

MOBILE BANKING ADOPTION: A TEST OF MEDIATION MODEL

A Dissertation submitted to the Office of the Dean, Faculty of Management in partial fulfillment of the requirements for the Master's Degree

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CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **“Mobile Banking Adoption: A Test of Mediation Model”**. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor. It has 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 has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

Mr. Ashok Panthi has defended research proposal entitled “**Mobile Banking Adoption: A Test of Mediation Model**”, 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 supervisor Dr. Prakash Kumar Gautam and submit the thesis for evaluation and viva voce examination.

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We have examined the dissertation entitled “**Mobile Banking Adoption: A Test of Mediation Model**” presented by Ashok Panthi for the degree of Master of Business Studies. We hereby certify that the dissertation is acceptable for the award of degree.

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This study entitled “**Mobile Banking Adoption: A Test of Mediation Model**” has been prepared in partial fulfillment for the Degree of Master of Business Studies (MBS) under the Faculty of Management, Tribhuvan University is based on research models involving the mobile banking adoption and services of commercial banks in Nepal.

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ABBREVIATIONS

ANOVA	:	Analysis of Variance
ATM	:	Automated Teller Machine
DIT	:	Diffusion of Innovation theory
Max	:	Maximum
M-banking	:	Mobile Banking
Min	:	Minimum
r	:	Coefficient of Correlation
r ²	:	Coefficient of Determination
S.D	:	Standard deviation
SEM	:	Structural Equation Modeling
Sig.	:	Significant Value
SPSS	:	Statistical Package for the Social Sciences
TAM	:	Technology Acceptance Model

ABSTRACT

The study deal with mobile banking adoption aims to examine the relationship between technology, ease of use, usefulness, trust, security, satisfaction and Adoption Intention of mobile banking services. This study uses descriptive and casual research design for the systematic collection and presentation of data. The data were collected through hard copy of questionnaire. 400 user are selected as the respondents of the study by using convenient sampling method. Descriptive tools like correlation and regression are used in this study. Security, structural assurance, Ease of use, Usefulness and trust worthiness are independent variable while satisfaction is mediating variable. Adoption intention is used as dependent variable.

The findings revealed that the adoption intention have shown the significant negative correlation with the trust worthiness. Likewise, adoption intention shows the significant positive correlation with security, structural assurance, ease of use, usefulness and satisfaction. Similarly, regression result shows that Assurance, usefulness, satisfaction, trust worthiness, security, ease of use on Adoption Intention is statistically significant. Usefulness and trust worthiness are negatively significant with adoption intention while security, assurance, ease of use and satisfaction are positively significant on adoption intention

Key Words: Structural Assurance, Usefulness, Satisfaction, Trust Worthiness, Security, Ease of Use, Adoption Intention

CHAPTER - I

INTRODUCTION

1.1 Background of the Study

Services for mobile banking foster closer, more intimate relationships. This study looks at the factors impacting the uptake of mobile banking services as well as the consumer's ease of use of new electronic payment systems like mobile banking. The growth of the internet has a significant impact on online banking. There is no time or location restriction when utilizing online banking. The web banking services distinguish this sort of banking from other partially web-based banking subsidiaries. The creation of online applications expanded the reach of internet banking. There are five primary categories into which these papers fall. An overview of mobile banking, including its capabilities, benefits, and conceptual concerns. The commercial bank's current methods of operation The payment procedures of mobile banking in commercial banks present concerns pertaining to legal, ethical, and strategic issues. It is anticipated that the extensive number of references and evaluations included in this paper will help spark additional interest in m-banking and give anyone interested in the topic a helpful overview of the literature's early developments.

The practice of doing online financial transactions using a mobile phone or tablet as a means of communication is known as mobile banking, or m-banking. "A channel whereby the consumer interacts with a bank via a mobile device, such as a mobile phone or personal digital assistant," is how mobile banking is defined. According to Laukkanen and Passanen (2008), it can be viewed as both an extension of internet banking and a subset of electronic banking because of its distinct features.

In Nepal and other developing nations, the increasing use of mobile devices is demonstrating its effectiveness as a means of delivering financial services directly to consumers at their homes (Poudyal & Karmacharya 2010). The effectiveness of mobile banking is a primary motivator for our investigation. The effectiveness might be helpful in delivering financial services in Nepal's geographically isolated regions, where branch banking is expensive and challenging due to a lack of infrastructure. It has been commendable to employ mobile devices as a new channel for financial services delivery, and this can greatly aid in the development of financial institutions with headquarters in Asia and Africa (ProSecurity zone, 2010).

The development of technology has allowed banks to successfully enhance their operations and services. In Nepal, mobile banking has become a widely used financial method. The major growth drivers for these services are probably going to be the high penetration rates of mobile phones and the cheap transaction costs associated with mobile banking. Nowadays, the majority of mobile users do financial transactions on their devices. Despite this, almost every bank in Nepal offers mobile banking services. Within the next year, it's anticipated that every smartphone user will bank online.

Applications that support service delivery and improve users' flexibility, mobility, and efficiency in both the commercial and personal spheres make up mobile services (Rao & Troshani, 2007). Since mobile phones are expected to become the preferred method of payment for all people, there is a vast array of services that may be done with one. Customers can use mobile devices to access their bank accounts, check their balances, and make financial transactions thanks to mobile banking. Mobile financial information services, mobile accounting, and mobile brokerage can all be broadly classified as mobile banking operations. These consist of managing micropayments, recharging mobile phones, paying bills and doing business transactions. On the other hand, non-transaction-based mobile services include tracking account transactions and receiving alerts about account activity.

Using the internet browser on a mobile device to access a website and conduct financial transactions, such as paying utility bills, is one way to use a phone. Using an application to gain quick and easy access to any mobile website to carry out financial operations, such as checking bank balances and making payments, or transferring money, paying insurance premiums, etc. SMS banking is a kind of technology-enabled mobile banking service that banks provide to their clients, enabling them to use SMS messaging to operate specific financial services over their mobile phones. A bank or other financial institution may offer telephone banking as a service that lets users do financial transactions over the phone in place of going to an automated teller machine or bank branch. From the perspective of the banks, telephone banking hours might be longer than branch opening hours, and some financial institutions provide the service around-the-clock. By eliminating the requirement for consumers to physically visit a bank branch for non-cash withdrawal and deposit transactions, telephone banking lowers the cost of managing transactions.

The type of advanced banking services known as mobile banking allows financial institution clients to do a variety of financial operations, including bill payment, money transfers, account inquiries, and more. The Nepali market is referred to as "m-banking," and it is expanding daily. A few Nepali banks—Kumari Bank, Global IME Bank, Nabil Bank, Siddhartha Bank, etc.—are making use of these services. The majority of banks make use of Focus International's services.

Even in industrialized nations like Europe and Western America, "use of mobile banking is still considered low," despite the widespread adoption of mobile banking worldwide (Riquelme & Rios, 2010). The low quality of the product and inadequate technology are the main causes of the consumer's resistance to using mobile banking.

Financial institutions are consistently seeking methods to lower their operational expenses and enhance client satisfaction. To improve service delivery in this area, the banking sector has implemented a number of technologies. One such development was the introduction of Automated Teller Machines (ATMs) as a self-service delivery route. Self-service banking has entered a new era thanks to ATMs. With the introduction of Internet banking and the idea of "anywhere banking," the trend of self-service banking was furthered.

The uptake of banking and Internet services has been extensively studied using the Diffusion of Innovation theory (DIT) (Rogers, 2010). The DIT hypothesis describes how, why, and how quickly new technologies are embraced by various cultural groups. In addition, one of the most often utilized frameworks for analyzing variables influencing information system adoption behavior is the Technology Acceptance Model (TAM). Analyzing how external influences affect one's internal beliefs, attitude, and intention is the main goal of the TAM (Davis et al., 1989).

1.2 Problem Statement

The primary problem that Nepalese banks are facing is that the majority of them continue to run on antiquated software. An additional problem is the absence of a skilled and knowledgeable team, which ultimately explains why their clients receive subpar services. Additionally, financial institutions are struggling with client ease of use due to a variety of service-related issues, such as rude counter staff, staff attitudes toward customers, a shortage of staff to attend to customers, long phone queues, and restricted banking hours.

According to Koenig-Lewis et al. (2010), the perception of risk has a substantial negative association with credibility, which in turn has a favorable impact on the uptake of mobile banking. Customers believe in secure mobile banking only when the partner is reliable and possesses the necessary skills to complete transactions, according to lectures given by Erdem and Swait (2004).

The majority of customers now use both traditional and technological channels to fulfill their banking requirements. For instance, a customer may use internet banking to check the status of a transaction but utilize mobile banking to arrange and authorize payments. When submitting an application for a loan or other comparable financial instrument, a customer might additionally value the attentive service provided by the bank staff at the branch.

In order to determine whether or not mobile banking adoption is influenced by demographics like education, occupation, household income, and household size, Laukkanen and Pasanen (2008) conducted a survey of 2675 respondents using the log-out page of a Finnish bank. The main variables that differentiate respondents are age and gender. Using mean-end theory, Laukkanen (2007) conducted qualitative in-depth interviews with customers of a major Scandinavian bank in Finland and found that the primary motivators for consumers to use mobile banking are perceived benefits.

In a 2011 study of 325 MBA respondents in India, Dasgupta et al. found that intention to use mobile banking is highly influenced by perceived utility, ease of use, image, value, self-efficacy, and credibility. In order to empirically validate that factors such as purpose, perceived risk, advantages, and requirements influence the intention to embrace mobile banking services, Natarajan et al. (2010) employed the analytical hierarchy method to survey forty respondents from Indian banks (Yadav, 2015).

Luarn and Lin (2005) conducted a survey of 180 attendees of an e-commerce symposium in Taiwan using the extended Technology Acceptance Model (TAM). Their findings provided empirical evidence that the intention to embrace mobile banking was influenced by perceived self-efficacy, financial costs, legitimacy, simplicity of use, and usefulness. After surveying 300 people in the streets of six major Chinese cities, Lafrot and Li (2005) found that factors influencing the adoption of mobile banking include awareness, confidentiality, and security, as well as prior computer and new technology experience.

The difficulties banks encounter with mobile banking include those related to transactions and how to consistently offer their services across various mobile phone models. Although the responder population is a potentially lucrative market niche in the long run, many financial service providers have not yet realized its full potential (Bond & Hsu, 2011). Furthermore, this particular market segment's voice is frequently ignored in the literature that is currently available on the quality of banking service offering (Zizak, 2015). This study aims to provide more light on the variables that influence consumers' intentions to use m-banking services, specifically among the responder population. It is thought that various expectations can be linked to certain customer attributes. The following research issues are intended to be addressed by this study:

- What is the perception of mobile banking users regarding its services?
- What is the relationship between technology, ease of use, usefulness, trust, security, satisfaction and Adoption Intention of mobile banking services?
- How does technology, ease of use, usefulness, trust, security and satisfaction effect on Adoption Intention of the determinants are more prominent for determining the Ease of Use from the mobile banking users?

1.3 Objectives of the Study

- To examine the perception of mobile banking user through its services.
- To examine the relationship between technology, ease of use, usefulness, trust, security, satisfaction and Adoption Intention of mobile banking services.
- To analyze the impact of technology, ease of use, usefulness, trust, security and satisfaction effect on Adoption Intention.

1.4 Rationale of the Study

Five unique constructs that explain the adoption of mobile banking were found in the literature after it was reviewed and compiled. We suggest integrating these components in this study to comprehend the adoption of mobile banking from the viewpoint of Nepal's youth consumers. It's crucial to understand that users who receive notifications on a regular basis tend to open apps more frequently, which leads to higher retention rates—up to double the engagement rate. For this reason, sending out notifications is a fantastic method to keep users of your mobile app engaged. Examine the payments and deposits that have cleared as well as those that are still waiting. Ensure that payments are made on schedule by approving

them remotely. Whether paying bills or accepting payments from customers, mobile banking streamlines business finances. By adding value linked to procedure, the use circumstance, and the outcome, the study expands on our present understanding of customer experience as a complex and varied phenomena. It also recognizes temporality as impacting and connecting all these components. The study highlights a number of factors that aid in our comprehension of what benefits customers who use mobile banking services. Using mobile banking can help you develop a variety of business strategies. This study contributes to our understanding of how people perceive mobile banking, which is helpful in developing business strategies such as determining the nature of the problem in the business relationship. This survey examines respondents' opinions regarding mobile banking and can be helpful in generating new business ideas by highlighting areas for improvement. Customer Ease of Use study offers a cutting-edge technique for obtaining input and a channel of communication that enables you to build a foundation of devoted, ostensibly happy customers.

1.5 Limitations of the Study

The study has following limitation:

- i. The sample of mobile banking users for this study were mostly those who tend to be more knowledgeable about the mobile banking and are thus experienced mobile banking users.
- ii. Customer are don't know about mobile banking for its users.
- iii. This study based on primary data.
- iv. This study limit only mobile banking users the result may not be generalized for non- mobile banking users.
- v. This study based on qualitative data.

CHAPTER - II

LITERATURE REVIEW

For the researcher or investigator studying the respondents' perceptions of the use of mobile banking, the term review of literature is essential. This relates to the current study in an effort to determine what has previously been described and how the current research gives the study a new perspective. It is a necessary and essential step in the study process. This chapter is divided into three sections. The first part, which covers the conceptual framework and respondent perceptions of mobile banking and its characteristics, goes into the idea and theories behind it. The review of theses, government publications, journals, articles, and abstracts is presented in section two, while the research deficit is covered in section three.

2.1 Conceptual review

According to Baptista and Oliveira (2015), mobile banking is thought to be the most significant and valuable mobile commerce application currently accessible. "An interaction in which a customer is connected to a bank via a mobile device such as a cell phone, smartphone, or personal digital assistant" is how Laukkanen and Kiviniemi (2010) defined mobile banking. Customers can use mobile banking services to pay bills electronically, move money between accounts, and check account balances. Because of their always-on capabilities and ability to allow users to bank nearly anywhere at any time, they have a huge market potential.

Recent developments in mobile technology have led to a significant impact on our daily lives from mobile commerce, which is also starting to provide novel and beneficial services. Specifically, the mobile payment (m-payment) system has surfaced, allowing consumers to utilize their mobile devices—especially smartphones—to make payments for goods and services wherever they are. Future prospects for mobile payments are expected to be promising. According to the study, early adopters place a high emphasis on simplicity of use and confidently rely on their familiarity with mobile payments, whereas late adopters are very responsive to the benefits of mobile payments, particularly reachability and ease of use. Furthermore, personal innovativeness influences late adopters' perceived ease of use. This is likely best explained by the fact that innovative late adopters are tech-savvy and feel comfortable using mobile payment technologies for their needs (Kim, Mirusmonov, & Lee, 2010).

User attitude was highly impacted by perceived efficiency, perceived convenience, perceived trust, perceived ease of use (PEOU), and perceived compatibility with lifestyle. It was discovered that there were no appreciable differences in user sentiment across demographic factors. Similarly, it was discovered that user intention was positively and significantly impacted by perceived trust, PEOU, perceived efficiency, and perceived suitability with one's lifestyle. According to gender and household income, user intention was found to differ significantly amongst demographic groups (Chawla & Joshi, 2017).

2.1.1 Mobile banking and social media

Using a variety of widely used adoption and diffusion theories across a range of sectors, recent research have concentrated on the key determinants of m-banking acceptance (Jadiletal, 2021; Sohailand Al-Jabri, 2014; Yu, 2012). Many demographics and geographical areas have seen the successful testing of the most popular m-banking adoption models, including the Technology Acceptance Model (TAM 1 & 2), the Unified Theory of Acceptance and Use of Technology (UTAUT 1 & 2), the Theory of Planned Behavior (TPB/DTPB), the Theory of Reasoned Action (TRA), and the Innovation Diffusion Theory (IDT). Some ideas, such the task of technology fit theory and the consumer resistance theory, have also been used in a few research (Tranand & Corner, 2016). There are few research on social media and mobile banking, and the ones that do exist do not address the problem from the perspective of customer adoption. As a result, this study, which is leading the way in this area, assesses how social media influences consumers' decision to use mobile banking.

2.1.2 Hierarchy of effects in the context of social media

Since the theory of the Hierarchy of Effects was proposed in 1898, it has been extensively studied. "The majority of them merely offer changes in nomenclature to the traditional hierarchy of effects model which hypothesizes that audiences respond to messages in a cognitive, affective, and conative (behavioral) sequence" (Barryand & Howard, 1990) is how many HOE models have been proposed. The model proposed by Lavidge and Steiner (1961) is noteworthy among them. They offered a hierarchical model as a gauge for the potency of advertisements. Researchers' interest in HOE has increased in the era of social media. Based on the AIDA model, Lagrosen (2005) found that online marketing hasn't done a very good job of grabbing users' attention. Numerous writers have studied the impact of social media on consumer behavior. (Klieb, 2019; Heinonen, 2011).

However, the researchers have only measured the implications of social media as a tool for "Word of Mouth" (E-WOM) or looked at the social media effect from the perspective of consumer engagement (Cheung et al., 2021; Kefi, 2020; Giovaniset al, 2019). Limited study has been conducted to evaluate the behavioral response of consumers to social media advertising. According to Novak (2012), consumers are driven to consume social media information in a variety of ways by a sense of consuming security. In a similar vein, Zhang and Mao (2016) put out a model that contends that consumers' concerns about their online safety influence their decision to click on social media advertisements, which in turn influences their adoption intentions. Additionally, researchers examined how user participation and social media activity affect brand impression, which in turn affects the purchase.

Digital literacy

A number of academics suggested that the element of e-readiness, which has been overlooked in earlier studies, be taken into account in any future research concerning the adoption of mobile banking (Servon and Kaestner, 2008; Medhi et al., 2009). Digital literacy was described as "the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills" by the American Library Association in 2013. Higher e-skilled individuals are more adept at using the internet. Additionally, banks provide mobile banking services through websites or digital platforms like tablets and smartphones. Thus, we propose that an individual's propensity to adopt mobile banking increases with their level of digital literacy. However, in this study, perceived usefulness and ease of use are used to evaluate its impact (Shaikh & Karjaluoto, 2015).

Resistance to change

When innovation is adopted, consumers' lives frequently undergo some sort of shift as their routines are adjusted to suit the newest fashions. This naturally implies that customers will typically oppose innovation, with opposition increasing with degree of change (Claudy et al., 2013). The same holds true for adjusting to new technologies. According to Al-Somalli et al. (2009), a technological advancement must in some way meet the wants or demands of the consumer in order for them to accept it and exhibit less opposition, especially when it comes to mobile banking.

Compatibility

Regarding whether or not mobile banking complements how customers think and behave, compatibility has also been mentioned as a deciding factor for its acceptance (Verrecchia, 2016). Compatibility has a significant influence on the adoption of mobile banking, according to research conducted by a number of academics (Verrecchia, 2016). Additionally, it has been observed to familiarize customers' perceptions of innovation, increasing the likelihood of adoption (Hanafizadeh et al., 2014).

Attitude and continuance intention

The dependent variable in research based on the TAM is intention. It is the probability that a user will make use of a system. Numerous scholars have investigated the relationship between user intention and attitude (Shaikh & Karjaluoto, 2015). Positive relationships between the two are found in all investigations.

2.2 Theoretical Review

The adoption of mobile banking is a complex phenomenon that may be comprehended using a number of theoretical frameworks from the domains of economics, sociology, psychology, and information systems. The following theories are frequently invoked to explain the uptake of mobile banking:

The Technology Acceptance Model (TAM)

Technology acceptance model posits that an individual's desire to use a technology is largely determined by their perception of its usefulness and ease of use, and that this intention ultimately shapes their actual usage behavior. When it comes to mobile banking, people are more inclined to use the service if they find it straightforward to use and think it would be beneficial for managing their finances.

One popular theoretical framework for comprehending and forecasting how people will accept and use technology is the Technology Acceptance Model (TAM). TAM was first put forth by Fred Davis in the late 1980s, and it was later expanded upon by both Fred Davis and Richard Bagozzi. It has been used in a number of disciplines, such as consumer behavior research, information systems, and human-computer interaction. According to the

concept, there are two primary elements that influence consumers' behavioral intentions to use a technology:

Perceived Usefulness (PU): This is a measure of an individual's belief that utilizing a specific technology would improve their ability to execute their work or make responsibilities more manageable. If users believe a technology is valuable, they are more inclined to adopt it.

Perceived Ease of Use (PEOU): This is a measure of how much someone thinks utilizing a specific technology would be effortless. It includes things like how easy it is to use, how simple it is to learn, and how advanced the technology is. Technology adoption is higher when it is thought to be user-friendly.

Users' attitudes toward adopting a technology are influenced by these two elements, and their attitudes affect their behavioral intentions to use the technology. Put another way, people are more likely to adopt a technology if they believe it to be both practical and simple to use. Over time, the TAM has been expanded and altered to include new variables as well as to take into account various situations and technological advancements. For instance, TAM2 added subjective norm as another element affecting users' intentions and attitudes. Variables including subjective satisfaction, enabling circumstances, and social impact have been included in further extensions.

The Technology Acceptance Model, in its whole, offers a useful framework for comprehending user acceptance of technology and has been extensively employed in both practical and research applications to develop and execute technologies that have a higher chance of being adopted and used successfully.

The Unified Theory of Acceptance and Use of Technology

UTAUT is a theory that builds on the Technology Acceptance Model (TAM) by include other variables such social influence, effort expectancy, performance expectancy, and enabling situations. These elements work together to affect both a person's intention to utilize technology and their actual behavior when using it. Users' attitudes, their own assessments of the technology's utility and ease of use, and the resources available to facilitate its adoption all have an impact on their adoption of mobile banking.

A theoretical framework called the Unified Theory of Acceptance and Use of Technology (UTAUT) aims to combine several ideas and models of technology acceptance into one cohesive paradigm. Since its creation in 2003 by Venkatesh, Morris, Davis, and Davis, it has drawn a lot of interest from researchers studying technology adoption and information systems. According to the UTAUT model, there are four main variables that affect a person's intention to use technology as well as their actual usage habits:

Expectations for Performance: This aspect is the degree to which a person thinks that utilizing technology will enable them to work more efficiently or perform better at their job.

Effort Expectancy: In UTAUT, effort expectancy refers to the level of ease associated with using the technology, much like perceived ease of use does in the Technology Acceptance Model (TAM). It includes elements including the system's complexity, learnability, and interface easiness.

Social Influence: This refers to the degree to which a person feels that significant others (friends, bosses, or coworkers) think they ought to use technology. Social forces and conventions pertaining to the use of technology are also included.

Facilitating Conditions: This variable measures how much a person believes that the technological and organizational framework is in place to assist the use of technology. It takes into account things like the user's resources, training, and technical assistance. In addition, UTAUT takes into account a number of moderators, including age, gender, experience, and voluntariness of usage, that may affect the connections between the four critical criteria and the adoption of technology.

Diffusion of Innovation Theory

This theory describes how new concepts, items, and innovations gradually permeate society. Depending on how innovative they are, it divides people into five adopter categories: innovators, early adopters, early majority, late majority, and laggards. This lens can be used to examine the adoption of mobile banking and identify the various stages of adoption across different user segments.

Everett Rogers' 1962 Diffusion of Innovation Theory describes how novel concepts, items, and technological advancements gradually permeate civilizations and cultures. It describes the several phases that people in a social system—individuals, groups, or communities—go through when embracing an innovation. The idea is commonly used to explain and forecast how well innovations will be received in disciplines including sociology, communication studies, marketing, and economics.

The main ideas of the Diffusion of Innovation Theory are as follows:
Innovation: An innovation is any novel concept, item, service, or technological advancement that the people or organizations implementing it believe to be novel.
Adopters: Depending on their openness to trying new things, people who embrace innovations are divided into many groups. Five categories were used by Rogers to categorize adopters:

Innovators: Those who accept innovations first are known as innovators. They are willing to explore new things and take risks.

Early Adopters: Opinion leaders who trail innovators are known as early adopters. They are regarded highly and act as examples for others.

Early Majority: When an innovation is embraced by this group, a sizable majority of the population has already done so. When making decisions, they are more thoughtful.

Late Majority: This group waits to embrace innovations until the majority has done so, and they are resistant to change.

Those that accept innovations last are known as laggards. They frequently oppose change and are conventional.

Social Cognitive Theory

This theory places a strong emphasis on how behavior is shaped by self-efficacy, observational learning, and result expectations. When it comes to adopting mobile banking, people might see others utilizing the service, grow self-assured in their own ability to utilize it (self-efficacy), and look forward to benefits like convenience, time savings, and better money management.

The Theory of Planned Behavior (TPB)

Theory of planned behavior postulates that a person's attitude toward a behavior, subjective norms, and perceived behavioral control all have an impact on that person's behavioral

intention. When it comes to using mobile banking, people are more inclined to do so if they feel in control of their usage, have a positive opinion toward the service, and sense social pressure to utilize it.

These theories offer a theoretical framework for comprehending the elements that impact the adoption of mobile banking and can direct the creation of tactics to encourage adoption and continuous usage across various user groups.

2.3 Empirical Review

Calli (2023) conducted a research on Exploring mobile banking adoption and service quality features through user-generated content: the application of a topic modeling approach to Google Play Store reviews. This study is to provide new directions, investigate the impact of latent topics on customer Ease of Use, and compare the latent themes found by the topic modeling approach with studies focusing on both mobile banking (m-banking) adaptation and service quality attributes. 21,526 reviews that consumers of Turkish public and commercial banks have left were examined for this study. The Latent Dirichlet algorithm (LDA), an unsupervised machine learning technique, was used to identify themes. The t-SNE algorithm was used to display the distribution of all reviews. 21,526 reviews that consumers of Turkish public and commercial banks have left were examined for this study. The Latent Dirichlet algorithm (LDA), an unsupervised machine learning technique, was used to identify themes. The t-SNE algorithm was used to display the distribution of all reviews.

Iqbal, Jose and Tahir (2023) examined Integrating trust with extended UTAUT model: a study on Islamic banking customer's' m-banking adoption in the Maldives. This study extends the UTAUT model with the trust factor in order to focus on identifying the factors that influence Islamic banking customers' intention to adopt mobile banking (m-banking) and their actual use of it. The moderating effects of age, gender, and experience in the model were also investigated in this study. Customers of Islamic banks were asked to respond to an online survey, which was part of an explanatory research design. The data was analyzed using 329 completed responses in total. The data was analyzed using the partial least squares method, and the moderation-related analysis was conducted using a multi-group analysis.

Aslam, Luna and Farhat (2023) researched on Do the Preceding Self-service Technologies Influence Mobile Banking Adoption? The study aims to identify the role of preceding self-service technologies (SSTs) in the adoption of mobile banking (m-banking). More precisely, the study looks at how the adoption of m-banking is influenced by attitude (AT), perceived usefulness (PU), and perceived ease of use (PEOU) of ATMs and online banking (o-banking). Data from those who do not use mobile banking was obtained using a structured questionnaire and the non-probability purposive sampling technique. On 257 relevant replies, the partial least squares structural equation modeling (PLS-SEM) method was used to evaluate the theories. The results demonstrated that there is a substantial relationship between the AT toward ATMs and o-banking and the AT toward m-banking (ATMB). Furthermore, the PEOU of m-banking is highly impacted by the PEOU of ATM and o-banking. But in the case of PU, the sole factor influencing the utility of m-banking is the usefulness of o-banking. The findings also show that m-banking's AT, PEOU, and PU have an impact on users' intentions to adopt the service (IMB). The study is helpful to the banking sector since it offers information on how banks might leverage their earlier SSTs to determine a customer's intention to use mobile banking. This study is among the first to examine the impact of prior SSTs' PEOU and PU on the uptake of mobile banking. In addition to providing extra insightful information, the multi-channel perspective—which considers the role of ATMs and online banking in the uptake of mobile banking—contributes to the body of research on technology adoption. Studies conducted in the past have not concentrated on the spillover effects of earlier SSTs. On the other hand, a new channel could be promoted through established ones.

Balaji (2023) analyze this research was conducted to understand the customer behavior in mobile banking usage intention and adoption with the primary objective to explore the factors determining the Adoption Intention of mobile banking adoption practices among the bank customers in the study area. Using a suitable non-probability sampling technique, a survey was used to gather responses from the target population as part of the empirical research design. Using statistical methods including percentage analysis, descriptive statistics, independent sample t test, analysis of variance, and multiple regression analysis, SPSS Version 17.0 was used to analyze the primary data that were gathered. The empirical data show that, while hedonic motivation has a large and negative influence on adoption intentions of mobile banking, performance expectancy, effort expectancy, habit, and trust all significantly and positively influence adoption intentions of mobile banking. According

to the study's findings, banks should use mobile devices to advertise and promote mobile banking, as well as set up live demonstration counters at specific branches run by committed employees to offer a variety of promotional activities that will improve digital literacy and financial inclusion in conjunction with other government initiatives. In order to enable easy banking on their smartphones, banks must actively promote all digital-based initiatives introduced by the Indian government and encourage their clients to download banking apps like BHIM, Fone Pay, Payment Banks, etc. This study is to investigate a number of adoption intentions for mobile banking, particularly among young people in Chennai and Hyderabad. The primary objective of this 13-study is to investigate the major factors that influence the adoption of mobile banking by bank clients in the public and private sectors.

Purohit and Arora (2023) conducted a research on Adoption of mobile banking at the bottom of the pyramid: an emerging market perspective. The purpose of this article is to examine the variables influencing the adoption of mobile banking in an emerging economy among the bottom of the pyramid (BOP) population. In the BOP group, information was gathered from 332 bank clients using a questionnaire built on already approved scales. Data analysis was done using Smart PLS 2.0 and structural equation modeling (SEM). It was discovered that while perceived risk (PR) and perceived deterrents (PDs) had a negative impact on attitudes toward mobile banking, perceived usefulness (PU) and perceived ease of use (PEOU) have a favorable impact. The adoption of mobile banking is positively impacted by the attitude and subjective norms (SNs). Understanding mobile banking significantly impacts the PEOU, but it has little effect on the PU of mobile banking.

Kumar et al. (2023) conducted a research on how does perceived risk and trust affect mobile banking adoption? Empirical evidence from India. The primary aim of the research was to examine how users' adoption of mobile banking services is influenced by perceived danger, perceived financial cost, and trust. The study expands on the Unified Theory of Acceptance and Use of Technology (UTAUT) to explain why young Indian consumers have adopted mobile banking services. A survey questionnaire was used to gather data from 253 people between the ages of 18 and 30. Structural equation modeling with Amos 22.0 was used for the analysis. The findings showed that adoption intentions were significantly positively influenced by performance expectancy, effort expectancy, social influence, and perceived financial cost. It was discovered that the facilitating conditions had no bearing on actual

use, nevertheless. Furthermore, the findings show that the association between adoption intention and actual mobile banking use is moderated by perceived risk and perceived trust. The study's findings offer some fresh perspectives on how adoption intention and actual use of mobile banking services are influenced by perceptions of risk and trust. The study's conclusions may help us better understand how adoption intentions translate into real adoption and use of mobile banking services.

Sharma, Banerjee and Paul (2022) examined Role of social media on mobile banking adoption among consumers. This study uses the Hierarchy of Effects (HOE) model to investigate how social media affects consumers' cognitive stages at various points in time and how likely it is that they will adopt mobile banking. a two-phase analytical methodology that combines Neural Network (NN) analysis and Structural Equation Modeling (SEM) to highlight social media's unique and corroborated impact on users of mobile banking. Data from 482 Indian respondents, who were considered youthful customers and ranged in age from 18 to 30, was examined to determine the impact of social media on various stages of the cognitive process involved in accepting mobile banking. The findings indicate that social media influence is growing as cognitive level rises. The social media most heavily influences the Attention, Desire, and Action stages of the four cognitive stages of m-banking adoption (Attention, Interest, Desire, and Action, or AIDA model). By combining "SEM and NN," this study offers a two-stage analytical approach to evaluate the effects of integrating AIDA components. We create a novel integrated model that describes the phenomenon of young mobile banking customers' information spreading from social media throughout several cognitive stages.

Bandara and Ratnayake (2022) investigated Adoption Intention of using mobile banking: a model comparison approach. Via the wireless infrastructure, wireless technology and the widespread use of mobile devices have produced enormous economic potential. These opportunities include those for trading, buying, selling, and communicating. Delivering goods and services through a mobile device—like a smartphone or personal digital assistant (PDA)—is known as mobile commerce. Because mobile banking is always on and allows you to bank almost anywhere, anytime, there is a huge demand for it. Due to their low prices, cell phones and other handheld devices are experiencing a boom in demand. Boosting usability and processing power. International usage rates of these services have been minimal, despite the availability of technology and applications. Surprisingly little

research has been done on what motivates or discourages customers from accepting new payment solutions or how solution providers should handle the adoption of their payment solutions by consumers. This paper aims to investigate the primary determinants that impact an individual's intention to utilize mobile banking.

Firmansyah, Yasirandi and Utomo (2022) conducted a research on the influence of efficiency, credibility, and normative pressure to M-banking adoption level in Indonesia. Utilizing smartphone technology has proven advantageous. Using mobile banking is one of the uses for smartphones. Still, Indonesia has a comparatively low rate of mobile banking technology adoption. The purpose of this study is to use the Technology Acceptance Model to determine Indonesia's mobile banking adoption rate. The findings indicate that attitudes toward use and adoption intentions are significantly influenced by attitudes toward use, self-efficacy and perceived credibility on perceived ease of use, and self-efficacy on perceived ease of use. The findings suggest that users of the M-Banking application have self-confidence and trust. However, users in Indonesia do not perceive the convenience and use provided by the M-Banking application.

Saprikis, Avlogiaris and Katarachia (2022) conducted a research on a comparative study of users versus non-users' Adoption Intention towards M-Banking apps' adoption. This empirical work aims to explore the factors that influence people's decision to use or not use mobile banking applications. It specifically looks at two groups of people: those who use m-banking apps (adopters) and those who do not (non-adopters). The goal is to find out if there are any similarities or differences in the factors that influence these groups' decisions to adopt or not adopt these kinds of m-banking services. This is, as far as we are aware, the second attempt at a scientific comparison of these two sets of people on this subject. By including ICT facilitators (such as reward and security) and ICT inhibitors (such as risk and anxiety), along with the recommendation factor, the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatech et al. (2003) is expanded upon in this work to provide a full conceptual model. By using statistical techniques such as confirmatory factor analysis and structural equation modeling (SEM) to examine and demonstrate for the first time the effects of social influence, reward, and anxiety factors on adoption intention, the relationship between risk and anxiety, and the impact of adoption intention on recommendation, this study aims to close the research gap. The results show a variety of distinctions between the variables influencing these two groups' inclination to

embrace mobile banking apps, which offers fresh perspectives on the topic of m-banking app adoption in a subject that hasn't been thoroughly studied before. This study aims to close the research gap by examining and demonstrating for the first time the effects of social influence, reward, and anxiety factors on adoption intention, the relationship between risk and anxiety, and the influence of adoption intention on recommendation using statistical techniques like confirmatory factor analysis and structural equation modeling (SEM). The findings highlight a range of differences in the factors affecting these two groups' propensity to use mobile banking apps, which provides new insights into the adoption of m-banking apps—a topic that hasn't been extensively researched before.

Lee and Chen (2022) investigated on Exploring users' adoption intentions in the evolution of artificial intelligence mobile banking applications: the intelligent and anthropomorphic perspectives. This study creates a research model to examine how anthropomorphism and intelligence impact task-technology fit (TTF), perceived risk, perceived cost, and trust (organism), all of which have an impact on users' adoption (reaction) of AI mobile banking apps. Convenience nonprobability sampling was employed in this study, and 451 responses in total were gathered to analyze the model. For data analysis, the partial least squares method was applied. The findings demonstrate that anthropomorphism and intelligence boost users' propensity to accept mobile banking apps through trust and TTF. Higher anthropomorphism levels, however, increase the perceived cost to users. Furthermore, there are little impacts of anthropomorphism and intelligence on perceived risk.

Shaikh (2021) conducted a research on How Relevant Are Risk Perceptions, Effort, and Performance Expectancy in Mobile Banking Adoption? This article provides a comprehensive overview of the adoption process using evidence from m-banking adoption in Pakistan. 189 responses from all around Pakistan were obtained using a survey design, and the Smart PLS program was used for analysis. Results point to the need for more research on how risk affects adoption processes. On the other hand, because of the m-banking financial services' strong security features, utility, and effort required to utilize them, users have been able to overcome many anxieties. The direct impact of perceived risk (PR) was found to be generally insignificant. Nonetheless, PR's modest and direct inhibiting influence turns into a "enhancer" in the relationship between effort expectancy (EE) and the three essential TAM/UTAUT components [performance expectancy (PE), attitude (ATT), and adoption intention (INT)], which is why PR is so important in the pre-

adoption phase. Above all, the distinctive significance that risk and EE play in the adoption process is highlighted by EE's role as a powerful driver of PE, ATT, INT, and its noteworthy interplay with PR.

Rajaram and Vinay (2021) conducted a research on service promotion and its impact in building customer value. Many societal segments are beginning to adopt mobile commerce more and more. This expansion can be partially attributed to demographic and technical advancements that have shaped significant facets of contemporary sociocultural behavior. Mobile commerce generally appears to be driven by the necessity or desire for mobility. A key component of mobile commerce is mobile banking, which addresses issues with bank-related financial services via mobile devices. An empirical customer perception survey carried out as part of our study clearly indicates a significant and expanding interest in mobile banking. It becomes vital to develop specialized services with relevant target groups' requirements and preferences in mind, nevertheless, as interest levels and willingness to pay differ for different services. Therefore, banks should use mobile channels that are obviously business-focused. This study looks at how to provide cutting edge, value-added mobile financial services to a consumer base that is both tech-savvy and expandable.

Rajaram and Vinay (2021) Estimated that Mobile Commerce is gaining increasing acceptance amongst various sections of the society. This expansion can be partially attributed to demographic and technical advancements that have shaped significant facets of contemporary sociocultural behavior. Mobile commerce generally appears to be driven by the necessity or desire for mobility. A key component of mobile commerce is mobile banking, which addresses issues with bank-related financial services via mobile devices. An empirical customer perception survey carried out as part of our study clearly indicates a significant and expanding interest in mobile banking. It becomes vital to develop specialized services with relevant target groups' requirements and preferences in mind, nevertheless, as interest levels and willingness to pay differ for different services. Therefore, banks should use mobile channels that are obviously business-focused. This study looks at how to provide cutting edge, value-added mobile financial services to a consumer base that is both tech-savvy and expandable.

Lee, Park, Chung and Blakeney (2021) Stated this research proposes that the factors influencing the intention to use mobile financial services (MFS) include general technology perceptions, technology-specific perceptions, user characteristics, and task-user characteristics. The majority of earlier studies look at MFS customer satisfaction. Nevertheless, the reason MFS is growing comparatively more slowly than online financial services in general is not explained by this research. In order to better understand this problem, this study identifies the main factors that influence MFS usage intention. Five exogenous variables are specifically included in the research model: task-fit, monetary value, connection, individual innovativeness, and absorptive ability. The first four of these five characteristics and usage intention are mediated by perceived usefulness and perceived ease of use, respectively. Directly influencing perceived ease of use is connectivity. Furthermore, perceived monetary worth has a major impact on perceived utility, suggesting that MFS is beneficial from both a time and financial perspective in addition to being beneficial for a company. Innovative users can benefit from MFS more frequently because perceived ease-of-use is strongly influenced by personal inventiveness. Use intention is also directly impacted by absorptive capacity. Lastly, perceived utility is strongly influenced by perceived task technology as opposed to a task characteristic perspective.

Souiden et al. (2021) conducted a research on Mobile banking adoption: a systematic review. This research reviews mobile banking services in a methodical manner. Its primary goal is to offer a cutting-edge analysis of this specific, rapidly expanding class of services. It lists and evaluates the key factors that influence and obstruct consumers' adoption of mobile banking. It also lists the most typical repercussions of this adoption. This study selected 76 manuscripts and generated a systematic review that exposes the main theories, conceptual frameworks, and models used to explain consumers' adoption of mobile banking. It did this by using three important academic databases: Business Source Premier, Web of Science, and AI/INFORM worldwide. The findings demonstrate that, in order to explain why consumers use or intend to use mobile banking, academics continue to primarily embrace and modify the TAM (technology of acceptance model) and UTAUT (unified theory of acceptance and usage of technology). Numerous antecedents and consequences that are commonly utilized in the literature on mobile banking are reported using the vote counting method.

Tiwari's and Gupta (2021) investigated on Examining the Impact of Customers' Awareness, Risk and Trust in M-Banking Adoption. Mobile banking services have been a significant breakthrough in the electronic banking system and have many potential demands for online banking services to connect with consumers. India's adoption of mobile banking has not witnessed enormous development, despite the fast rise of information technology (IT) in banking, which presents numerous prospects in the global market. Numerous studies on the adoption of mobile banking have been carried out in different nations, and it has been noted that India offers a lot of promise for mobile banking. However, for a few reasons, users are unsure about how to use it. In order to explore users' adoption intentions for m-banking, the current study expands on the application of technology acceptance model (TAM) variables in relation to customers' awareness, perceived risk, and perceived trust. The authors used convenience sampling to get a sample of 311 mobile banking customers and regression analysis in SPSS 23 to test the suggested framework. Findings corroborated earlier research by showing that consumer knowledge, perceived risk, perceived usefulness, perceived ease of use, and perceived trust all strongly influenced the adoption of m-banking services in the Indian setting.

Dhingra, Batra and Purohit (2020) examined A framework of mobile banking adoption in India. Mobile banking is now an important an evolving medium for executing banking transactions. In a growing nation like India, it has enormous potential. Our research extends the conventional Technology Acceptance Model (TAM) to provide a complete framework for understanding the significant antecedents of Indian customers' decision to adopt mobile banking. For this objective, four customer-oriented constructs have also been measured in addition to the two TAM-provided constructs. 203 potential customers of mobile banking services completed a survey that helped mobilize data for the conceptual model's empirical verification. The study use structural equation modeling (SEM) approaches to investigate the impact of antecedents on the intention of mobile banking uptake. The findings show that all other pertinent behavioral factors, including subjective norms, personal innovativeness, trust, and self-efficiency, as well as the TAM constructs of perceived usefulness and perceived ease of use, have exerted a statically significant positive effect on customers' intention to adopt mobile banking. The study offers an empirical basis that can assist mobile and banking services providers in developing their marketing strategies.

Shankar and rishi (2020) examined Convenience Matter in Mobile Banking Adoption Intention? The purpose of this study is to explore how different dimensions of online convenience impact mobile banking (m-banking) adoption intention. Access convenience, transaction ease, and possession/post-possession convenience are shown to be the main drivers of m-banking adoption intention, according to research conducted on 432 banking users. Additionally, the findings imply that m-banking acceptance and usage are preceded by the intention to adopt m-banking. These results provide banks with unique insights into how to improve the convenience of m-banking platforms in order to accelerate m-banking adoption intention and usage. Additionally, this study adds a number of new insights to the literature on online convenience and mobile commerce.

Changchit, Klaus, Lonkani and Sampet (2020) investigated on A Cultural Comparative Study of Mobile Banking Adoption Factors. It seeks to learn more about whether cultural factors affect bank customers' opinions on mobile banking. This study contrasts American and Thai consumers' impressions of mobile banking. Participants in this study included 400 respondents from Thailand and 355 respondents from the United States. This comparative study looks into seven mobile banking elements that are expected to affect consumers' attitudes toward using mobile banking. Six of these criteria are found to be significant by the study, which also identifies a number of aspects that both support and discourage mobile banking use among Thai and American consumers.

Bakri (2020) studied factors of acceptance of mobile banking in Malaysia. Web-based computers and mobile applications are rapidly developing in today's technologically advanced environment. Financial technology is one area of emerging financial innovation, particularly in mobile banking. Mobile banking services are one type of new financial innovation. The relevance of customer acceptance and impression is currently a major concern for Malaysia's mobile banking services. The purpose of this study was to investigate the factors that influence Malaysian consumers' acceptance of mobile banking services. The study aimed to investigate five key areas: perceived usefulness, perceived ease of use, perceived cost, and security. These areas were found to have an impact on customers' willingness to use mobile banking services in Malaysia. The researcher chooses the 384 clients as our sample framework in order to investigate the factors that influence customers' acceptability of using mobile banking services. The data was analyzed by the researcher using multiple regression analysis and correlation analysis. The findings show a

substantial correlation between the dependent variable of customer acceptance and the independent variables of perceived utility, perceived ease of use, perceived security, and perceived cost. In order to provide more accurate and valuable data for the financial industries, the researcher suggested that future research address more particular client acceptance and perception in mobile banking as well as other places in Malaysia.

Elhajjar and Quaida (2020) argued on analysis of factors affecting mobile banking adoption. This article aims to create a conceptual model that clarifies the key elements influencing Lebanese banking customers' adoption of mobile banking. The theories were tested using structural equation modeling and path analysis based on the information gathered from a survey. A total of 320 surveys were gathered from clients in Lebanon. The findings indicate that users' attitudes toward adopting mobile banking were primarily influenced by digital literacy, resistance to change, perceived risk, perceived ease of use, and perceived usefulness. In contrast, compatibility and awareness did not significantly affect adoption. Furthermore, the associations between usefulness attitude and ease of use attitude were modulated by users' adoption of both subjective norms and personal innovativeness.

Rehman, Omar, Zabri, and Lohana (2019) Stated Mobile banking adoption and its determinants in Malaysia. Mobile banking is a significant innovation in online banking. However, for a few reasons, customers are unsure about how to use it. There have been several research on the adoption of mobile banking in various nations; Malaysia has seen fewer of these studies. Through this study, we improved our understanding of customers' attitudes on the use of advanced technology systems and made a contribution to the research on the adoption of e-banking, particularly mobile banking in Malaysia. Therefore, it's critical to understand the factors influencing Malaysia's decision to accept mobile banking channels. In order to address the research gap, we proposed a new conceptual model by adding the variables of privacy risk and security risk to the Technology Acceptance Model (TAM). Examining the factors influencing people's attitudes and adoption intentions to use mobile banking services in Malaysia was the main goal of the study. Based on Krejcie and Morgan, Smart-PLS3 was utilized to analyze data using the SEM technique on a sample frame of 384. The findings showed that attitudes toward utilizing mobile banking in Malaysia were significantly correlated with perceived utility, convenience of use, and

attitude toward privacy and security risks. In contrast, attitudes toward using mobile banking were significantly correlated with security risks.

Chat (2019) Mobile technology plays important role in various daily activities. Banking transaction is one of a transaction process which is transformed by information technology. Given the growing number of people using mobile devices, mobile banking is growing at a very rapid rate. But there are a lot of related aspects in the adoption process of m-banking. In order to improve the m-banking adoption process, particularly with regard to m-banking adoption for enhancing m-banking providers, this study presents a conceptual model and recommendations for identifying Nepal adopters. In particular, the relationship between behavioral factors, security and trust factors, perceived ease of use (PEOU), perceived usefulness (PU), m-banking adoption, and m-banking intention is explained and examined, and recommendations for further study and empirical testing of hypotheses are made.

Husein and Sadi (2018) analyze the purpose of this study was to investigate specific factors that predict the acceptance of mobile banking in Saudi Arabia. Several constructs that have been found in the literature as possible predictors of acceptance were the topic of a questionnaire that was created. It was noted that the perceived ease of use of mobile banking was significantly influenced by the quality of the Internet connection. Additionally, the level of awareness among clients had a substantial impact on how beneficial they viewed mobile banking to be. Consumer attitudes on embracing mobile banking are significantly influenced by a number of factors, including resistance to change and trust in mobile banking. The Technology Acceptance Model (TAM) (Davis, 1989) was expanded upon in this study, which also benefited Saudi Arabian mobile banking service providers and regional scholars studying mobile and online banking. A more thorough investigation of consumers' attitudes regarding the developing mobile-based e-business solutions can be built upon the findings of this study.

Dalbir and Ahmad (2018) analyze of late, many banking institutions have been focusing on developing various types of financial systems for enhancing the banking services to their clients. They encounter difficulties in this procedure, though, particularly when attempting to gauge the clients' rates of weak adoption. The impact of numerous factors on the adoption of mobile banking has been measured by adding these aspects to various models and theories, such as the technological acceptance model or the theory of reasoned action, in

order to address this challenge. The purpose of this study is to gather and analyze earlier studies on the impact of user interfaces and demographic characteristics on the uptake of financial solutions (Internet and mobile banking). This study has also provided an overview of the current state of affairs in emerging nations, particularly in Jordan. This study's primary goal is to draw attention to the shortcomings of earlier adoption studies, particularly those conducted in poor nations. Gaining a thorough understanding of the distinctions among the different categories of financial services is the second goal. In the end, this study has clarified a number of variables that affect the uptake of online and mobile banking.

Ifinedo, Kankaanranta, Neittaanmäki and Hämäläinen (2017) Analyzed the specific objective of this study was to better understand Nigerian university students' perceptions and readiness towards mobile learning. It appears that mobile technology has recently impacted both educational institutions and daily life. Therefore, it is imperative that educational institutions evaluate and comprehend the variables driving the use of mobile learning. This study provides some crucial insights regarding the uptake of mobile learning, particularly in developing nations like Nigeria. This study's data were gathered using a survey. A survey was given to undergraduate students (N = 135) at two Nigerian universities in a non-random manner. All things considered, the findings show that Nigerian students own and utilize cell phones extensively. It may also be inferred that a significant portion of the courses necessitate using the internet to complete homework tasks. For this reason, we advise that course materials be created with mobile device delivery in mind.

Govender and Sihlali (2017) examine the increased use of mobile technology makes mobile banking services more engaging to explore among students who are becoming more technically knowledgeable. This research aims to explore the factors that affect students' usage of mobile banking (m-banking) services. Utilizing questionnaires to gather data, a quantitative methodology was adopted. This study's theoretical framework, which examined the variables influencing IT students' acceptance of m-banking, was based on an adaptation of the Technology Acceptance Model (TAM) – TAM for mobile services. Perceived Ease of Use (PEOU), Perceived Value (PV), Trust (T), Intention to Use (IU), Perceived Ease of Adoption (PEOA), and Usage Behavior (UB) were the TAM constructs used for mobile services. The results of multiple regression analysis indicate that, in

general, 42% of the explanatory power for the dependent variable, intention to use m-banking, may be explained by the independent variables of trust, perceived value, perceived ease of use, and social impact. Furthermore, the findings indicate that perceived value and trust are significant predictors of students' intention to use mobile banking, indicating that IT students do in fact think about utilizing mobile banking. The students' ongoing use of m-banking services demonstrates their level of trust as well. Students have positive attitudes on mobile banking, which encourages them to use or accept the service. The study offers insight into the relationships between the variables influencing students' use of mobile banking.

Elham, Farjam, Ahmadi, Bekian and Noorani (2016) Estimated that Electronic-banking includes all of today's international monetary and financial services that most people are computing environments. Can customer service and bank cash money be transferred to any bank, anywhere in the world? In actuality, the majority of banks operate as electronic entities and want to be accessed via the Internet and networks. Many clients utilize the same communication space rather than dealing with branch employees in order to utilize their services. While very few banks exist in a virtual environment, it is known that even the World Bank has been able to push the boundaries of e-banking. To accomplish both mechanical and electronic, the entity's environment and electronic banking processes need to be ready. This article covers the prerequisites, restrictions, and accomplishments associated with online banking. Mobile banking is well-known to be handled. The primary services provided, including teen groups and young professionals, are among the most significant demographics using mobile banking services. Studies have also been conducted on the drawbacks and restrictions of Iranian technology as well as its characteristics.

Aboelmaged and Gebba (2016) analyzed this study aims at extending our understanding regarding the adoption of mobile banking through integrating Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). Important findings were obtained from the analysis of 119 respondents' survey data, which partially supports research hypotheses. The findings showed that attitudes regarding mobile banking and subjective norms had a considerable favorable influence on the uptake of mobile banking. Remarkably, behavioral control and usefulness had negligible effects on the uptake of mobile banking. Additionally, the regression results showed that attitude toward mobile banking was significantly impacted by perceived usefulness, but there was no evidence of

an impact from perceived ease of use. The discussion of the research findings and many conclusions for further research are included in the paper's conclusion.

Table 1

Summary of Empirical Review

Authors (Date)	Topic	Variables used	Methods	Findings
Tiwaris and Gupta (2021)	Examining the Impact of Customers' Awareness, Risk and Trust in M- Banking Adoption	Perceived usefulness , Ease of use, customers awareness , perceived risk, perceived trust and Adoption Intention	This study was causal, and a standardized questionnaire was adopted and modified as a tool for data collection. Convenience sampling method was used for data collection.	The results showed that in the Indian context, m-banking services were significantly embraced based on customer awareness, perceived risk, perceived utility, perceived simplicity of use, and perceived trust.
Souiden, Ladhari and chaouali, (2021)	Mobile banking adoption: a systematic review	Technology of acceptanc e, unified theory of acceptanc e and usage of technolog y	By using three major academic databases (ABI/INFORM global, Web of Science and Business Source Premier), this paper selected 76 manuscripts and produced a systematic review	Numerous antecedents and consequences that are commonly utilized in the literature on mobile banking are reported using the vote counting method. These were divided into five primary viewpoints: The perspectives of m- banking are based on qualities, customers,

Shaikh, Geo and Karjaluoto (2021)	How Relevant Are Risk Perceptions, Effort, and Performance Expectancy in Mobile Banking Adoption?	Perceived risk, performance expectancy, attitude and adoption intention	A survey design was used and 189 responses were received from across Pakistan	social impact, trust, and barriers. The direct impact of perceived risk (PR) was shown to be typically weak. However, the unique role that both risk and EE play in the adoption process is highlighted by EE's position as a strong driver of PE, ATT, and INT, as well as its large interaction with PR.
Firmansyah and Yasirandi and Utomo (2022)	The influence of efficacy, credibility, and normative pressure to M-banking adoption level in Indonesia	Perceived ease of use, self-efficacy, perceived credibility and attitude towards use	Using Technology Acceptance Model	The findings suggest that users of the M-Banking application have self-confidence and trust. However, users in Indonesia do not perceive the convenience and use provided by the M-Banking application.
Lee and Chen (2022)	Exploring users' adoption intentions in the evolution of artificial intelligence mobile banking applications: the	T task-technology fit (TTF), perceived cost, perceived risk and	This study used a convenience nonprobability sampling approach; a total of 451 responses were collected to	The findings demonstrate that anthropomorphism and intelligence boost users' propensity to accept mobile banking apps through trust and TTF. Higher

	intelligent and anthropomorphic perspectives	trust (organism)	examine the model	anthropomorphism levels, however, increase the perceived cost to users.
Sharma, Banerjee and Paul (2022)	Role of social media on mobile banking adoption among consumers	Attention, Interest, Desire, and Action-AIDA mode	A two-stage analytical approach with Structural Equation Modeling (SEM) and Neural Network (NN)	The findings indicate that social media influence is growing as cognitive level rises. The social media most heavily influences the Attention, Desire, and Action stages of the four cognitive stages of mobile banking adoption (Attention, Interest, Desire, and Action, or AIDA model).
Saprikis, Avlogiaris and Katarachia (2022)	A Comparative Study of Users versus Non-Users' Adoption Intention towards M-Banking Apps' Adoption	Unified Theory of Acceptance and Use of Technology (UTAUT) with ICT facilitators (i.e.,	The application of Confirmatory Factor Analysis and Structural Equation Modeling (SEM) statistical techniques	The results show a variety of distinctions between the variables influencing these two groups' inclination to embrace mobile banking apps, which offers fresh perspectives on the topic of m-banking app adoption in a subject

<p>Aslam, Luna and Muhammad (2023)</p>	<p>Do the Preceding Self-service Technologies Influence Mobile Banking Adoption?</p>	<p>Attitude, Percieved usefulness , Perceived ease and Intention</p>	<p>The partial least square-structural equation modeling (PLS-SEM) technique was employed on 257 useful responses to assess the hypotheses</p>	<p>reward and security) that hasn't been thoroughly studied.</p> <p>The results demonstrated that there is a substantial relationship between the AT toward ATMs and o-banking and the AT toward m-banking (ATMB). Furthermore, the PEOU of m-banking is highly impacted by the PEOU of ATM and o-banking. But in the case of PU, the sole factor influencing the utility of m-banking is the usefulness of o-banking.</p>
<p>Kumar, Singh, Khan and Corvello (2023)</p>	<p>The data from 253 users of age between 18–30 years were collected through a survey questionnaire and were analyzed using structural equation</p>	<p>Composit e reliability, convergen t validity and average variance extracted</p>	<p>The data from 253 users of age between 18–30 years were collected through a survey questionnaire and were analyzed using structural equation</p>	<p>The findings showed that adoption intentions were significantly positively influenced by performance expectancy, effort expectancy, social influence, and perceived financial cost. It was discovered that the facilitating</p>

Purohit and Arora (2023)	modeling with Amos 22.0 Adoption of mobile banking at the bottom of the pyramid: an emerging market perspective Perceived usefulness, perceived ease of use, perceived risk and perceived deterrents	modeling with Amos 22.0 conditions had no bearing on actual use, nevertheless. It was discovered that Data were while perceived risk collected from (PR) and perceived 332 bank deterrents (PDs) had a negative impact on BoP group attitudes toward through a mobile banking, questionnaire perceived usefulness based on (PU) and perceived previously ease of use (PEoU) validated scales have a favorable impact.
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2.4 Research Gap

Upon reviewing earlier research, it was discovered that the majority of studies (Sherpa 2015, Asmaths Nuru 2020, Chandrawati and Pandey 2015) focused on how people perceived mobile banking and its growth and effects. It was discovered that the research results in these studies had no foundation in the variance, standard deviation, or mean during the examination of the prior thesis. Based on 400 responses, the current study uses regression and correlation analysis. Similarly, the lack of widespread acceptance of mobile banking might be attributed to concerns about security, privacy, and trust.

Therefore, the primary goal of this study is to identify the elements that influence respondents' intentions. It was observed that the adoption of mobile banking and its significance have only been studied in developing economies in Nepal, such as Kathmandu and Pokhara, to understand the behavior intention of mobile banking. Additionally, the majority of the studies have focused on customer perception and how easy they find it to use mobile banking services. However, no specific study has examined respondents' perceptions of mobile banking. It was therefore selected as the study region. Mobile services are now available to a vast number of people owing to technological

advancements. The goal of the Nepali government's digital economy promotion is to give the populace timely and organized services. Therefore, it is crucial to connect banking services to mobile devices in order to boost public participation in financial services.

CHAPTER - III

RESEARCH METHODOLOGY

The research design, population and sample, nature and source of data, conceptual framework, and analytic approach comprised the structure of the chapter.

3.1 Research Design

In this study descriptive research design is be used. Descriptive research describes phenomena as it exist. This studies involve the systematic collection and presentation of data to give a clear picture of a particular situation. This studies attempt to obtain a complete and accurate description of a situation. Research design refers to the plan on how the researcher systematically collected and analyzed data from the field for the aim of answering the research questions. Research design refers to the framework or the roadmap through the research process is conducted for the aim of explaining the social phenomena under investigation.

3.2 Population and Sampling Procedure

One of the key steps in conducting a survey is choosing a sampling strategy. The sample size needs to be optimal in order to use sampling to find the best study outcome. Similar features to those of the entire population were taken into consideration when choosing the sample size. The study's demographic consists of people who utilize mobile banking. Convenient sampling was employed by the researcher to get data. The hard copy questionnaires were used to gather the data. Just 400 of the 500 surveys that were circulated have been returned.

3.3 Nature and Source of Data

To fulfill the study's primary goal. The survey method is used to gather primary data. The individual respondents to this study's questionnaire survey will provide the primary data. The survey's goal is to learn more about how mobile banking is being adopted.

3.4 Method of Analysis

This part, which is separated into the primary and secondary data sources, tries to demonstrate how the data was collected from the respondents. The main sources of data

were gathered using questionnaires and guidelines for organized interviews. Questionnaires were given to each responder in order to obtain the necessary data, with documentation serving as the secondary data collecting technique. The mobile banking users will receive the interview schedule.

Descriptive Statistics

Several statistical techniques have been employed in this work to compare the Figures and derive a single, significant result. Here are brief explanations of the statistical instruments.

Mean

The arithmetic mean is the most often used and well-liked metric for summarizing all of the data in one variable. It is computed by dividing the total number of things by the sum of all the items. The average value during the study period is represented by the means of the various variables.

$$\text{Mean } (\bar{X}) = \frac{\sum X}{n}$$

Standard deviation

The degree to which individual objects vary from a core value is known as dispersion. The absolute dispersion is measured by the standard deviation. The standard deviation increases with the degree of dispersion. A high level of observational regularity and series homogeneity is indicated by minimal standard deviations, and vice versa.

$$\text{Standard Deviation (SD)} = \sqrt{\frac{\sum (X - \bar{X})^2}{n}}$$

Correlation analysis

One statistical method for describing how closely one variable is related to another is correlation analysis. The current investigation has employed simple correlation. The correlation coefficient between the ensuing financial variables has been computed, analyzed, and displayed in a matrix format.

$$\text{Correlation Coefficient (r)} = \frac{n\sum xy - \sum x \sum y}{\sqrt{n\sum x^2 - (\sum x)^2} \sqrt{n\sum y^2 - (\sum y)^2}}$$

Coefficient of determination (r^2)

A measure of the degree of linear relationship or correlation between two variables—one of which is dependent and the other independent—is called the coefficient of determination. Stated differently, r is the overall percentage variance in the dependent variables. There are values for the coefficient of determination that range from zero to one. Only when the unexpected variation is zero, or when every data point in the scatterplot falls precisely on the regression line, can a value of one occur.

Regression analysis

Regression analysis indicates movement direction but not relative movement in the variables under investigation. We can determine the relative movement in the variables with the use of regression analysis. The following variable's regression analysis has been computed and interpreted (Rehman & Lashari, 2010). A statistical technique that makes it easier to estimate or forecast the value of the dependent variable from the value of the independent variable is multiple regression analysis.

3.5 Research Framework

The Technology Acceptance Model (TAM) variable, which includes structural certainty, ease of use, usefulness, trustworthiness, and security, should be examined between respondents' perceived adoption intentions and their actual adoption of M-banking, according to the literature study. Thus, the following is how the research conceptual framework is presented:

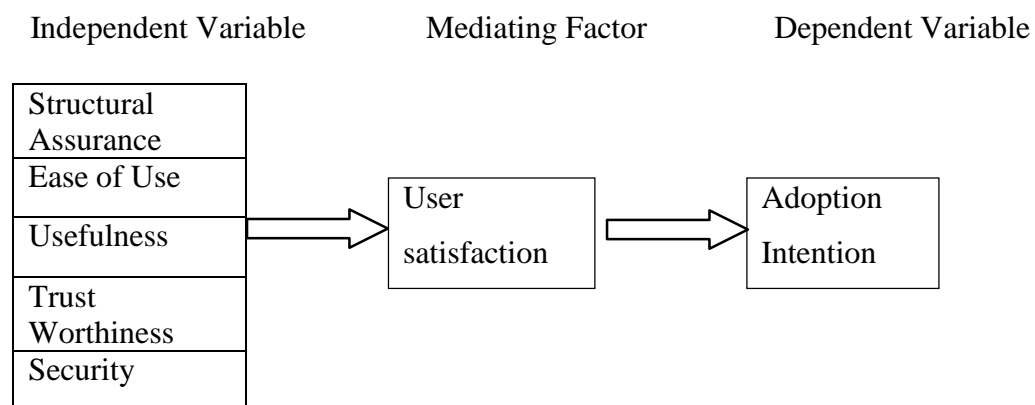


Figure 1

Research Framework

Source: Chuchuen (2016)

Structural Assurance

The term "structural assurance" (SA) refers to the existence of a technical framework that guarantees correct payment processing. It considers every legal aspect as well. Mobile banking is more vulnerable to data leaks and cyber-attacks than online banking. Based on mobile networks, which are more susceptible to Trojan and virus attacks, comes mobile banking. The assurance of successful mobile banking use is further influenced by factors such as access speed, usability, navigation, and UI appearance (Kim et al., 2004). Therefore, people are more likely to believe in the legitimacy of the service provider when they see a clear interface, strong navigation, and tidy layout. The three components of assurance are frequently aptitude, morality, and kindness. Ability refers to a service provider's capacity to carry out their duty of offering hassle-free banking services (Zhou, 2011).

Ease of Use

Models drawn from Theory of Reasoned Action (TRA) and its extensions provide the foundation for the majority of information systems (IS) adoption and usage. According to this idea, intentions—which are created based on an individual's attitude toward the activity and perceived subjective norms—come before human behavior. Subjective norms are people's ideas about what other people think about whether or not they should engage in a specific conduct. Subjective norms describe how a person views the impact of important people in their life, such as family, friends, mentors, and the media. A person's choices and actions are not entirely their own; rather, they are impacted by the thoughts, advice, and suggestions of other significant individuals (friends, coworkers, families, and society at large). As a result, this concept is pertinent to the investigation of mobile banking user acceptance (Ajzen, 1980).

Usefulness

According to Davis (1989), perceived ease of use refers to "the extent to which an individual believes that utilizing a specific system would require no effort." The degree to which a client feels a system is simple to use or understand is known as perceived ease of use. Customers will be more likely to use the mobile banking service if it is simple to use and understand. Numerous elements, including small screens, transactional concerns, and navigational difficulties, might make mobile services more complex. Since the construct of

perceived ease of use will hold true in the investigation of customer acceptance of mobile banking, it has been modified in this model.

Trust

Security is a crucial factor that needs to be taken into account while developing mobile commerce applications. According to Pousttchi and Wiedemann (2003) and Varshney (2003), the following are the main security requirements for a successful mobile financial transaction: confidentiality, authentication, integrity, authorization, and non-repudiation. Content and channel security are two major categories of security risks that mobile devices can encounter. Network security, device security, and mobile payment enabling application security are the different categories of wireless (mobile) security (Song, 2001). Because mobile commerce applications can determine a user's location, user privacy needs to be safeguarded (Tarasewich et al., 2002). The following claim can be deduced from the body of existing literature, which highlights the significance of security requirements for mobile services (Misra and Wickamasinghe, 2004).

Security

A secure mobile transaction may increase client confidence. When it comes to banking activities, customers' views of value vary between online and mobile platforms. Efficiency, convenience, and safety may enhance customers' perceptions of the relative values of using a mobile banking device and the internet for banking operations. Better device displays and advancements in mobile technology are probably going to make a difference and boost the use of mobile services. Understanding mobile banking from the customer's point of view will be made easier with the help of the model this article presents. India's urban and rural mobile banking markets have enormous growth potential. The primary problem with mobile banking in the current context is security. Compared to urban India, there are few alternative channels available in rural India. Rural India has a high rate of mobile phone usage, making it easy for banks to reach this population through mobile banking (Chuchuen, 2017).

User Satisfaction

The literature has extensively addressed the significance of user satisfaction (US) in the financial services industry. When it comes to determining whether or not customers would want to utilize mobile banking services in the future, user ease of use is crucial.

Additionally, happy customers will tell others about their positive experiences, which will promote brand loyalty (Mittal and Kamakura, 2001).

Adoption Intention

The notion of behavior intention (BI) is derived from the attitudes of consumers. It gauges how much a person likes or dislikes an outside stimulus. Getting clients to use a company's services is its ultimate objective (Yu, 2012). Individuals' intentions shape their behavior. Customers' behavior and intention to utilize a service are influenced by their opinions toward goods and services (Cheng et al., 2013). Adoption The intention to use mobile banking services boosts sales, which has a direct impact on a company's profit. The total value of services and ease of use had an impact on the link between behavior intention and service attributes. (Mian and Rizwan, 2013).

CHAPTER – IV

RESULTS AND DISCUSSIONS

The outcomes of the data analysis are covered in this chapter. The data is analyzed using the descriptive statistics method in order to test the study's premise and find answers to the research questions.

4.1 Descriptive Analysis

The use of costing, budgeting, regulating, performance evaluation, and decision-making management accounting methods in the responding institutions was rated. The scale for rating was 1 to 5. Each question on the five-point Likert scale has a code that indicates its response: 1 indicates "strongly disagree," 2 indicates "disagree," 3 indicates "neutral," 4 indicates "agree," and 5 indicates "strongly agree."

Table 2

Descriptive Statistics of Structural Assurance

Particular	N	Min	Max	Mean	SD
I would trust my telecommunication operator to provide secure data connections to conduct mobile banking	400	1.00	5.00	3.153	1.363
I know that mobile new structure and features can help me to learn many new thing.	400	1.00	5.00	3.347	1.323
I feel assured that legal and technological structures adequately protect me from payment problems on mobile Internet.	400	1.00	5.00	3.281	1.336
Mobile internet is a robust and safe environment in which to use mobile banking.	400	1.00	5.00	3.152	1.279
I feel confident that encryption and other technological advances on the mobile internet make it safe for me to use mobile banking.	400	1.00	5.00	3.355	1.326
Overall Mean and SD				3.257	1.325

Source: SPSS Output

Table 2 displays descriptive statistics for the structural Assurance sub-factor as a whole and for each individual component. The variables are measured using five statements. Every respondent filled out a five-point Likert scale response form. With a standard deviation of 1.325, the overall mean of Assurance is higher than 3, at 3.257. This demonstrates how good structural assurance could be used to achieve behavior intention.

Table 3

Descriptive Statistics of Ease of Use

Particulars	N	Min.	Max.	Mean	SD
Mobile banking is faster than visiting a bank.	400	1.00	5.00	3.090	1.351
Mobile banking is less time consuming than other banking option.	400	1.00	5.00	3.322	1.326
Learning to use mobile banking is easy for me.	400	1.00	5.00	3.282	1.355
Mobile banking is more accessible than visiting a bank.	400	1.00	5.00	3.157	1.287
Mobile banking is effortless than other banking.	400	1.00	5.00	3.285	1.367
Overall Mean and SD				3.227	1.337

Source: SPSS Output

Table 3 displays descriptive statistics for each item and the entire Ease of Use sub-factor. To measure the variables, there are five statements. All participants provided their answers using a five-point Likert scale. With a standard deviation of 1.337, the total mean of ease of use is higher than 3, at 3.227. This indicates that Adoption Intention may be advantageous and beneficial when considering Ease of Use.

Table 4

Descriptive Statistics of Adoption Intention

Particulars	N	Min	Max	Mean	SD
I intend to change mobile banking of next bank because of limited cost.	400	1.00	5.00	3.22	1.327
I intend to use mobile banking to accomplish my banking tasks.	400	1.00	5.00	3.60	1.341
I intend to use mobile banking systems and transactions properly.	400	1.00	5.00	3.47	1.416
I intend to increase my use of the mobile banking systems in the future	400	1.00	5.00	3.17	1.223
I intend to learn more about using mobile banking at anywhere.	400	1.00	5.00	3.17	1.541
Overall Mean and SD				3.326	1.369

Source: SPSS Output

Table 4 displays descriptive statistics for Adoption Intention overall and for specific items. The variables are measured using five statements. Every respondent filled out a five-point Likert scale response form. With a standard deviation of 1.369, the total mean of adoption intention is higher than 3. It is 3.326. This demonstrates how adoption intention strategy may be used to gain behavioral intention.

Table 5

Descriptive Statistics of User Satisfaction

Particulars	N	Min	Max	Mean	SD
I derive utmost enjoyment in using mobile banking services.	400	1.00	5.00	3.18	1.349
I place a great value on improved quality of life and other personal gains that can be achieved from using mobile banking services	400	1.00	5.00	3.35	1.321
A mobile banking transaction is relevant to my work and helps me in attaining personal satisfaction	400	1.00	5.00	3.28	1.352
I derive utmost enjoyment in using mobile banking services.	400	1.00	5.00	3.17	1.286
I am quick to use technologies when introduced.	400	1.00	5.00	3.32	1.359
Overall Mean and SD				3.26	1.334

Source: SPSS Output

Descriptive statistics for specific User Satisfaction items are displayed in Table 5. The variables are measured using five statements. Every respondent filled out a five-point Likert scale response form. With a standard deviation of 1.334, the total mean of user satisfaction is 3.26, which is higher than 3. This demonstrates that proper adoption intention could lead to contentment.

Table 6

Descriptive Statistics of Security

Particular	N	Min	Max	Mean	SD
Security concerns prevent me from checking accounts using mobile phones.	400	1.00	5.00	3.24	1.323
Using mobile banking is risky.	400	1.00	5.00	3.61	1.336
I fear misuse of personal information when using mobile banking services.	400	1.00	5.00	3.49	1.407
I fear that I will lose money when making bank transfer.	400	1.00	5.00	3.17	1.215
I fear using mobile banking because I think people will access my account.	400	1.00	5.00	3.17	1.544
Overall Mean and SD				3.36	1.365

Source: SPSS Output

The security, or adoption intention component, is depicted descriptively in Table 6. The variables are measured using five statements. Every respondent filled out a five-point Likert scale response form. With a standard deviation of 1.365, the overall mean security factor is 3.36, which is higher than 3. This demonstrates strong organizational performance in relation to worker security.

Table 7

Descriptive Statistics of Usefulness

Particular	N	Min	Max	Mean	SD
By using mobile, I save a lot of useful time.	400	1.00	5.00	2.963	1.238
Using mobile banking would make it easier for me to caring out of my tasks	400	1.00	5.00	2.957	1.324
Mobile banking service providers are open and responsive to customer needs.	400	1.00	5.00	2.612	1.009
Using mobile banking is useful as enables me to accomplish my task more quickly	400	1.00	5.00	2.856	1.186
Mobile banking can provide timely financial transaction.	400	1.00	5.00	2.718	1.142
Overall Mean and SD				2.821	1.180

Source: SPSS Output

The descriptive statistics for each component and the entire Usefulness sub-factor are displayed in Table 7. The variables are measured using five statements. Every respondent filled out a five-point Likert scale response form. With a standard deviation of 1.180, the total mean of usefulness is 2.821, not quite as high as 3, but still rather close. This demonstrates that effective Usefulness was insufficient to bring about happiness and good intentions.

Table 8

Descriptive Statistics of Trust worthiness

Particular	N	Min	Max	Mean	SD
I believe mobile banking service is trustworthy.	400	1.00	5.00	3.016	1.252
I believe mobile banking service provider keep their promises and commitments.	400	1.00	5.00	2.963	1.305
I believe mobile network operations are trustworthy	400	1.00	4.00	2.489	0.886
I believe the technology behind mobile banking services can be trusted.	400	1.00	5.00	2.739	1.280
Goodwill of the service provider has important influence in choosing mobile banking services.	400	1.00	5.00	2.596	1.117
Overall Mean and SD				2.761	1.168

Source: SPSS Output

Table 8 displays descriptive data for each component individually and for trustworthiness overall. The variables are measured using five statements. Every respondent filled out a five-point Likert scale response form. The total mean of trustworthiness, with a standard deviation of 1.168, is less than 3. The user's contentment and intention from trustworthiness are poor.

Table 9

Descriptive Statistics of Adoption Intention

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Security	400	1.00	4.40	2.202	.554
Assurance	400	1.00	5.00	2.453	.597
Ease of Use	400	1.00	5.00	2.456	.724
Trust Worthiness	400	1.00	4.40	2.242	.559
Usefulness	400	2.20	4.60	3.326	.580
User Satisfaction	400	1.00	4.20	2.397	.654
Adoption Intention	400	1.00	4.40	2.433	.683

Source: SPSS Output

The adoption intention factor, or security, is depicted descriptively in Table 9. The variables are measured using the five behavior intention factors. Every element reported its overall score on a five-point Likert scale. This demonstrates good intentions for the security, assurance, usability, usefulness, and trustworthiness of the employees.

4.1.1 Relationship between effectiveness of Assurance, Ease of Use, Usefulness, Security and Trust worthiness

One sample t-test was used to determine the opinion of respondents towards the effectiveness of behavior intention and its impact on security. In this study, total of four variables *viz.* Assurance, Ease of Use, Usefulness, Security and Trust worthiness were considered as the major factors determining the effectiveness of behavior intention.

Table 10

Correlation Analysis

Variables	Security	Assurance	Ease	Usefulness	Trust	Satisfaction	Intention
Security	1						
Structural Assurance	.494**	1					
Ease of Use	.273**	.525**	1				
Usefulness	0.022	0.067	0.022	1			
Trust Worthiness	.872**	.592**	.290**	0.021			
Satisfaction	.380**	.650**	.570**	0.018	.433**	1	
Adoption Intention	.248**	.520**	.627**	-1.377*	.277**	.667**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output

In commercial banks, security, assurance, and usability are strongly connected with effective BI. At the 0.05 level of significance, adoption intentions have demonstrated a strong negative connection with trustworthiness. Similarly, at the 0.01 level of significance,

adoption intention demonstrates a strong positive link with security, structural assurance, usability, and satisfaction.

4.1.2 Effect of Assurance, Usefulness, Satisfaction, Trust Worthiness, Security, Ease of Use on Adoption Intention

Table 11

Model Summary of Adoption Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736a	.541	.534	.46616

a. Predictors: (Constant), assurance, usefulness, satisfaction, trust worthiness, security, ease of use

The percentage of Adoption Intention variability that can be accounted for by independent factors is shown by the R2 value. R2 (coefficient of determination) is 0.541, meaning that certainty, utility, satisfaction, trustworthiness, security, and ease of use account for 54.10% of the variation in adoption intention.

Table 12

ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.723	6	16.787	77.251	.000b
	Residual	85.402	393	.217		
	Total	186.124	399			

a. Dependent Variable: Adoption Intention

b. Predictors: (Constant), assurance, usefulness, trust worthiness, satisfaction, security, ease of use

The overall summary and significance of the independent and dependent variables are displayed in the ANOVA table. This table shows that, at significance level 0.05 (P-value of $0.000 < 0.05$), the relationship between the independent variables structural assurance, usefulness, contentment, trustworthiness, security, and ease of use and the dependent variable adoption intention is statistically significant.

Table 13

Regression Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.564	.175		3.213	.001
	Security	.006	.087	.005	.072	.004
	Assurance	.111	.060	.097	1.850	.050
	Ease of Use	.329	.041	.349	8.087	.000
	Satisfaction	.456	.050	.436	9.027	.000
	Usefulness	-.034	.040	-.029	-.834	.005
	Trust worthiness	-.091	.093	-.075	-.983	.003

a. Dependent Variable: Adoption Intention

Source: SPSS Output

In terms of the regression coefficient's statistical significance, the t-value and corresponding P-value are taken into account. For example, for a, the t-value is 3.213 and the P-value is 0.01 or 1%. It demonstrates the statistical significance of computed " β_0 ." Usefulness and trustworthiness have a negative impact on adoption intention; both have significant effects at the 5% significance level, with coefficients of -0.034 and -0.091. In a similar vein, adoption intention is positively significantly impacted by ease of use and satisfaction.

Given that the usefulness and trustworthiness beta coefficients are -0.834 and -0.983, respectively, an increase of one unit in these values will result in a corresponding fall of 0.834 and 0.983 units in adoption intention. According to the standardized beta coefficient, intention is most affected by satisfaction and simplicity of use, then assurance. The unstandardized coefficient of security is 0.006, indicating that assurance has a favorable impact on adoption intention. At the 5% level of significance, the structural assurance p-value of (0.050), or 0.05, indicates significance. As suggested by t statistics 1.850, this suggests that structural assurance has a positive and significant impact on adoption intention.

Similarly, assurance's unstandardized coefficient of determination is 0.111, indicating that usefulness has a favorable impact on adoption intention. The usefulness p-value is (0.005), which is significant at the 10% level of significance but less than (0.05) at the 5% level. As

suggested by t statistics 1.850, this suggests that structural assurance has a positive and significant impact on adoption intention.

The ease of use unstandardized coefficient is 0.329, indicating a positive relationship between ease of use and adoption intention. At the 5% level of significance, the p-value for this variable is (0.000), which is less than (0.05).

Thus, this indicates that there is a positive significant effect of ease of use on Adoption Intention, as it indicated by t statistics 8.087. Similarly, satisfaction is also significant at 5% level of significance with coefficient of 0.456. Further, we also understand form standardized coefficients, Usefulness explain lower effects on customer satisfaction.

4.2 Discussion

From the primary data collection from respondents know about their perception. From their perceptive for mobile banking, there is some issue and they identified the problem that they face when they are used the mobile banking like trust, security, limited money transaction.

Previous study of (Sherpa, 2015; Nurus, 2020; Chandrawati & Pandey, 2015) are only study about particular bank and their customer adoption, perception and influencing factor on mobile banking but in these research on respondent's perception on mobile banking. For known about their thought about mobile banking. From the survey above given it seems many of respondents seems enjoying mobile banking because most of the respondents already experience it.

Mobile banking has become a popular in general due to convenience that it gives its customers; they can pay bills and make cash transfer through mobile banking which is similar to the findings of Aslam, Luna and Farhat (2023). It offers many advantages than Internet banking and banking in person and it is not similar to the findings of Purohit and Arora (2023). From this research we analyze factors influencing the adoption and usage of mobile banking. Many factors are influencing the perception of mobile banking: fast internet connection, smart phones, no network etc.

There is a dearth of data on respondents' perceptions of mobile banking, and there are very few relevant theses. If discovered, the subject is distinct and includes things like consumer perception, customer happiness, and factors that influence the adoption of mobile banking, among other things. Sherpa (2015). The results demonstrate that attitude and perceived behavioral control factors, but not technology factors, can predict respondents' perceptions of mobile banking services. These findings are in line with the findings of Saprikis, Avlogiaris, and Katarachia (2022) but contradict those of Rajaram and Vinay (2021).

The technological aspects are comparatively favorable, with respondents expressing satisfaction with mobile banking. One reason could be that most respondents have smartphones and wanted to try mobile banking because it is known in Nepal. They can therefore evaluate mobile banking on their phone in an efficient manner. The ease of use of mobile technology is positively correlated with individuals' perceptions that employing modern technology will enhance their performance and improve their image and position in society. These findings are consistent with those of Kumar et al. (2023) and Souiden et al. (2021).

According to the study, respondents found usefulness to be equally important as other variables. However, the topic of trust and security was less favorable than other variables because many respondents expressed fear about utilizing mobile banking in terms of trust and security. Many respondents shared their thoughts on mobile banking, which are centered around trust, security, and small-scale financial transactions.

CHAPTER - V

SUMMARY AND CONCLUSION

This concludes the study's chapter. The overview and findings from the data analysis are presented in this chapter. Three pieces make up the full study. The study and a broad synopsis of the research findings are provided in the first section. The study's conclusion is presented in the second section. The advice based on the results of the research project is included in the final portion of this chapter.

5.1 Summary

The basis for this research is an examination of respondents' perceptions on mobile banking. The major goals of the analysis are to determine what factors influence the uptake and utilization of mobile banking, as well as the degree to which respondents see the service, and to examine the facilities that the bank offers for mobile banking (such as balance inquiries, cost transactions, bill payment, etc.). The study investigates respondents' perceptions of mobile banking responses. These are representative of all respondents who use mobile banking. 400 respondents, ranging in age, gender, and educational background, participated in the survey. They were asked if they had a mobile banking subscription, why they used it, and how long they had been using it. The purpose of this study is to complete the master of business studies requirements.

First, a review of the literature was done. A theoretical framework was created based on a survey of the literature to determine the variables influencing how people perceive mobile banking. Technology, ease of use, usefulness, trust, satisfaction, and security are the six main factors that this study has taken into account. The dependent variable is adoption intention.

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 Contrary to 2. Contrary to 3. Indifferent 4. I concur; and 5. I strongly concur. After then, the respondent's response was gathered. The survey was sent out to Kathmandu respondents on a convincing basis. The

response was gathered through the use of practical sampling. SPSS was utilized to determine the data analysis outcome.

Then, in order to find out how respondents would like to use mobile banking, we gather data. The majority of respondents use mobile banking to pay bills, transfer funds, and check their balance. According to this survey, respondents from Kathmandu are quite accustomed with using mobile banking services to exchange money. According to a descriptive study of the variables, each variable has a mean value between 3.5876 and 2.1443, indicating that respondents generally agree with the statement that was presented to them. In conclusion, consumers believe that mobile banking simplifies banking transactions and is helpful for managing time and finances. On the other hand, respondents feel more at ease utilizing mobile banking and making financial transactions.

In a similar vein, respondents had extensive knowledge of mobile financial services, including ATMs, mobile banking, online banking, and so forth. The majority of responders use their savings accounts extensively for their personal lives. It is challenging to comprehend and helpful to knowledgeable individuals. Mobile banking is convenient for innovation and reduces uncertainty, as indicated by the majority of responders who can utilize it for at least a month. The number of mobile users in Nepal is growing daily as a result of the convenience, time-saving benefits, and ease of funding transactions offered by mobile banking. The government of Nepal can take the lead in promoting mobile banking because there is easy access to technology support in the country.

5.2 Conclusion

In conclusion, it can be inferred from the research methods and literature that mobile banking in Nepal will continue to advance. The majority of respondents in Kathmandu utilize mobile banking. According to the poll, the majority of respondents' concerns center on security, trust, and small-scale financial transactions. Every year, the number of people using mobile banking rises, with varying percentages, particularly in cities where technology is advancing quickly. With the use of technology, Nepal's old banking system has evolved into a modern one offering a variety of services like ATMs, online banking, and mobile banking.

Although mobile banking is not yet entirely available in Nepal's rural areas, numerous organizations are working on various projects and initiatives to spread awareness of mobile banking. Currently, over 70% of Nepalese families lack access to banking services, but it is anticipated that the introduction of mobile banking in various regions of the country will provide these households with more knowledge about standard banking practices. It is also anticipated that mobile banking will bring about a significant transformation in Nepal's payment systems, improving the efficiency and quality of life for the country's citizens in terms of financial transactions.

According to the correlation result, usefulness is adversely significant at the 0.05 level of significance, but security, structural assurance, simplicity of use, trust, and satisfaction are favorably significant at the significance level of 0.01. Similarly, at significance level 0.01 the regression result demonstrates that the effects of assurance, usefulness, contentment, trustworthiness, security, and simplicity of use on adoption intention are statistically significant. At the 0.05 level of significance, security, certainty, ease of use, and contentment are favorably significant on adoption intention, while usefulness and trustworthiness are adversely significant.

5.3 Implication

Based on the goal, outcomes, and conclusions of the sail study. The present investigation implies the subsequent implication: -

- Customers of banking and commercial institutions should be well informed about the value of mobile banking and security.
- With regard to security and trustworthiness, the researcher advises financial institutions to enhance system security that oversees banking transactions in order to safeguard their mobile banking customers from cyberattacks.
- A lot of respondents in this study shared their opinions about trust, security, limited transactions, etc.; further research on these subjects would be appropriate.
- With regard to network coverage, the researcher advises the financial institution to collaborate with national mobile providers such as Ncell, NTC Sky, and others in order to expand network coverage to their banking clientele.
- In terms of customer support, financial institutions should guarantee that clients utilizing mobile banking receive assistance whenever necessary.

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QUESTIONNAIRES

Dear respondent,

I am conducting this questionnaire survey for an academic research as required by the MBS program. The title of my research is “Mobile Banking Adoption: A Test of Mediation Model” I would like to state that this research is purely for an academic purpose and I am simply interested in your candid and honest opinion. I assure you that strict confidentiality will be maintained and the information furnished by you will be used only for the academic purpose.

Thanking for your Cooperation

Ashok Panthi

MBS student

Shanker Dev Campus, Kathmandu

Name (Optional).....

Gender

- i. Male
- ii. Female

Age

- i. Below 20
- ii. 20-25
- iii. 25-30
- iv. 30 above

Education Stream

- i. MBS
- ii. M.SC
- iii. MBM
- iv. M.ED

How long have you been doing transactions with your bank?

- i. 1 year
- ii. 2 year
- iii. 3 year
- iv. More than 3 years

Have you subscribed to Mobile Banking services?

- i. Yes
- ii. No

What do you use mobile banking for?

- i. Fund transfer
- ii. Balance inquiry
- iii. Pay Bills
- iv. Ticket's

Ranking Likert Scale

Strongly Disagree – 1

Disagree – 2

Neutral – 3

Agree – 4

Strongly Agree - 5

Structural Assurance

Particular	1	2	3	4	5
I would trust my telecommunication operator to provide secure data connections to conduct mobile banking					
I know that mobile new structure and features can help me to learn many new thing.					
I feel assured that legal and technological structures adequately protect me from payment problems on mobile Internet.					
Mobile internet is a robust and safe environment in which to use mobile banking.					
I feel confident that encryption and other technological advances on the mobile internet make it safe for me to use mobile banking.					

Ease of Use

Particular	1	2	3	4	5
Mobile banking is faster than visiting a bank.					
Mobile banking is less time consuming than other banking option.					
Learning to use mobile banking is easy for me.					
Mobile banking is more accessible than visiting a bank.					
Mobile banking is effortless than other banking.					

Usefulness

Particular	1	2	3	4	5
By using mobile, I save a lot of useful time.					
Using mobile banking would make it easier for me to caring out of my tasks					
Mobile banking service providers are open and responsive to customer needs.					
Using mobile banking is useful as enables me to accomplish my task more quickly					
Mobile banking can provide timely financial transaction.					

Trust Worthiness

Particular	1	2	3	4	5
I believe mobile banking service is trustworthy.					
I believe mobile banking service provider keep their promises and commitments.					
I believe mobile network operations are trustworthy					
I believe the technology behind mobile banking services can be trusted.					
Goodwill of the service provider has important influence in choosing mobile banking services.					
I believe mobile banking service is trustworthy.					

Security

Particular	1	2	3	4	5
Security concerns prevent me from checking accounts using mobile phones.					
Using mobile banking is risky.					
I fear misuse of personal information when using mobile banking services.					
I fear that I will lose money when making bank transfer.					

I fear using mobile banking because I think people will access my account.					
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User Satisfaction

Particular	1	2	3	4	5
I derive utmost enjoyment in using mobile banking services.					
I place a great value on improved quality of life and other personal gains that can be achieved from using mobile banking services					
A mobile banking transaction is relevant to my work and helps me in attaining personal satisfaction					
I derive utmost enjoyment in using mobile banking services.					
I am quick to use technologies when introduced.					

Behavioral Intension

Particular	1	2	3	4	5
I intend to change mobile banking of next bank because of limited cost.					
I intend to use mobile banking to accomplish my banking tasks.					
I intend to use mobile banking systems and transactions properly.					
I intend to increase my use of the mobile banking systems in the future					
I intend to learn more about using mobile banking at anywhere.					

THANK YOU