deviation is incorporated into the descriptive analysis in this investigation. The replies' variance and total value were also assessed.

4.2.1 Descriptive Analysis of Reliability

Table: 9

Descriptive Analysis of Reliability

Particular	N	Mean	Std. Deviation
I face problem while using Mobile Banking	410	2.17	1.064
Mobile Banking services work when we need them.	410	3.90	0.671
I am satisfied with the consistency of Mobile Banking services.	410	3.95	0.683
Mobile Banking transactions are completely reliable.	410	3.66	0.821
Mobile Banking is reliable and can be counted on to meet banking needs effectively..	410	3.62	0.751
Aggregate Mean	410	3.46	0.798

The convenience factor's mean and standard deviation are displayed in Table 9. With a standard deviation of 0.683 and a maximum mean score of 3.95 for the statement "I am satisfied with the consistency of Mobile Banking services," customers have a high degree of tolerance for this factor. The statement " I face problem while using Mobile Banking " has the lowest mean (2.17), with a standard deviation of 1.064, indicating that users are facing problem while using the mobile banking service. The standard deviation is 0.798 and the overall mean of the replies is 3.46, indicating that customers have a positive opinion of the dependability of mobile banking.

4.2.2 Descriptive Analysis of Accessibility

Table: 10

Descriptive Analysis of Accessibility

Particular	N	Mean	Std. Deviation
It is easy to use Mobile Banking in our phone.	410	4.12	0.708
I can access Mobile Banking whenever I want.	410	3.08	1.080
Mobile Banking is convenient to use	410	3.58	0.788
Mobile banking is accessible anywhere	410	3.16	0.987
It is easy to use the various features provided by the Mobile Banking Services.	410	3.93	0.740
Aggregate Mean	410	3.574	0.8606

According to Table 10, "It is easy to use Mobile Banking in our phone" has the higher mean. i.e. 4.12 and a standard deviation of 0.708, indicating that the majority of users believe mobile banking is simple to use. In a similar vein, " I can access Mobile Banking whenever I want." has a low mean of 3.08 and a standard deviation of 1.080, indicating that customers cannot access mobile banking anywhere. Additionally, the mean's aggregate value is 3.574, which is higher than usual and indicates that users are persuaded by mobile banking's accessibility. 0.8606 is the aggregate standard deviation.

4.2.3 Descriptive Analysis of Quality

Table: 11

Descriptive Analysis of Quality

Particular	N	Mean	Std. Deviation
Mobile banking have full filled my expectations.	410	3.37	0.681
I am satisfied with the features offered in Mobile Banking.	410	3.39	0.712
Mobile Banking are user friendly	410	3.85	0.662
I have encountered difficulties while using mobile banking.	410	2.93	0.966
I am satisfied with the designs and layout of mobile banking.	410	3.73	0.685
Aggregate Mean	410	3.454	0.7412

According to Table 11, "Mobile Banking are user friendly" has the higher mean. i.e., 3.85 with a standard deviation of 0.662, indicating that the majority of clients believe mobile banking service providers are doing a decent job and is user friendly. In a similar vein, " I have encountered difficulties while using mobile banking." has a low mean value of 2.93 and a standard deviation of 0.966, indicating that users are dissatisfied with the mobile banking user interface as it stands right now. Additionally, the mean's aggregate value is 3.454, indicating that consumers are satisfied with the caliber of mobile banking. 0.7412 is the aggregate standard deviation.

4.2.4 Descriptive Analysis of Trust

Table: 12

Descriptive Analysis of Trust

Particular	N	Mean	Std. Deviation
I believe mobile banking service is trustworthy.	384	3.93	0.689
I would recommend Mobile Banking services provided by Bank to my friends and family.	384	4.13	0.712
I believe that Bank is committed to protect my interest while using Mobile Banking.	384	4.00	0.722
I believe the technology behind mobile banking services can be trusted.	384	3.86	0.703
I believe mobile network operations are trustworthy.	384	3.95	0.745
Aggregate Mean	384	3.974	0.7142

According to Table 12, the greatest mean score of 4.13, with a standard deviation of 0.712, is obtained for the statement "I would recommend Mobile Banking services provided by Bank to my friends and family." This suggests that customers have a high degree of acceptability on this factor. With a standard deviation of 0.689 and a mean of 3.93 for the statement "I believe mobile banking service is trustworthy," the customer's lack of trust in the bank's new technology is evident. The total mean of the replies is 3.974, indicating that consumer preference is positively influenced by mobile banking trust. Additionally, the total standard deviation is 0.7142.

4.2.5 Descriptive Analysis of Security

Table: 13

Descriptive Analysis of Security

Particular	N	Mean	Std. Deviation
I feel confident that my personal information is secure when using Mobile Banking.	410	3.87	0.851
I am concerned about the safety of mobile banking transaction.	410	4.03	0.778
I trust the security measures implemented in Mobile Banking.	410	3.99	0.753
I have experienced the security issues while using Mobile Banking.	410	3.51	0.972
I feel security is the most important factor when using Mobile Banking.	410	4.06	0.849
Aggregate Mean	410	3.892	0.8406

Table 13 demonstrates , With a standard deviation of 0.849 and mean of 4.06 on the statement, "I feel security is the most important factor when using mobile banking," suggests that customers are more focused on security when using mobile banking. In a similar vein, the standard deviation of 0.972 indicates that the majority of customers do not believe using mobile banking to be unsafe, as evidenced by the lowest mean of 3.51 on the statement, "I have experienced security issues while using mobile banking." The standard deviation is 0.8406 and the overall mean of the responses is 3.892, which is higher than usual, indicating that security positively influences consumer preference.

4.2.6 Descriptive Analysis of Preference Towards Mobile Banking

Table: 14

Descriptive Analysis of Preference towards Mobile Banking

Particular	N	Mean	Std. Deviation
I will strongly recommend others to use mobile banking	410	4.20	0.734
I expect my use of mobile banking for handling my financial transactions to continue in the future	410	4.12	0.718
I am interested to hear about new technological developments into mobile banking services.	410	4.21	0.721
Learning to use mobile banking is easy for me	410	4.20	0.751
Overall, my Preference towards mobile banking usage is positive	410	4.30	0.772
Aggregate Mean	410	4.206	0.7392

Table 14 demonstrates that, with a standard deviation of 0.772, the higher mean of 4.30 is on the statement, "Overall, my preference towards mobile banking usage is positive." With a standard deviation of 0.718, the statement "I expect my use of mobile banking for handling my financial transactions to continue in the future" has the lowest mean, 4.12. The standard deviation is 0.7392 and the overall mean score response is 4.206.

4.3 Pearson's Correlation Analysis

The purpose of the study is to evaluate the link between the independent variables such as reliability, accessibility, quality, trust, and security and the dependent variable - customer preference for mobile banking. Analysis of correlation was used to accomplish this. The relationship between the variables was determined using Pearson's correlation. The study's correlation findings for the variables are displayed in Table 4.13.

Table 15

Correlation of Preference Towards Mobile Banking and Reliability, Accessibility, Quality, Trust and Security

		P	R	A	Q	T	S
P	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	410					
R	Pearson Correlation	.292**	1				
	Sig. (2-tailed)	<.001					
	N	410	410				
A	Pearson Correlation	.295**	.477**	1			
	Sig. (2-tailed)	<.001	<.001				
	N	410	410	410			
Q	Pearson Correlation	.426**	.497**	.417**	1		
	Sig. (2-tailed)	<.001	<.001	<.001			
	N	410	410	410	410		
T	Pearson Correlation	.529**	.362**	.319**	.399**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		
	N	410	410	410	410	410	
S	Pearson Correlation	.417**	.195**	.244**	.357**	.471**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	410	410	410	410	410	410

**. Correlation is significant at the 0.01 level (2-tailed).

Table 15 displays Customer preference for mobile banking and the independent variables (Quality, Trust, Security, Reliability, and Accessibility) have a correlation coefficient. N= 410 is the number of responders, and 0.001 is the significance threshold. With a correlation of 0.292, the table demonstrates the strong relationship between reliability and preference for mobile banking. Furthermore, a correlation of 0.295 was found between accessibility and the desire for mobile banking. A link of 0.426 was discovered between the inclination for mobile banking and quality. There was 0.529 between trust and preference for mobile banking showing moderate positive. It was also shown that there was a 0.417 association between security and desire for mobile banking. The correlation between the independent and dependent variables is positively low.

4.4 Regression Analysis

Relationships between several independent variables and a single dependent variable are examined using regression analysis. To investigate the combined impact of several independent variables on the dependent variable, a multiple regression analysis model was employed. The following regression's result could be either positive or negative depending on the beta coefficient, which shows how much each variable influences the dependent variable. The statistical level or percentage at which each variable is significant is shown by the P-value, commonly referred to as the significance value. An adjusted R2 value was calculated in this study to account for the degrees of freedom lost as new variables were added. R2 values are used to measure a model's explanatory power. This study employed the regression model that is listed below.

$Y=\beta 0 + \beta 1X1+ \beta 2X2 + \beta 3X3 + \beta 4X4 +\beta 5X5+ e$..... (i)

Where,

Y= Preference toward mobile banking services

X1= Reliability

X2= Accessibility

X3= Quality

X4= Trust

X5= Security

β0= intercept of the regression or, Y-intercept β1, β2, β3, β4, β5 are the coefficient of regression

e= error term capturing another explanatory variable not explicitly included in the model.

Table: 16

Regression Analysis of Preference Towards Mobile Banking.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.598[a]	0.358	0.350.	0.51669

a. Predictors: (Constant), Reliability, Accessibility, Quality, Trust, Security

b. Dependent Variable: Preference toward mobile banking

Table 16 shows with R=0.598 and an adjusted R square of 0.358, it can be inferred that various independent variables account for 35.8% of the variation in customers' preferences for mobile banking. It suggests that customer preference for mobile banking will rise if banks improve in several areas and that there is a positive association between the independent variable and customer preference for mobile banking.

Table 17

Analysis of Independent Variables and Preference Towards Mobile Banking

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	60.166	5	12.033	45.073	<.001[b]
Residual	107.857	404	0.267		
Total	168.024	409			

a. Dependent Variable: Preference toward mobile banking

b. Predictors: (Constant), Reliability, Accessibility, Quality, Trust, and Security

Because the P-value is less than 0.05, Table 17 demonstrates that the F-statistic is 45.073 and significant at the 5% significance level. This suggests that there is a statistically significant association between the many independent factors and the dependent variable, and that the model fits the data quite well overall.

Table: 18

Beta Coefficient of Independent Variables with Preference Towards Mobile Banking

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.924	0.235		3.95	0.000
R	0.008	0.060	0.006	0.128	0.898
A	0.061	0.051	0.056	1.118	0.235
Q	0.252	0.063	0.200	4.032	0.000
T	0.384	0.053	0.351	7.256	0.000
S	0.164	0.046	0.165	3.564	0.000

a. Dependent Variable: Preference toward mobile banking

b. Predictors: (Constant), Reliability, Accessibility, Quality, Trust, and Security

The coefficient of dependability is 0.008, as Table 18 demonstrates. This suggests that a 0.008 unit increase in consumer preference for mobile banking corresponds to a 0.008 unit increase in reliability. There is a 0.061 accessibility factor. It demonstrates that a 0.061 unit rise in preference for mobile banking corresponds to every unit increase in accessibility. The coefficient of service quality, which stands at 0.252, suggests that a rise of one unit in service quality corresponds to a rise of 0.252 units in customer preference for mobile banking. The mobile banking services' coefficient of trust is 0.384, meaning that a rise in one unit of trust corresponds to a rise in 0.384 units of preference for mobile banking services. The mobile banking system's security coefficient suggests that a 0.164 unit increase in consumer preference for mobile banking corresponds to a 0.164 unit increase in security. The result is insignificant for the variables of Reliability and Accessibility because the p- value of these two variables are more than 0.05 which means these two variables are rejected and has no significant impact on consumer preference for mobile banking and accept the null hypothesis at a 5% level of significance.

4.5 Summary of Hypothesis Testing

Table 19

Summary of Hypothesis Testing

	Hypothesis	Accepted/Rejected
H1	Reliability has a significant positive effect on customer's preference towards mobile banking.	Rejected
H2	Accessibility has a significant positive influence on customer's preference towards mobile banking.	Rejected
H3	Quality of service has a significant positive effect on customer's preference towards mobile banking.	Accepted
H4	Trust has a significant positive influence on customer's preference towards mobile banking.	Accepted
H5	Security has a significant positive effect on customer's preference towards mobile banking.	Accepted

Hypothesis 1

H1: Reliability has a significant positive effect on customer's preference towards mobile banking.

Reliability and preference for mobile banking are positively correlated, according to the correlation and regression study. Because the p-value is more than the value of alpha, or 0.898 >0.05, the regression analysis is not significant and suggests that the sample's results cannot be generalized. Therefore, we reject the above-stated hypothesis H1, i.e., that reliability has no significant impact on consumer preference for mobile banking, and accept the null hypothesis at a 5% level of significance.

Hypothesis 2

H2: Accessibility has a significant positive influence on customer's preference towards mobile banking.

Accessibility and preference for mobile banking are positively correlated, according to the correlation and regression study. Because the p-value is more than the value of alpha, or 0.235 >0.05, the regression analysis is not significant and suggests that the sample's results cannot be generalized. Therefore, we reject the above-stated hypothesis H1, i.e., that accessibility has no significant impact on consumer preference for mobile banking, and accept the null hypothesis at a 5% level of significance.

Hypothesis 3

H3: Quality of service has a significant positive effect on customer's preference towards mobile banking.

Quality and preference for mobile banking are positively correlated, according to the correlation and regression study. Because the p-value is less than the value of alpha, or 0.000 >0.05, the regression analysis is significant and suggests that the sample's results can be generalized. Therefore, we accept the above-stated hypothesis H1, i.e., that quality has significant impact on consumer preference for mobile banking, and reject the null hypothesis at a 5% level of significance. Therefore, Quality has significant positive effect on customer preference towards mobile banking services offered by commercial banks in Nepal.

Hypothesis 4

H4: Trust has a significant positive influence on customer's preference towards mobile banking.

Trust and preference for mobile banking are positively correlated, according to the correlation and regression study. Because the p-value is less than the value of alpha, or 0.000 >0.05, the regression analysis is significant and suggests that the sample's results can be generalized. Therefore, we accept the above-stated hypothesis H1, i.e., that reliability has significant impact on consumer preference for mobile banking, and reject the null hypothesis at a 5% level of significance. Therefore, Trust has significant positive effect on customer preference towards mobile banking services offered by commercial banks in Nepal.

Hypothesis 5

H5: Security has a significant positive effect on customer's preference towards mobile banking.

Security and preference for mobile banking are positively correlated, according to the correlation and regression study. Because the p-value is less than the value of alpha, or 0.000 >0.05, the regression analysis is significant and suggests that the sample's results can be generalized. Therefore, we accept the above-stated hypothesis H1, i.e., that security has significant impact on consumer preference for mobile banking, and reject the null hypothesis at a 5% level of significance. Therefore, Security has significant positive effect on customer preference towards mobile banking services offered by commercial banks in Nepal.

4.6 Findings

The purpose of this study was to determine how each of the independent variables—Reliability, Accessibility, Quality, Trust, and Security—relates to customer choice for mobile banking. 410 individuals provided primary data through the use of a questionnaire from. And SPSS was used for the analysis of the gathered data. The study employed descriptive analysis as its foundation. The study's primary conclusions based on the predetermined objectives are listed below.

I. Of the 410 responders, 57.1% were male and 42.9% were female. Comparably, 10.5% of all responders were under 20, 16.3% were between 20 and 25, 43.4% were between 25 and 30, and 29.8% were over 30. 43.4% of respondents were in the 25–30 age range. The vast majority of respondents 49.3% had bachelor's degree or above, followed by those with a master's or above degree 25.9%, +2 degree 18.0%, and the least 6.8% were from SEE or lower..

II. Of the 410 respondents, the majority 38.0% had a monthly income level of between 30,000 and 60,000, followed by 15,000 to 30,000 -28.5%, Above 60,000 - 19.0%, and Below 15,000 -14.4%.

III. The majority of participants 54.6% of respondents had been using mobile banking for three years, followed by 22.4% who had been using it for more than three years, 15.4% who had been using it for two years, and at least 7.6% of respondents who had been using it for a year. In a similar vein, 10.2% of respondents used the mobile banking app for fund transfers, 5.4% for balance inquiries, 18.0% for bill payment, and 66.3% for all of the above.

IV. The results of the descriptive reliability study show that customers have a high degree of acceptability for this component, as evidenced by the maximum mean

score of 3.95 with a standard deviation of 0.683 for the statement "I am satisfied with the consistency of Mobile Banking services." The statement "I encounter difficulties when utilizing mobile banking" has the lowest mean 2.17, with a standard deviation of 1.064, indicating that users face difficulties while using mobile banking.

V. Based on the descriptive analysis of accessibility, we found that the most common reason for customers to believe that mobile banking is easy to access is " It is easy to use Mobile Banking in our phone" with a mean value of 4.12 and a standard deviation of 0.708. In a similar vein, " I can access Mobile Banking whenever I want."Had the lowest mean value, 3.08, and the highest standard deviation, 1.080, indicating that customers do not find mobile banking accessible.

VI. A descriptive examination of According to quality, "Mobile Banking are user friendly." had the greatest mean value 3.85 and the lowest standard deviation 0.662, indicating that most users believe mobile banking service providers are doing a good job and is user friendly. In a similar vein, " I have encountered difficulties while using mobile banking." Had the lowest mean value, 2.93, and a standard deviation of 0.966, indicating that users are dissatisfied with the mobile banking user interface as it stands right now. Additionally, the mean and standard deviation combined have greater than normal values of 3.454 and 0.7412, respectively, indicating that consumers are satisfied with the caliber of mobile banking.

VII. According to the descriptive analysis of trust, the maximum mean score of 4.13, with a standard deviation of 0.712, for the statement "I would recommend Mobile Banking services provided by Bank to my friends and family," indicating that customers have a high degree of trust on this criterion. Customers think that mobile banking services are trustworthy, as seen by the statement "I believe mobile banking service is trustworthy," which has the lowest mean 3.93 and standard deviation 0.689. The total mean of the replies is 3.974, indicating that consumer preference is positively influenced by mobile banking trust. Additionally, the total standard deviation is 0.7142.

VIII. The descriptive analysis of security reveals that, with a standard deviation of 0.849, the higher mean of 4.06 on the statement "I feel security is the most important factor when using mobile banking" suggests that customers are more concerned about security while using mobile banking. Comparably, the response

to the question, "I have experienced security issues while using mobile banking," has the lowest mean 3.51, and the standard deviation is 0.8406, indicating that the majority of customers do not believe that using mobile banking is secure. The standard deviation is 0.8406 and the overall mean of the responses is 3.892, which is higher than usual, indicating that security positively influences consumer preference.

IX. Analyzing a dependent variable descriptively With a standard deviation of 0.772, the inclination toward mobile banking exhibits a higher mean of 4.30 when it comes to the statement, "Overall, my preference towards mobile banking usage is positive." The standard deviation is 0.7392 and the overall mean score response is 4.206.

X. According to the study, there is a correlation coefficient of 410 between respondents' preferences for mobile banking and the independent variables of reliability, accessibility, quality, trust, and security. The association between preference for mobile banking and reliability was found to be very low, at 0292. Additionally, the study demonstrates a moderate association r = 0.529 between trust and preference for mobile banking.

XI. The analysis of regression R=0.598 demonstrates a positive connection between the independent variable and customer preference for mobile banking, suggesting that customer preference for mobile banking would rise as banks make improvements in other areas. Similarly, the corrected R square of 0.358 suggests that various independent variables account for 35.8% of the variation in the customer preference for mobile banking

XII. Independent variable analysis demonstrates that, due to a P-value < 0.05, the F-statistic has a value of 45.073 and significant at the 5% significance level. This suggests that there is a statistically significant association between the many independent factors and the dependent variable, and that the model fits the data quite well overall..

XIII. Upon conducting a beta coefficient study, we discovered that the reliability coefficient was 0.008. This suggests that a 0.008 unit increase in consumer preference for mobile banking corresponds to a 1 unit increase in reliability. There was a 0.061 accessibility factor. It demonstrates that there is a statistically significant correlation between the various independent factors and the dependent variable for every unit increase. A 0.061 unit rise in preference for mobile banking

is associated with accessibility. 0.252 was the quality factor. This indicates that the priority for mobile banking will rise by 0.252 units for every 1 quality unit increment. Given that the coefficient of attitude was 0.175, an increase in one unit of attitude is expected to result in an increase of 0.175 units in preference for use.

XIV. The theories were put to the test using five statements. Due to p-values greater than 0.05, Hypothesis H1 and H2 were rejected and other three hypothesis (H3, H4, and H5) were accepted because their p-values were less than 0.05.

4.7 Discussion

The customer's choice for mobile banking services offered by Nepalese commercial banks from the primary data that has been obtained. Customers of mobile banking have concerns and have identified issues related to quality, trust, security, accessibility, and reliability that they encounter when using mobile banking. The study's findings demonstrated that the five main aspects of mobile banking services - reliability, accessibility, quality, trust, and security have a statistically significant effect on consumer preference. There aren't many relevant theses and not enough information accessible regarding consumer preferences for mobile banking. If found, the topic could cover a range of topics, such as elements influencing the uptake of mobile banking and customer satisfaction with mobile.

Saleem and Rahid (2011) the accessibility dimension has a statistically significant impact on increasing customer preference for mobile banking. The study also revealed, from the perspective of the researchers, that customers are concerned about using technology to access mobile applications at any time and to conduct numerous banking transactions from any location (Ma & Zhao, 2012). According to the researcher, security is the most crucial factor as, as we've already discussed, customers want to feel more secure when using mobile banking and want to conduct their banking activities in a more safe manner. Another researcher concurs that service promotion increases customer value Pradhan (2018). Comparable to A Study to Predict Mobile Banking Use by Young Consumers Alalwan et al. (2017), It was shown that trust has a large and favorable impact on behavioral intentions. According to Chawla and Joshi (2017), users' preferences for mobile banking are strongly influenced by their favorable view of trust. Examining the impact of variables such as quality, trust, security, accessibility, and reliability on preferences for adopting mobile banking is the primary goal of the research. It suggests that mobile banking users of this data set are least likely to want to use mobile banking

since it is connected with financial transactions, which is a high involvement behavior, which is consistent with the findings of Pokhrel (2021). The idea that consumers' perceptions of vulnerability in mobile banking services can be adversely impacted by the lack of appropriate security mechanisms is supported by research conducted by Dangol and Kautish (2019). Thus, in order to increase customer satisfaction and preference for mobile banking services, it is critical to address consumer concerns and improve service quality, accessibility, and security, according to prior study on mobile banking services offered by Nepalese commercial banks.

CHAPTER V

SUMMARY AND CONCLUSION

This concludes the research chapter. The results and summary of the data analysis are presented in this chapter. There are three parts to the research. A broad summary of the research findings is given in the first part. The study's conclusion is presented in the second section. This chapter concludes with a recommendation based on the results of the research project.

5.1 Summary

The study's goal is to illustrate how customers feel about mobile banking services. Several literary and informational sources about the study question were assessed in order to analyze and test the data. Respondents were given a standardized questionnaire as part of the study's core data collection process. To identify the several factors—reliability, accessibility, quality, trust, and security—that affect consumers' desire for mobile banking, a review of the literature was done. A theoretical framework was developed based on a survey of the literature to determine the variables influencing mobile banking. Five main aspects have been included in this study: preference for mobile banking is the dependent variable, and reliability, accessibility, quality, trust, and security are the independent variables.

The study investigated how to improve the services to include more features that increase customer trust and security for mobile banking, both of which positively influence consumers' desire for mobile banking services in the context of improved technical improvement. Additionally, the research strategy sought to investigate the connections between consumer preference for mobile banking and quality, trust, security, accessibility, and reliability. The study also looked at how customers' preferences for mobile banking are influenced by quality, trust, security, accessibility, and reliability. In emerging markets, mobile banking has grown at a substantially faster rate than in developed markets. The reasons behind the sudden rise of mobile banking include the commercial banks' reliability, accessibility, quality, trust, and security services.

In this study, simple sampling strategies were used. Data were gathered via in-person interviews from a sample of 410 commercial banks' mobile banking customers. The

mobile banking clients of commercial banks, who varied in age, gender, income, and education, made up the research population for this study. Primary sources of data were used for the investigation. A structured questionnaire was created and given to the respondents in the primary source. The directions provided in the questionnaire were followed by the respondents when they completed it. Respondents to the questionnaire split into two categories: 1. Strongly Disagree 2. Disagree 3. Neutral 4.Agree and 5.Strongly Agree. The respondent's response was then gathered after that.

Of the 410 responders, 57.1% were male and 42.9% were female. Comparably, 10.5% of all responders were under 20, 16.3% were between 20 and 25, 43.4% were between 25 and 30, and 29.8% were over 30. 43.4% of respondents were in the 25–30 age range. The vast majority of respondents 49.3% had bachelor's degree or above, followed by those with a master's or above degree 25.9%, +2 degree 18.0%, and the least 6.8% were from SEE or lower. Of the 410 respondents, the majority 38.0% had a monthly income level of between 30,000 and 60,000, followed by 15,000 to 30,000 is 28.5%, Above 60,000 is 19.0%, and Below 15,000 is 14.4%. The majority of participants 54.6% of respondents had been using mobile banking for three years, followed by 22.4% who had been using it for more than three years, 15.4% who had been using it for two years, and at least 7.6% of respondents who had been using it for a year. In a similar vein, 10.2% of respondents used the mobile banking app for fund transfers, 5.4% for balance inquiries, 18.0% for bill payment, and 66.3% for all of the above.

From the descriptive analysis of the variables, Trust and Security have the higher aggregate mean values, 3.97 and 3.89, with aggregate standard deviations of 0.714 and 0.840, according to the descriptive analysis of the variables. With an aggregate standard deviation of 0.741 and an aggregate mean value of 3.45, Quality has the lowest aggregate score. The correlation coefficient analysis revealed that 0.001 is the significance level. Additionally, the study demonstrates a moderate association ($r = 0.529$) between trust and preference for mobile banking. With a correlation of 0.417, it was also shown that there was low positive correlation between security and preference for mobile banking.

Regression analysis $R=0.598$ indicates a positive connection between the customer's preference for mobile banking and the independent variable. Similarly, the adjusted R square of 0.358 suggests that various independent variables account for 35.8% of the variation in the customer preference for mobile banking. Additionally, the independent variable analysis reveals that the P-

value < 0.05 indicates significance at the 5% significance level and an F-statistic of 45.073. This suggests that there is a statistically significant association between the many independent variables and the dependent variable, and that the model fits the data quite well overall. Additionally, the independent variable analysis reveals that the P-value < 0.05 indicates significance at the 5% significance level and an F-statistic of 45.073. This suggests that there is a statistically significant association between the many independent factors and the dependent variable, and that the model fits the data quite well overall. Upon conducting a beta coefficient analysis, we discovered that quality, trust, and security have the lowest beta values (0.00), indicating that they have the least influence on customers' preferences for Nepalese commercial banks' mobile banking services, while reliability has the highest beta value (0.898), indicating that it has the strongest influence. At last five statements were used to test the hypotheses. H1 and H2 were rejected because their p-values were higher than 0.05. The p-value of the other claims H3, H4 and H5 was less than 0.05, thus they were accepted.

5.2 Conclusion

According to the survey, mobile banking is revolutionizing the banking sector by offering convenience to customers in Nepal's developing market. It has been noted that mobile banking offers enormous possibilities for carrying out numerous financial activities at a lower cost and with great convenience. It is also evident that, in terms of customers' satisfaction, accessibility and reliability are the most important aspects of mobile banking. Therefore, the study's conclusion very clearly highlighted the necessity of adopting mobile banking services because they are unavoidable, vital, and urgently needed to get over time and location barriers. Furthermore, the study's findings demonstrated that customers' preferences for mobile banking are significantly influenced by factors such as quality, trust, and reliability. In a similarly, the study discovered that customer's preferences for mobile banking are unaffected by reliability and accessibility. The study also found that although consumers are interested in the development of new, secure technology for mobile banking, they are concern about the accessibility and reliability. This suggests that commercial banks should continue to concentrate on improving these aspects, particularly reliability and accessibility, in order to meet the needs of their customers. Commercial banks should therefore keep putting more emphasis on enhancing reliability, accessibility, and qualities of service in addition to security, quality, and trust in order to increase customer satisfaction and establish mobile banking as the most

popular choice among the various options in the market. It is advised that new technology be adopted by commercial banks only when its security and interoperability with current systems have been confirmed. By taking this strategy, customers' security concerns would be allayed and new technology would be successfully adopted.

5.3 Implications

The present study's findings have the following consequences based on its objective, findings, and conclusions:

5.3.1 Theoretical implication

The study's conclusions have a range of amplification for banks. This study emphasizes the importance of consumer preference and how it helps to enhance the country's economic circumstances generally. Furthermore, this study contributes to the quantity of theoretical and empirical research on the relationships that exist between customer preference and quality, trust, accessibility, security, and reliability. In order to better serve customers and enhance their preference for mobile banking, people and banks/financial institutions can rely on the theoretical findings of the research to provide them with quality, trust, security, accessibility, and dependability. Furthermore, by using its theoretical framework to determine customers preferences for mobile banking, this study may help many organizations involved in the development of mobile banking, including financial advisors, policymakers, and others

5.3.2 Managerial Implications

The study's primary goal was to show how consumers feel about mobile banking. Reliability, accessibility, quality, trust, and security are the only five criteria that have been included in the research to look at the various facets of consumer preference. Future studies may take into account a number of other aspects, though. The study's objectives, results, and conclusions support the following managerial implications:

i. Banks and other financial institutions should provide consumer education on the value of mobile banking and the security implications associated with it.
ii. In terms of security, banks should enhance and modernize their technology in order to remove any security risk associated with their mobile banking services.
iii. When it comes to customer care, banks should make sure that clients utilizing mobile banking services get prompt support.

iv. A large number of participants in this study expressed concern regarding the usability of mobile banking. The reasons for this include server errors, network operator unavailability, and numerous other transaction disputes that arise when utilizing mobile banking. As a result, banks and other financial institutions must create a strong ecosystem with other service providers, such as network operators and software developers.

5.3.3 Recommendation for Future Researchers

This study's main goal was to find out what kinds of mobile banking users prefer. Reliability, accessibility, quality, trust, and security were the five criteria that the study examined in order to determine the various aspects of client preferences about mobile banking services offered by commercial banks in Nepal. Future research should consider a number of recommendations, some of which are included below:

i. The study is exclusive emphasis in urban areas, so its findings might not apply to other places. Participant diversity from various towns or regions would help to increase the research's relevance to a larger demographic.

ii. The five factors—reliability, accessibility, quality, trust, and security—that influence consumers' preference for mobile banking was the only ones considered in this study. Further research may need to examine additional issues.

iii. Because of the limited sample size in this study, the findings might not have policy-level relevance. In order to enhance the precision and range of the findings, future expert studies have to augment the sample size.

iv. Although a quantitative technique was taken in this study, a qualitative approach may be taken by other researchers.

REFERENCES

Achieng, B. M., & Ingari, B. K. (2015). Factors influencing the adoption of mobile banking in Kenya's commercial banks: *A case of Kenya commercial bank(KCB) Kilindini Branch. International Journal of Science and Research Publication, 5(10), 1-14.*

Ajzen I. (2002). Perceived behavioural control, self efficacy, locus of control, and the theory of planned behavior. *Journal of applied social Psychology*, *32*(4), 665-683

Akturan, U., & Tezcan, N. (2012). Mobile Banking adoption of the youth Market Perception and Intention. *Marketing Intelligence & planning, 30(4), 444-459.*

Alalwan, A., Dwivedi, Y., & Rana, N. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers;Extending UTAT2 with trust. *International* journal of Information Management, *37(3), 99-110.*

AlSoifi, A., & Ali, H. (2014). Customers' perception of m-banking adoption in kingdom of Bahrain: An empirical assessment of an extended TAM model. *International Journal of Managing Information Technology, 6(1), 1-13.*

Baptista, G., & Oliveira, T. (2015). Understanding mobile banking: The unified theory of acceptance and use of technology combined with cultural moderators. *Computers in Human Behavior, 50, 418-430.*

Bettman, J. R., Luce, M. F., & Payne, J. W. (1998). Constructive consumer choice processes. *Journal of Consumer Research, 25(3), 187-217.*

Bond, C., & Hsu, M. (2011). International students' perception of service quality in the UK banking sector: An exploratory study. *Journal of International Students, 1(2), 50-58.*

Chau, V. S., & Ngai, L. N. (2010). The youth Market for internet banking services;perception,attitude and behaviour. *Journal of Service Marketing*, *24*(1), 42-60.

Constantiou, I. D. (2009). Consumer behaviour in the mobile telecommunications' market: The individual's adoption decision of innovative services. *Telematics and Informatics*, *26*(3), 270-281.

Jamshidi, D., Keshavarz, Y., Kazemi, F., & Mohammadian, M. (2018). Mobile banking behavior and flow experience: An integration of utilitarian features, hedonic features and trust. *International Journal of Social Economics*, *45*(1), 57-81

Jeong, B. K., & Yoon, T. E. (2013). An Empirical Investigation on Consumer Acceptance of Mobile Banking Services. *Business and Management Research, 2(1), 31-40.*

Kashani, B. H. (2015). Users' Value Perceptions of New Communication Technologies and Their Willingness to Pay: *A Case study of Mobile Banking. Indian Journal of Science and Technology, 8(17), 5645-6846*

Khalti. (2018). Retrieved from https://blog.khalti.com/fintech-trends/brief-history-of-banking-in-nepal

Kotler, P., & Armstrong, G. (2012). *Principle of marketing.* Boston: Pearson Prentice Hall.

Laforet, S., & Li, X. (2005). Consumers' attitudes towards online and mobile banking in China. *International journal of bank marketing*, *23*(5), 362-380.

Laukkanen, T., Sinkkonen, S., Kivijärvi, M., & Laukkanen, P. (2007). Innovation resistance among mature consumers. *Journal of consumer marketing*, *24*(7), 419-427.

Malhotra, P., Singh, B. (2009). The Impact of Internet Banking on Bank Performance and Risk: The Indian Experience. Eurasian Journal of Business and Economics, *2(4), 43-62.*

Mortimer, G., Neale, L., Hasan, S. F. E., & Dunphy, B. (2015). Investigating the factors influencing the adoption of m-banking: a cross cultural study. *International Journal of bank marketing*, *33*(4), 545-570.

Ms. Shilpa D. and Dr. Veena K.P (2018) *"Customer Satisfaction on Adoption of Mobile Banking Services: A Study with Special Reference to State Bank of India (SBI)"*. IOSR Journal of Business and Management (IOSR-JBM), 20(1), 44-50.

Okiro, K. & Ndungu, J. (2013). The impact of mobile banking and internet banking on performance of financial institutions. *European Scientific Journal, 9(13), 146-161.*

Ombati, T.O., Magutu, P.O., Nyamwange, S.O. & Nyaoga, R.B. (2010). Technology and service quality in the Banking Industry: Importance and performance of various

factors considered in Electronic Banking services. *African Journal of Business and Management. 1, 151-164.*

Ouyang, Y. (2012). A use intention survey of mobile banking with smartphones – *an integrated approach. Innovative Marketing, 8(1), 15-20.*

Ozretic-Dosen, D., & Zizak, I. (2015). Measuring the quality of banking services targeting student population. *EuroMed Journal of Business, 10(1), 98-117.*

Patel, K. J., & Patel, H. J. (2018). Adoption of internet banking services in Gujarat: an extension of TAM with perceived security and social influence. *International Journal of Bank Marketing, 12*(7*), 1-32.*

Pathak, A., & Mishra, S. (2019). Consumer Behavior and Attitude towards Mobile Banking: An Empirical Analysis. *International Journal of Innovative Technology and Exploring Engineering (IJITEE), 8(6), 20-45.*

Ramdhony, D., & Munien, S. (2013). An investigation on mobile banking adoption and usage: A case study of Mauritius. *World*, *3*(3), 197-217.

Rammile, N., & Nel, J. (2012). Understanding resistance to cell phone banking adoption through the application of the technology acceptance model (TAM). *African Journal of Business Management, 6*(1), 86-97.

Rauf, S., Qiang, F (2014). The integrated model to measure the impact of e-banking on commercial bank profitability: evidence from Pakistan, *Asia Journal of Research in Banking and Finance, 4(1), 25-45.*

Riquelme, H. E., & Rios, R. E. (2010). The moderating effect of gender in the adoption of mobile banking. *International Journal of Banking Marketing, 28(5), 328-341.*

Shanmugam, A., Sauarimuthu, M. T., & Wen, T. C. (2014, May). Factors Affecting Malaysian Behavioral Intention to use Mobile Banking with Mediating effects of Attitudes. *Academic Research International, 5(2), 236-253.*

Singh, S., & Srivastava, R. K. (2018). Predicting the intention to use mobile banking in India. *International Journal of Bank Marketing, 36(2), 357-378.*

Zhou, T., Lu, Y., & Wang, B. (2010). Integrating TTF and UTAUT to explain mobile banking user adoption. *Computers in Human Behaviour, 26(4), 760-767.*

Appendix

Questionnaire designed for

CUSTOMERS PREFERENCE TOWARDS MOBILE BANKING SERVICES PROVIDED BY NEPALESE COMMERCIAL BANKS

SECTION A

The purpose of this section is to list the demographic data about the customers.

(**Please tick the relevant circle according to your choice**)

Gender:

- Male
- Female

Age:

- Below 20
- 20-25
- 25-30
- 30 above

Education level:

- SEE or Below
- +2
- Bachelor
- Master or Above

Monthly Income:

- Below 15,000
- 15,000 to 30,000
- 30,000 to 60,000
- Above 60,000

How long have you been doing mobile banking transaction with your bank?

- 1 year
- 2 years
- 3 years
- More than 3 years

What do you use mobile banking for?

- Fund transfer
- Balance inquiry
- Pay bills
- All of above

SECTION B

The purpose of this section is to identify your preference regarding Mobile Banking services, in a scale of 1-5 indicate if you SD (strongly Disagree), D (Disagree), N (Neutral), A (Agree) or SA (strongly Agree).

Reliability						
S. N	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1	I face problem while using Mobile Banking	1	2	3	4	5
2	Mobile Banking services work when we need them.	1	2	3	4	5
3	I am satisfied with the consistency of Mobile Banking services.	1	2	3	4	5
4	Mobile Banking transactions are completely reliable.	1	2	3	4	5
5	Mobile Banking is reliable and can be counted on to meet banking needs effectively.	1	2	3	4	5
Accessibility						
S. N	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1	It is easy to use Mobile Banking in our phone.	1	2	3	4	5
2	I can access Mobile Banking whenever I want.	1	2	3	4	5
3	Mobile Banking is convenient to use	1	2	3	4	5
4	Mobile banking is accessible anywhere	1	2	3	4	5
5	It is easy to use the various features provided by the Mobile Banking Services.	1	2	3	4	5
Quality						
S. N	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1	Mobile banking have full filled my expectations.	1	2	3	4	5
2	I am satisfied with the features offered in Mobile Banking.	1	2	3	4	5
3	Mobile Banking are user friendly	1	2	3	4	5
4	I have encountered difficulties while using mobile banking.	1	2	3	4	5
5	I am satisfied with the designs and layout of mobile banking.	1	2	3	4	5

Trust						
S. N	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1	I believe mobile banking service is trustworthy.	1	2	3	4	5
2	I would recommend Mobile Banking services provided by Bank to my friends and family.	1	2	3	4	5
3	I believe that Bank is committed to protect my interest while using Mobile Banking.	1	2	3	4	5
4	I believe the technology behind mobile banking services can be trusted.	1	2	3	4	5
5	I believe mobile network operations are trustworthy.	1	2	3	4	5
Security						
S. N	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1	I feel confident that my personal information is secure when using Mobile Banking.	1	2	3	4	5
2	I am concerned about the safety of mobile banking transaction.	1	2	3	4	5
3	I trust the security measures implemented in Mobile Banking.	1	2	3	4	5
4	I have experienced the security issues while using Mobile Banking.	1	2	3	4	5
5	I feel security is the most important factor when using Mobile Banking.	1	2	3	4	5
Preference toward mobile banking						
S. N	**Questions**	**SD**	**D**	**N**	**A**	**SA**
1	I will strongly recommend others to use mobile banking	1	2	3	4	5
2	I expect my use of mobile banking for handling my financial transactions to continue in the future	1	2	3	4	5
3	I am interested to hear about new technological developments into mobile banking services.	1	2	3	4	5
4	Learning to use mobile banking is easy for me.	1	2	3	4	5
5	Overall, my Preference towards mobile banking usage is positive	1	2	3	4	5

- **How would you describe your overall satisfaction with the mobile banking services provided by bank, considering factors such as reliability, accessibility, trust, security, and quality?**

  ……

  ……

  ……

CUSTOMERS PREFERENCE TOWARDS MOBILE BANKING SER...

By: Barsha Lama

As of: Jul 3, 2024 3:50:16 PM
17,942 words - 120 matches - 9 sources

Similarity Index
18%

Mode: Summary Report

sources:

983 words / 5% - Internet from 02-Jun-2019 12:00AM
www.emeraldinsight.com

814 words / 4% - from 03-Mar-2024 12:00AM
elibrary.tucl.edu.np

477 words / 3% - Internet
Dewan, Saifullah M, Low, Graham, Land, Lesley, Dewan, Ahsanullah M. "Consumer Choice Model of Mobile Banking", AIS Electronic Library (AISeL), 2009

346 words / 2% - Internet from 17-Oct-2022 12:00AM
www.emerald.com

172 words / 1% - from 25-Jun-2024 12:00AM
elibrary.tucl.edu.np

189 words / 1% - Internet from 09-Oct-2021 12:00AM
jcreview.com

170 words / 1% - from 30-Jun-2024 12:00AM
www.newbusinessage.com

169 words / 1% - Internet from 16-Jan-2023 12:00AM
www.lbef.org

104 words / 1% - from 15-Jun-2023 12:00AM
repository.library.du.ac.bd

paper text:

Abstract The advent of mobile banking has resulted in a fundamental transformation of the modern banking industry. It has eliminated time and space constraints from routine banking activities, such as checking account balances, bill payments, and fund transfers. The

objective of this study was **to investigate the** various **factors that influence** customer preferences for **mobile banking** options available **in the**