UNIVERSITY STUDENTS' INTENTION TOWARDS MOBILE BANKING

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Certification of Authorship

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **"University Students' Intention towards Mobile Banking".** The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

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

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Sudeep Subedi

Date of submission: 2078/08/14

Recommendation Letter

This is certify that the dissertation entitled **"University students' intention towards mobile banking"** submitted by Sudeep Subedi is an original piece of research work carried out by the candidate under my supervision. Literary presentation is satisfactory and the thesis is in a form suitable for publication. Work evinces the capacity of the candidate for the critical examination and independent judgment. Candidate has put in at least 60 days after registering the proposal. The thesis is forwarded for examination.

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Approval Sheet

We have examined the dissertation entitled "**University Students' Intention towards Mobile Banking"** presented by Sudeep Subedi for the degree of Master of Business Management. We hereby certify that the dissertation is acceptable for the award of degree.

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Sudeep Subedi

Abstract

The increased use of mobile technology makes mobile banking services more engaging to explore among students who are becoming more techno friendly. The aim of this study is to investigate the factors that influence the university student's intention towards mobile banking. A quantitative approach was followed making use of questionnaires for the collection of data. The theoretical framework for the study was based on the different literature reviews. Using multiple regression analysis, the results suggest that overall, the independent variables, Trust, Security, Social influence, Attitude, Quality of services may account for 62.6% of the explanatory power for the dependent variable, intention to use mobile banking. In addition, the result have shown some strong predators (Trust, security, quality) that influence student's intention to use mobile banking. The students also have some form of trust as shown by their continued usage of mobile banking facilities. Attitudes towards mobile banking are positive which motivates them to continue using mobile banking. The paper provides an understanding about the dynamics between the factors that influence students to adopt mobile banking.

Table of Contents

List of Tables and Figure

Abbreviation

A	=	Attitude
BFIs	=	Bank and Financial Institution
ETC	=	ET cetera
FY	=	Fiscal Year
I	=	Intention to Use
IBS	=	Internet Banking Service
IT	=	Information Technology
Ltd	=	Limited
MB	=	Mobile Banking
MBA	=	Masters of Business Administration
MBA-F	=	Masters of Business Administration in Finance
MBM	=	Masters of Business Management
MBS	=	Masters of Business Studies
NIBL	=	Nepal Investment Bank Limited
NRB	=	Nepal Rastra Bank
PDA	=	Personal Digital Assistants
PEOU	=	Perceived Ease of Use
Q	=	Quality
QR	=	Quick Response
S	=	Security
SEM	=	Structural Equation Modeling
SI	=	Social Influence
T	=	Trust
TAM	=	Technology Acceptance Model
UTAUT	=	Unified theory of Acceptance and Use of Technology

CHAPTER I
INTRODUCTION

1.1   Background of the study

Mobile banking or m-banking is the act of performing online financial transactions with the help of mobile telecommunication devices such as mobile phones or tablets. Mobile banking is defined as "a channel whereby the consumer interacts with a bank via a mobile device, such as a mobile phone or personal digital assistant. In that sense, it can be seen as a subset of electronic banking and an extension of internet banking with its unique characteristics" (Laukkanen and Passanen, 2008).

The growing use of mobile devices today in Nepal and other developing countries is proving to be an efficient medium to provide financial services to customers at their doorsteps (Poudyal & Karmacharya 2010). This efficiency of mobile banking is one of the major reasons behind our research. The efficiency can be useful in providing financial services in geographically remote areas of Nepal, where branch banking is costly and difficult because of the lack of infrastructures in remote areas. The use of mobile devices as a new channel in providing financial services has been admirable and it can contribute significantly towards developing financial institutions that are based in Asia and Africa (ProSecurity zone, 2010).

Mobile phones are almost a necessity in today's busy world. Mobile phone use has grown rapidly since the first mobile call in 1973 to become the most universal technology in the world, with more than four billion people (well over half the global population) connected (Simon Bransfield-Garth, 2010).

"Mobile banking presents an excellent example of a mobile technology breakthrough in the banking sector, enabling customers to independently produce financial transactions (i.e., balance inquiries, fund transfers, payment of bills) through mobile devices, smart-phones, or Personal Digital Assistants (PDA) at the time and place that customers choose" (Alalwan, Dwivedi & Rana, 2017).

In the last couple of years, mobile banking users have multiplied remarkably as compared to the usage of debit or credit cards (Mobile banking catching on fast: Here's the proof,

2018). Moreover, the improved utilization of smartphones has extended the enthusiasm for M-banking offerings, prompting almost every financial institution to offer this revolutionary service in conjunction with a novel set of products and applications planned to stretch out their customer reach. As a result of this, the mobile phone has transformed into an indispensable gadget for the day-to-day activities of banking customers.

Banks need to investigate mobile banking patterns to have a better comprehension of the market thereby, can stay forward of others. In due course of time, many financial institutions, however, have attempted to incorporate this innovation in their banking process and as of now, the position of banks which have been permitted to provide Mobile banking services in Nepal. The statistics show that the number of mobile users in Nepal is higher than the number of people having access to formal financial services (Poudyal & Karmacharya 2010). The higher number of mobile users compared with people having access to formal financial services motivated us to conduct our research for finding out the true intention of university students towards mobile banking.

Banking History of Nepal

Due to a lack of historical data, it is very difficult to trace the history of the banking system in Nepal. The history of banking in Nepal dates back to the year 1937 AD with the establishment of Nepal Bank Limited as the first commercial bank in Nepal. It was established as a semi-government bank with Metallic coins worth NRs 10 million as the authorized capital. Banknotes in Nepal weren't introduced up until the mid-1940s. It was in the year 1945 that the earliest banknotes were issued by the treasury *"Sadar Muluki Khana"*. These notes were signed by a **"***Khajanchi***",** the head of the treasury who also was a high Hindu Priest.

Later in the year 1955, the Nepal Rastra Bank Act was formulated for a better banking system, and Nepal Rastra Bank was established in 1956 as the Central Bank of Nepal**.** The banking sector in Nepal has faced many hurdles and hindrances. It has undergone various political conflicts and instability. But today, it stands more liberalized and modernized. There are various types of banks working in the modern banking system in Nepal. As per the list issued by NRB as of Mid-June 2018, the modern banking sector includes 28 Commercial Banks, 33 Development Banks, 25 Finance Companies, and 63 Micro Credit Development Banks (Khalti, 2018).

In the past two decades, many banks were established in Nepal as the government encouraged the foreign banks to start their operation by creating a flexible privatization policy and free economy. So, in recent years, the banking sector of Nepal has been converted into too much competitive and profitable industry. Different foreign banks have emerged recently which have further increased competition. Mobile banking and Internet banking services are being provided by the BFIs to its customers who allow its users to perform financial transactions on a digital mode like Electronic Fund Transfer, QR Payments, Utility Payments, Direct Debit, and Direct Credit. Mobile banking is done by using a mobile device such as a Smartphone or tablet. In FY 2076/77, the number of mobile banking users increased by 35.46 percent and reached 11,306,797 (Nepal Rastra Bank, 2020-2021).

1.2   Problems statement

In Nepal, there are only a few studies have been done in this research area. Although some researchers have done some research in this area about internet banking, they do not focus on university students. According to Yu (2013) despite the numerous perceived benefits for customers, the actual usage of m-banking has not increased at a rate as initially anticipated. They further state that one of the main reasons for m-banking not being widely accepted is the lack of trust in m-banking services. While there are 5 billion mobile users globally, only 200 million make use of m-banking services (Jeong & Yoon, 2013). The researchers have focused on the developed country to search for information rather than a developing country. The results from the researches might not be relevant due to the respondents, educational background, culture, and personal preferences. In Nepal, there are relatively low and less researches about the intention of mobile banking among university students. Although few pieces of research are related to online banking, electronic commerce, mobile banking, and electronic business. Mobile banking research in Nepal is still in the stage to progress further. The use of mobile banking has not spread in fact as expected (Kim et al., 2009; Laukkanen, 2007; Laforet and Li, 2005).

Most consumers have adopted a mix of traditional as well as electronic channels to satisfy their banking needs. For example, a consumer may schedule and authorize payment via mobile banking but may use internet banking to check the status of the transaction. A consumer may also prefer the personal touch of the bank employee at the branch while applying for a loan or other similar financial products.

The challenges which banks face regarding mobile banking are the issues regarding mobile banking transactions and how to uniformly provide its mobile banking services over different types of mobile handsets student population represents a profitable segment in the long run but many banking service providers have yet to uncover their full potential (Bond & Hsu, 2011). Moreover, current literature on the quality of banking service provision tends to neglect the voice of this specific market segment (Ozretic-Dosen Zizak, 2015). This study attempts to provide further insight into the factors that lead customers, particularly the student population to express an intention to use m-banking services. It is believed that different consumer characteristics can be associated with different expectations.

Hence, the banks need to improve their service quality, security, privacy, accessibility by understanding the customer's perception and expectations to create satisfied customers. Mobile banking failures cause the banks to lose their customers if the banks fail to deliver according to the customer expectation which affects customers' satisfaction. Therefore, further understanding of mobile banking will help to improve the market share of this industry. This research is essential for the university students to understand the Nepalese structure environment and perception of Mobile banking in the Nepalese population.

This study has tried to address the following research questions:

1. What are the factors that influence the university students' intention towards mobile banking?
2. Is there any relationship between each of the independent variables (Trust, Security, Social influence, Attitude towards use, Quality of Service) on the university students' intention towards mobile banking?
3. Is there any effect of an independent variable (Trust, Security, Social influence, Attitude towards use, Quality of Service) on the university students' intention towards mobile banking?

1.3 Objectives of the study

The major objective of the study is to investigate the university students' intention towards mobile banking. The study aims to achieve the following objectives:

1. To identify the factors that influence the university students' intention towards mobile banking.

2. To examine the association between each of the independent variables (Trust, Security, Social influence, Attitudes towards use, Quality of service) on the intention of mobile banking among university students.

3. To analyze the impact of independent variables (Trust, Security, Social influence, Attitudes towards use, Quality of service) on the intention of university students' towards mobile banking.

1.4   Hypothesis

Based on the research questions the present study proposes the following hypothesis:

Hypothesis 1 (H1):   Trust has a significant positive effect on university students' intention towards mobile banking.

Hypothesis 2 (H2): Security has a significant positive influence on university students' intention towards mobile banking.

Hypothesis 3 (H3): Social influence has a significant positive effect on university students' intention towards mobile banking.

Hypothesis 4 (H4): User attitude towards mobile banking has a significant positive influence on university students' intention towards mobile banking.

Hypothesis 5 (H5): Quality of service has a significant positive effect on university students' intention towards mobile banking.

1.5   Rationale of the study

The rationale of the study is to understand the customer's intention, perception and expectation regarding mobile banking services which will be helpful to the banks to improve their service quality, security, privacy, accessibility in order to create satisfied customers. So, in this regard, this research paper intends to further understanding on the mobile banking which helps to improve the market share of banking industry. This research paper also helps to understand the Nepalese structure environment and perception of mobile banking in Nepalese population. For this, here are some determinant variables that this research paper inspects with. They are trust, perceived value, and social

influence, Attitude towards use and need of mobile banking. It would be more efficient for the government to predict future actions to promote the mobile banking and give a favorable environment to promote digital economy in collaboration with Banks and financial institutions through technological advancement which leads to the economic development of the country.

1.6 Limitations of the study

The first limitation of this study is that it is only conducted among youth who are pursuing their MBS, MBA, MBA-F, and MBM degrees from Tribhuvan University in Kathmandu Nepal. Therefore, a generalization of this study regarding the intention of using mobile banking among university students to the larger section of society in Nepal may not be applicable. As the context of the intention of using mobile banking by students differs in other places than that of Kathmandu. Besides this, the research has been done in a limited time frame, with limited articles, and also with limited resources in closed premises.

1.7 Organization of the study

On this research, the study is carried out through different stages and procedures, as it is necessary. The study has been organized on following chapters in order to make the study easy to understand:

Chapter-I: Introduction

This chapter covers background of the study, focus of the study, statement of the problem, objectives of the study, significance of the study, theoretical framework, research hypothesis and , limitations of the study.

Chapter-II: Literature Review

This chapter is the brief review of literature related to this study. It includes a discussion on the conceptual framework and review of the major studies and research gap.

Chapter-III: Research Methodology

This chapter deals with the methodology followed to achieving the objective of the study, which include research design, population and sample, sampling procedure, collection of data and data analysis tools and techniques.

Chapter-IV: Results and Discussion

This chapter deals with presentation, analysis and interpretation of data, collected from various sources. It also includes the major finding of the study.

Chapter-V: Summary and Conclusion

This chapter includes brief sketch of the study, conclusions and recommendations or implications. Finally, references and appendices are also included at the end of the study.

CHAPTER II
LITERATURE REVIEW

2.1   Introduction

Review of literature means reviewing research studies of other relevant propositions in the related area of the study so that all the past studies, their conclusions and deficiencies may be known and further research can be conducted. This part of the study highlights available literature related to this research which makes base of knowledge for the study. A short glance of past studies in university student's intention is presented in this chapter. Different studies carried over different time periods across different places have given varying results. In the context of Nepalese financial market, no sufficient studies have been made in the area of university student's intention towards mobile banking. However, some articles and journals which are related to Intention to use mobile banking by students are consulted and reviewed.

2.2   Theoretical review

Mobile banking is considered the most value-adding and important mobile commerce application available (Baptista & Oliveira, 2015). Laukkanen and Kiviniemi (2010) defined mobile banking as "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." Mobile banking services allow customers to check account balances, transfer funds between accounts and make electronic bill payments. They thus have vast market potential because of their always-on functionality and the option for customers to bank virtually any time and anywhere.

Risk and privacy issues have been identified as major contributing factors for the slow uptake of mobile banking (Dupas *et al*., 2012). However, Rammile and Nell (2012) revealed that students do not consider m-banking to be prone to risk. Students and youth, in general, are most likely to be familiar with the use of mobile technology hence perceptions of risk associated with m-banking may be reduced. Risk and privacy are related to trust in the banking industry – which is especially important when banks are trying to increase their customer base and improve their services by introducing technological innovations (Dupas *et al*. (2012). Dupas *et al*. (2012) further suggest that

most people are unaware of alternate possible banking options, as opposed to standard Internet banking using desktops and face-to-face banking. In a study that set out to determine the barriers to m-banking, Gross, Hogarth, Schmeiser (2012) found that consumers' current banking needs were satisfied without them having to change to m-banking. This finding concurs with what Monitise (2012) found – the greatest barrier to the adoption and use of m-banking is that many customers prefer Internet and traditional retail banking because they perceive their current banking needs to be satisfied without having to expand their view of banking, and to a lesser extent consumers' perceived security concern. Koenig-Lewis et al. (2010) found that that compatibility, perceived usefulness, and risk are significant indicators for the adoption of mobile banking services. Compatibility is an important antecedent for perceived ease of use, perceived usefulness, and credibility. Moreover, trust and credibility are crucial to reducing the overall perceived risk of mobile banking.

Laukkanen and Kiviniemi (2010) examined the effects of information and guidance offered by a bank on five adoption barriers and found that the information and guidance offered by a bank have the most significant effect on perceived functional usability of the innovation and they play an important role in increasing the positive image associated with the innovation. Riquelme and Rios (2010) investigated the factors affecting the adoption of mobile banking among current users of internet banking and demonstrated that perceptions of the relative advantage of the mobile device, perception of risk, social norms, ease of use, and usefulness of the device for banking purposes.

University students have changed how they transact. The mobile banking solutions offered include mobile banking applications, USSD, point of sale terminals, internet, and mobile wallets (where retail and small businesses act as agents where people can deposit and withdraw money from at an exorbitant fee which is offered by banks and MNO's) (Mukandatsama, 2013).

In the Nepalese context, Khatri and Upadhyay-Dhungel (2013) noted that a majority of bank customers use the internet and are somewhat aware of the internet banking provided by their banks, but they would not adopt such services for which the study identified the lack of adequate knowledge about the method, benefits, and security of using e-banking as the main reason behind its underutilization in Nepal.

In December 2012, the central bank of Nepal, Nepal Rastra Bank (NRB) officially recognized financial transactions made using a mobile phone as part of its branchless banking model. It will enable banks and agents to provide mobile banking services, expanding the geographical coverage of financial services and giving people and businesses, with no proximity to physical bank offices or agents, easier access to the financial system. To be able to provide a service like this, several requirements must be met. Most importantly, users will need a mobile phone and a subscription and there must be a telecommunications infrastructure providing coverage to the phones. Nepal has relatively few mobile users and the country's infrastructure is notoriously underdeveloped in many areas. However, in recent years, Nepal has experienced substantial growth in mobile subscriptions. According to data from the International Telecommunications Union (2011), the number of subscriptions per one hundred inhabitants has grown from 4.16 in 2006 to 43.81 in 2011, an increase with over a factor of ten in just five years.

Shanmugam, Sauarimuthu, & Wen, (2014) Revealed that perceived usefulness, perceived benefit, and perceived credibility were the factors affecting users having intention to adopt mobile banking. Meanwhile, the perceived ease of use and perceived financial cost were found to be insignificant in this study. Furthermore, this study also manages to present five mediating effects: Attitude towards using mobile banking mediates the relationship between perceived usefulness and behavioral intention to use mobile banking, Attitude towards using mobile banking mediates the relationship between perceived ease of use and behavioral intention to use mobile banking, Attitude towards using mobile banking mediates the relationship between perceived benefit and behavioral intention to use mobile banking, Attitude towards using mobile banking mediates the relationship between perceived credibility and behavioral intention to use mobile banking, Attitude towards using mobile banking mediates the relationship between perceived financial cost and behavioral intention to use mobile banking.

The Study has shown some strong predictors (perceived value and trust) that influence students' intention to use m-banking, suggesting that IT students do indeed consider adopting m-banking. The students also have some form of trust as shown by their continued usage of m-banking facilities. Attitudes of students towards m-banking are positive which motivates them to adopt or continue using m-banking. The study provides

an understanding of the dynamics between the factors that influence students to adopt mobile banking (Irene & Walter, 2014).

It was found that perceived usefulness, perceived social risk, perceived performance risk, and perceived benefit directly affect attitudes towards mobile banking, and that attitude is the major determinant of mobile banking adoption intention. In addition, no direct relationship between perceived usefulness and intention to use, perceived ease of use and attitude, financial risk, time risk, security/privacy risk, and attitude was detected (Akturan & Tezcan, 2012).

Young people (age 16-29) have more positive attitudes and behavioral intentions towards using IBS than other user groups. It has also confirmed that there is a positive impact of IBS quality on satisfaction and loyalty (Chau & Ngai, 2010).

Mobile banking offers multiple advantages such as ubiquitous access, real-time services, and flexibility to its users. Based on these advantages, it is expected that mobile banking will acquire a wider user adoption but in reality, it has fallen short of expectations. Thus, it is necessary to identify the factors affecting mobile banking user behavior. Performance expectancy was found to have a partial mediation effect on the relationship between effort expectancy and users' intention to adopt mobile banking (Evon Tan Jasmine Leby Lau, 2016).

In polytechnic, the introduction of diploma program in information technology during the late 2000 and e-commerce programmed which started in 2010, may have had affected the perception of online banking and self-efficacy among students nowadays. Furthermore, the e-commerce course has also been introduced as a core course in Business Management programmed at polytechnics at the beginning of 2011. The program was aimed at strengthening students' cognition and understanding online as well as promoting consciousness on legal rights in online trade (Ernovianti, Nikmat, Kassim, Rashid, & Shaari, 2012).

The mobile banking services provided by NIBL showed that the customers have a high degree of trust-building factor and have made their financial transactions safe and easy to operate. Though a little consumer awareness is required at a certain level to the first-time users to boost their confidence to operate easily. The revolution in the field of technology

has made a boon for society and at the same time, high-risk factors are also associated with it. This research has made an extensive contribution in the area of promotional activities where personal interaction and advertisement program is a must for maintaining long term customer relationship. Moreover, providing better services with added value has made the customer more loyal to their mobile banking services (Sanveer Pradhan, 2018).

Mobile banking represents a great breakthrough in electronic banking. However, due to several factors, customers are not still completely confident in its use. we were able to better understand the relationships between trust, risk, intention to use, as well as the other relationships present in the original TAM model, in the mobile banking context, which also raised issues relating to the perceived ease of use and usefulness of mobile banking and users' attitudes toward it (Silva Bidarra, Muñoz-Leiva, & Liébana-Cabanillas, 2013).

The study found that trust and social influence do not play a salient role in predicting intention to adopt mobile banking. One reason for the insignificance of social influence might be that customers prefer to decide on their financial planning rather than consult friends (Alalwan, Dwivedi, & Rana, 2017). Additionally, the trust construct may appear insignificant because customers consider banks to be among the most trustworthy institutions. Past studies have also found that trust plays no major role in the adoption of mobile banking (Koenig-Lewis, Palmer, & Moll, 2010).

Mobile Banking technology has the potential to improve people's quality of life and to bring efficiency to banks. This study indicated a kind of information asymmetry that could be mitigated to build trust in Mobile Banking and promote its adoption. However, From the findings, It is observed that there is a negative relationship between trust in Mobile Banking and the undergraduate course area (Malaquias & Hwang, 2016).

Study reveals that intention of adopting mobile banking is determined by attitude toward mobile banking, which in turn is determined by attitude toward success, attitude toward failure, and attitude toward learning to use mobile banking (Chaouali, Souiden, & Riadh, 2017)

Mobile applications have been rapidly changing the way business organizations deliver their services to their customers and how customers can interact with their service providers to satisfy their needs. The use of mobile applications increases rapidly and has been used in many segments including the banking segment. The results show that the intention to adopt mobile banking is mainly affected by specific factors which are: Perceived Usefulness and Ease of Use. On the other hand, some factors such as perceived cost and perceived risk did not show any effect on the users' intention to use mobile banking (AlSoifi & Ali, 2014)

Perceived trust, perceived ease of use (PEOU), perceived lifestyle compatibility, perceived efficiency, and perceived convenience significantly impacted user attitude. However, user attitude was not found to differ significantly between demographic variables. Similarly, perceived trust, PEOU, perceived lifestyle compatibility, and perceived efficiency were found to positively and significantly affect user intention. User intention was found to significantly vary across demographic groups based on gender and household income (Chawla & Joshi, 2017)

Information and communication technologies, such as the Internet and wireless technologies, have revolutionized the world. Specifically, the mobile sector in both developed and developing countries is growing enormously. The factor of perceived ease of use represents the ease of learning and using mobile banking. The results obtained confirm the significant influence of this factor on customers' intention to use mobile banking. Customers place high importance on a simple, easy-to-use interface on their mobile phones to conduct banking activities. The significant effects of computer self-efficacy on intention to use mobile banking in this study indicate that customers expect assistance and demonstrations when using mobile banking since it is a new, technology-focused service for Indian banking customers. To accelerate the use of mobile banking, banks need to concentrate more on helping customers use these services. Security was found to have a significant influence on the adoption of mobile banking in this study. Customers expect banks to strengthen their security mechanisms, especially over wireless networks, where they expect to have transaction security and privacy protection (Singh & Srivastava, 2018).

Across the developing world, there are more people with mobile phones than with bank accounts. (Achieng & Ingari, 2015) The study found perceived risk to be one of the key

factors impeding the adoption of mobile banking. The second specific objective sought to establish the effects of the perceived impact of cost on the adoption of mobile banking. The study concludes that cost was a key factor stopping people from adopting mobile banking. Lastly, on the influence of perceived ease of use of mobile banking. on mobile banking adoption, the study concludes that perceived ease of use of mobile banking did not affect mobile banking adoption.

With recent advances in mobile technologies, mobile commerce is having an increasingly profound impact on our daily lives, and beginning to offer interesting and advantageous new services. In particular, the mobile payment (m-payment) system has emerged, enabling users to pay for goods and services using their mobile devices (especially mobile phones) wherever they go. Mobile payment is anticipated to enjoy a bright future. The study Indicates that early adopters value ease of use, confidently relying on their m-payment knowledge, whereas late adopters respond very positively to the usefulness of m-payment, most notably reachability and convenience of usage. Moreover, late adopters' perceived ease of use is influenced by personal innovativeness, which can probably be best explained by the fact that innovative late adopters are tech-savvy and feel confident to use m- payment technologies for their needs (Kim, Mirusmonov, & Lee, 2010).

Although millions of dollars have been spent on building mobile banking systems, reports on mobile banking show that potential users may not be using the systems, despite their availability. The results strongly support the extended TAM in predicting users' intentions to adopt mobile banking (Luarn & Lin, 2005).

The result of the study increases the understanding of the customer-perceived value and value creation based on attributes of mobile services and customer-perceived disadvantages of mobile phones in the electronic banking context. The findings also allow practitioners to improve their services and marketing strategies and pass on information to the academics about interesting future research areas. The study Strongly supports the extended TAM in predicting users' intentions to adopt mobile banking (Laukkanen & Lauronen, 2005).

2.3   Summary of empirical review

The table below shows the relationship of Trust, Security, Social influence, Attitudes, and Quality of service concerning the Intention to use mobile banking by University Students. The majority of studies were done in countries such as Nigeria, India, Iran, Jordan, Malaysia, Kenya, Bahrain. But only a few studies were done in Nepal regarding the Mobile Banking sector.

Moreover, we see that majority of researchers used mobile banking intention as a dependent variable and Trust, Security, Social Influence, Attitudes, and Quality of service as an independent variable in their theoretical framework. There are several studies Conducted before 2010 but in this research, only a few years of studies were taken into consideration.

Table 2.1

Summary of empirical review

Authors	Topics	Major Objectives	Methods	Findings
Shanmugam, Sauarimuthu & wen (2014)	Factors Affecting Malaysian Behavioral Intention to use Mobile Banking with Mediating Effects of Attitudes	The purpose of this study is to examine the factors that influence Malaysian to adopt mobile banking as the tool for their banking purpose where attitude is a mediator.	The data were analyzed using structural equation modeling (SEM) using AMOS version 21.	1. Study revealed that perceived usefulness, perceived benefit, and perceived credibility were the factors affecting users having intention to adopt mobile banking

Irene Govender, Walter Sihlali (2014)	A Study of Mobile Banking Adoption among university students using an Extended TAM.	This paper aims to investigate the factors that influence the adoption of mobile banking (m-banking) services by students.	Using multiple regression analysis	1. Strong predictors (perceived value and Trust) influence students' intention to use mobile banking. 2. Student has some Trust as their continued usage of Mobile Banking. 3. Attitudes have positive relation which helps to adopt the use of mobile banking.
Ulun Akturan, Nuray Tezcan(2012)	Mobile Banking Adoption of the youth Market Perception and Intention	This study aims to investigate consumers' mobile banking adoption through an integration of the technology acceptance model (TAM) with work on perceived benefits and perceived risks.	Structural equation modeling (SEM).	1. Perceived usefulness, perceived social risk, perceived performance risk, and perceived benefit directly affect attitudes towards mobile banking, and that attitude is the major determinant of mobile banking adoption intention. 2. There is no direct relationship between perceived usefulness and intention to use, perceived ease of use and attitude, financial

				risk, time risk, security/privacy risk, and attitude.
Vinh Sum Chau, Liqing W.L.C. Ngai (2010)	The Youth Market for Internet Banking Services: Perception, Attitudes, and Behavior.	This paper aims to investigate the perceptions, attitudes, and behavior of the youth market for internet banking services (IBS).	ANOVA Test	1. Young people (age 16-29) have more positive attitudes and behavioral intentions towards using IBS than other user groups 2. There is a positive impact of IBS quality on satisfaction and loyalty.
Evon Tan Jasmine Leby Lau (2016)	Behavioral Intention to Adopt Mobile Banking among Millennial Generation.	To provide further insight into the factors that lead consumers, particularly the student population to express an intention to use m banking services.	Unified Theory of Acceptance and Use of Technology (UTAUT)	1. Performance expectancy is the main factor affecting user's adoption of mobile banking followed by effort.
Ernovianti,	The usage of Internet Banking	The study adopts a technology	Using Structural equation	1. There is a significant relationship between self-

Nikmat, Kassim, Rashid & Shaari (2012)	Service among Higher Learning Student in Malaysia.	acceptance model (TAM) to investigate factors that determine an individual's intention to use online banking by bank customers among higher learning students in Malaysia	modeling (SEM) using AMOS 18	efficiency towards intention to use internet banking.
Pradhan (2018)	Service Promotion and Its Impact in Building Customer Value (A case study of mobile banking service of Nepal Investment Bank LTD inside Kathmandu Valley)	To explore the impact of service promotion in building customer value	Using statistical tools such as correlation – regression, t-test, and p-value.	1. Service promotion has a positive impact on the value of customer

Silvia Bidarra, Munoz-Leiva & liebana-Cabanillas (2013)	The determinants of mobile banking acceptance: conceptual development and empirical analysis.	To contribute to the research on electronic banking adoption, in particular mobile banking acceptance, and to improve understanding of consumers' attitudes towards new technology usage.	The online survey, and using structural equation modeling (SEM)	1. Due to several factors, customers are not still completely confident in mobile banking.
Alalwan, Dwivedi & Rana (2017)	Factors Influencing Adoption of Mobile Banking by Jordanian Bank Customers: Extending UTAUT2 with Trust	The purpose of this study is to investigate the factors influencing behavioral intention and adoption of mobile banking by customers of Jordanian banks.	Unified Theory of Acceptance and Use of Technology (UTAUT2)	1. Behavioural intention is significantly and positively influenced by performance expectancy, effort expectancy, hedonic motivation, price value, and trust.

Koenig-Lewis, Palmer & Moll (2010)	Predicting young consumers' take-up of mobile banking services	To investigate the barriers to adopting mobile banking services	Using structural equation modeling.	1. Compatibility, perceived usefulness, and risk are significant indicators for the adoption of m-banking services. 2. Compatibility not only had a strong direct effect but was also identified as an important antecedent for perceived ease of use, perceived usefulness, and credibility. 3. Trust and credibility are crucial in reducing the overall perceived risk of m-banking.
Khatri & Upadhyay-Dhungel (2013)	Internet Banking in Nepal: Uses and Challenges	To know the types of facilities provided under internet banking service (IBS), Consumers knowledge about the services, and Difficulties faced by	Using SPSS program and Microsoft Excel Program.	Awareness, Benefits, and security were identified as major reasons behind less utilization of internet Banking.

		Banks while providing the services,		
Riquelme and Rios (2010)	The moderating effect of gender in the adoption of mobile banking	To test the factors that can influence the adoption of mobile banking among current users of internet banking in Singapore and gender as a moderating variable.	Structural equation modeling.	1. Usefulness, social norms, and social risk, in this order, are the factors that influence the intention to adopt a mobile banking service 2. Ease of use has a stronger influence on female respondents than males, whereas relative advantage has a stronger effect on the perception of usefulness on male respondents. 3. Social norms also influence adoption more strongly among female respondents than males.
Laukkanen and Kiviniemi (2010)	The role of information in mobile banking resistance	To investigate the effect of information and guidance offered by a bank	Using structural equation modeling	1. Information and guidance offered by a bank have the most significant effect on decreasing the usage barrier, followed by image, value, and risk

				barriers. 2. Information and guidance showed no effect on the traditional barrier.
Dupas, Green, Keats & Robinson (2012)	Challenges in Banking the Rural Poor: Evidence from Kenya's Western Province.	To document some of the supply and demand factors behind low levels of financial inclusion.	Survey evidence and Experiments.	1. People who did not begin saving in their bank accounts are that: • They do not trust the bank, • Service is unreliable, and • Withdrawal fees are prohibitively expensive. 2. Survey evidence suggests that people do not borrow because they do not want to risk losing their collateral.
Rammile and Nell (2012)	Understanding resistance to cell phone banking adoption through the application of the technology	To observes how the barriers of technology adoption influence perceived usefulness and perceived	Using structural equation modeling	1. Value barrier and the tradition barrier had a strong negative influence on perceived usefulness. 2. Usage barrier and the information barrier also had a strong

	acceptance model (TAM)	ease of use		negative influence on both perceived ease of use and the value barrier. 3. Perceived ease of use had a strong positive influence on perceived usefulness and intention to use, while perceived usefulness had a strong positive influence on behavioral intention.
Baptista & Oliveira	Understanding mobile banking: The unified theory of acceptance and use of technology combined with cultural moderators	To overcome financial exclusion and physical distance by allowing the local population to conduct financial transactions	Using the unified theory of acceptance and use of technology (UTAUT2) and structural equation modeling (SEM).	1. Performance expectancy, hedonic motivation, and habit were found to be the most significant antecedents of behavioral intention. 2. Collectivism, uncertainty avoidance, short term, and power distance were found to be the most significant cultural moderators
Malaquias & Hwang (2016)	An empirical study on trust in mobile banking: A developing	To improve people's quality of life and to bring efficiency to	Confirmatory Factor Analysis and Structural Equation	1. Observed a negative relationship between trust in MB and undergraduate course area (dummy

	country Perspective.	banks.	Modeling	variable for undergraduate technology courses).
Chaouali, Souiden & Ladhari (2017)	Explaining the adoption of mobile banking with the theory of trying, general self-confidence, and cynicism	Aims at augmenting this theoretical framework by exploring the roles of general self-confidence and cynicism in explaining consumers' adoption of mobile banking.	Structural equation modeling (SEM) using the partial least squares (PLS) path modeling method.	1. Intention of adopting mobile banking is determined by attitude toward mobile banking, which in turn is determined by attitude toward success, attitude toward failure, and attitude toward learning to use mobile banking. These three attitudes are significantly influenced by general self-confidence and cynicism.
AlSoufi & Ali (2014)	Customers Perception of M-Banking Adoption in the Kingdom of Bahrain: An Empirical Assessment of an Extended TAM Model	To incorporate the role of factors in influencing customer's perception towards M-banking adoption.	Technology Adoption Model (TAM)	1. The intention to adopt mobile banking is mainly affected by specific factors which are: Perceived Usefulness and Ease of Use. 2. Perceived cost and perceived risk did not show any effect on the users' intention to use mobile banking

Chawla & Joshi (2017)	High Versus Low Consumer Attitude and Intention Towards Adoption of Mobile Banking in India: An Empirical Study	To examines the influence of various factors on user attitude and intention towards adopting mobile banking.	Based on focus-group discussion and personal interviews with bankers, the technology acceptance model (TAM).	1. Perceived trust, perceived ease of use (PEOU), perceived lifestyle compatibility, perceived efficiency, and perceived convenience significantly impacted user attitude. 2. User attitude was not found to differ significantly between demographic variables. 3. Perceived trust, PEOU, perceived lifestyle compatibility, and perceived efficiency were found to positively and significantly affect user intention. 4. User intention was found to significantly vary across demographic groups based on gender and household income.

Singh & Srivastava (2018)	Predicting the Intention to Use Mobile Banking in India	To study and understand customers' adoption of mobile banking to enhance its diffusion.	Using SPSS program and SEM analysis by using AMOS 16.0.	1. Security, computer self-efficacy, perceived ease of use, and perceived financial cost, in that order, influence customers' intention to adopt mobile banking.
Achieng & Ingari (2015)	Factors Influencing the Adoption of Mobile Banking in Kenya's Commercial Banks: A Case of Kenya Commercial Bank (KCB) Kilindini Branch	To assess the factors affecting the adoption of mobile banking at the KCB Kilindini Branch, Mombasa, Kenya.	Using SPSS version 20.0 software	1. Study found perceived risk to be one of the key factors impeding the adoption of mobile banking. 2. Cost was a key factor stopping people from adopting mobile banking. 3 . Perceived ease of use of mobile banking did not affect mobile banking adoption
Kim, Mirusmonov & Lee (2010)	An empirical examination of factors influencing the intention to use mobile payment	To analyze the adoption behaviors of m-payment users	M-payment research model.	1. Early adopters value ease of use, confidently relying on their m-payment knowledge, whereas late adopters respond very positively to the usefulness of m-payment, most notably reachability and convenience of usage.

Luarn & Lin (2005)	Toward an understanding of the behavioral intention to use mobile banking	To identify the factors determining users' acceptance of mobile banking.	Theory of planned behavior (TPB) and the TAM	1. Strongly support the extended TAM in predicting users' intentions to adopt mobile banking.
Laukkanen & Lauronen (2005)	Consumer value creation in mobile banking services	To study that explored consumer value creation in various mobile banking services.	using a qualitative in-depth interviewing method	1. New electronic channels are replacing the more traditional ones. 2. location-free access seems to create positive value in the consumption of this service.

2.4   Research gap

It is the emerging issue for the current scenario of Nepalese context during Covid Pandemic. From the review of various literatures, it is found that intention of university students towards mobile banking is significant and emerging topic in the present context. Different research don't focus on university students intention, many scholars have conducted their study related to internet banking in developed countries but very few are done in least developed country like Nepal. Mobile banking not being widely accepted, due to lack of trust, security and privacy so to know about the factors which influence university student's intention is the main aim of this research. Most research done under internet banking, e-commerce, electronic business and neglect specific market segment like university students. Due to the advancement of technology, large number of people have access to mobile services. Government of Nepal wants to promote digital economy to provide the systematic and prompt services to the people. So, it is very important to link the banking services with mobile phone to increase the participation of general public in financial services.

CHAPTER III
RESEARCH METHODOLOGY

3.1   Introduction

Research methodology refers to the various steps that are adopted by researchers during the course, of studying a problem with certain objectives. A systematic research study requires a proper methodology to achieve the set of objectives. Research methodology is a systematic method of finding solution of a problem i.e. systematic collection, presentation, analysis, interpretation and reporting of data and information. This chapter aims to present a basic framework of the research work. This chapter contains the research design, sample size, data collection procedure, data processing tools and techniques and variables under study that ensure validity, reliability and ethical standards in the study.

3.2   Research design

This study uses descriptive and casual-comparative research design through a quantitative approach. Descriptive research design helps to describe different variables and casual-comparative research design helps to show the relationship between different variables. Hypothesis testing was undertaken to test the relationship between dependent and independent variables. Trust, security, social influence, attitudes towards use, quality of services are the dependent variables, while the intention to use mobile banking is the independent variable. The research population for this study was the university students of business and management from Tribhuvan University. Data of the study was collected through a questionnaire by using electronic methods and Printed forms were distributed to the prospective participants. The data were analyzed using descriptive statistics, inferential statistics.

3.3   Population and sampling

The research population of this study was the university students of Masters of Business Administration (MBA), Masters of Business Administration in Finance (MBA-F), Masters of Business Management (MBM), and Masters of Business Studies (MBS) from Tribhuvan University studying in Kathmandu. The total target population is defined in this research so the researcher applied the Convenience sampling techniques.

Table 3. 1

No. of students in T.U at different management programs

Name of campus	Program				No of Students
	MBM	MBS	MBA	MBA-F	
University Campus	88	600	-	35	723
Shankar Dev Campus	88	3000	-	-	3088
Nepal Commerce Campus	88	3000	-	-	3088
SOM TU	-	-	70	-	70
Total Number of Students					6969

Source: (Management dean office TU 2021)

This study approaches around 378 students as the sample though the researcher has taken 389 samples which represent the sample population effectively. The formula for defined sample size and calculation is given below:-

$$n = \frac{N}{1+(N \times e^2)}$$

$$= \frac{6969}{1+(6969 \times 0.05^2)}$$

$$= \frac{6969}{18.4225}$$

$$= 378.28$$

3.3 Data collection procedure

The study was conducted through the primary survey. Data was collected through a questionnaire. The data was collected through three campuses. A survey was carried out to collect the opinion of university students towards mobile banking. The close-ended questionnaires having five choices and one open-ended question was asked to acquire primary data. The questionnaire was distributed to the respondents electronically and Printed form after being reviewed and approved by the supervisor. The time frame of Data collection is started from Jan 24, 2021, and ended on April 3, 2021.

3.4   Nature and sources of data

The study is based on primary data as well as secondary data. To show the relationship between the different variables (Trust, Security, Social Influence, Attitude and Quality of services). A questionnaire was presented to the 389 respondents from Google form and printed form. The sources of the secondary data are collected from different sources, like Articles, Journals, and Books and from different websites.

3.5   Instrumentation of data

The data for the study was collected through both the closed-ended and open-ended structured questionnaire. The Intention of university students towards mobile banking was incorporated in the questionnaire consisting of a Likert scale with 5 points scale. Respondent had been asked to mark appropriate option on the scale from 1-5 indicates SD (strongly Disagree), D (Disagree), N (Neutral), A (Agree), and SA (Strongly Agree) respectively, specifies that to what extend the university students intention towards mobile banking been determined.

3.6   Reliability analysis

To check internal reliability, this study has performed Cronbach's Alpha test of Reliability to specify whether the items of each dimension are internally consistent and whether they can be used to measure the university student's intention towards mobile banking. According to Nunnaly (1978), the value of Cronbach's alpha should be 0.7 or above. In this study, the value of Cronbach's alpha is 0.7 which is the standard value. Cronbach's alpha is a measure used to assess the reliability or internal consistency of a set of scale or test items. The reliability of any measurement refers to the extent to which it is a consistent measure of a concept and Cronbach's alpha is one way of measuring the strength of that consistency (Mukaka, 2012). Thus it can be conducted that the measures used in this study are valid and reliable. To check the reliability of the data before data collection. The result of the reliability analysis of the scale is written in the tables below.

Table 3. 2

Result of reliability analysis

Variables	Cronbach alpha
Trust	0.86
Security	0.88
Social Influence	0.83
Attitudes towards use	0.82
Quality of services	0.79
Intention to use Mobile banking	0.84

Source: Survey result 2021

3.7 Method of data analysis

The data was analyzed through the Statistical Package for Social Science (SPSS) software package and Microsoft Excel. SPSS is analytical and scientific software helps to organize the data, determine significance relationship and identify differences, similarities with and between categories of respondents. For this research purpose, descriptive statistics, regression, correlation test was performed to accomplish the objective of the study.

The structured questionnaire has been designed to conduct the survey. The questionnaire consists of a single response, a Likert scale questionnaire, and an open-end questionnaire. Statistical tools are used for data analysis. Both quantitative and qualitative data analysis method is used with significance level set to 0.05. The following statistical tool is utilized for data analysis.

i. Cronbach's alpha for reliability statistics.
ii. Descriptive analysis.
iii. Inferential analysis (Pearson's coefficient of correlation and multiple regression analysis).

3.7.1 Descriptive statistics

Descriptive statistics are used to explain the demographic characteristics of university students. Descriptive analytical tools like Mean, Percentages, Frequencies and standard Deviation are used. The analyzed data is presented by the use of Percentages, frequency tables.

3.7.2 Inferential analysis

Pearson's Correlation Coefficient

Pearson's correlation coefficient is used in this research to examine the relationship between two or more two research variables. If the value of the correlation coefficient is 1.0, then there is a perfect positive correlation between two variables (variables increased together). In contrast, if the value of the correlation coefficient is -1.0, it can be concluded that there is a perfect negative correlation coefficient between two variables (one increases while another decreases). In addition, there is no relationship between two variables if the value of the correlation coefficient is zero.

Two Tailed: A two-tailed test, also known as a non directional hypothesis, is the standard test of significance to determine if there is a relationship between variables in either direction. Two-tailed tests do this by dividing the .05 in two and putting half on each side of the bell curve.

Rule of thumb about correlation coefficient size

The coefficient range and the strength of association are given in the table (Mukaka, 2012).

Coefficient Range	Strength of Association
0.90 to 1.00	Very Strong Correlation
0.70 to 0.90	High Correlation
0.50 to 0.70	Moderate Correlation
0.30 to 0.50	Low Correlation
0.00 to 0.30	Negligible Correlation

Multiple regression analysis

Multiple regression analysis is used to analyze the relationship between several independent variables and single dependent variables. This analysis technique allows researchers to indicate how much of the variance in the dependent variable is explained by a set of independent variables. Multiple regression analysis was used to examine the simultaneous effect of several independent variables on dependent variables. The following regression model was used in this study to examine the relationship between students and their intention of using mobile banking by university students. Therefore, it is designed to test the hypothesis and the questionnaire was analyzed using the following regression model:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$........... (i) (Govender & Sihlali, 2014)

Where,

Y= Intention to use mobile banking

X1= Trust

X2= Security

X3= Social influence

X4= Attitude towards Use

X5=Quality of services

β_0= intercept of the regression or, Y-intercept β_1, β_2, β_3, β_4,β_5 are the coefficient of regression

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

R-square ($R^{2)}$:
It measures the proportion of the variation in your dependent variable explained by all of your independent variables in the model. It assumes that every independent variable in the model helps to explain variation in the dependent variable. In reality, some independent

variables (predictors) don't help to explain dependent (target) variable. In other words, some variables do not contribute in predicting target variable.

Adjusted R-Squared:

It measures the proportion of variation explained by only those independent variables that really help in explaining the dependent variable. It penalizes you for adding independent variable that do not help in predicting the dependent variable.

3.8   Theoretical Framework

To analyze the research objectives according to the variables which are generating from past research papers following model is constructed. The present study will be both descriptive and analytical. This given model demonstrates the hypothetical association among Dependent and independent variables. The variables used in these dissertations are presented in the table below:

Table 3. 2

Variables and References

Dependent Variables	References
Intention to use mobile Banking	(Davis,F. D, 1998); (Zhou, Lu, & Wang, 2010); (Pavlou & Fygenson, 2006); (Ajzen I, 2002)
Independent Variables	
Trust	(Kaasinen 2005); (Jamshidi, Keshavarz, & Mohammadian, 2018); (Malaquias & Hwang 2016); (Malaquias, Malaquias, & Hwang, 2018);
Security	(Hampe & Swatman, 2000); (Laforet & Li,2005)
Social Influence	(Venkatesh et al., 2003).; (Patel & Patel, 2018); (Oliveria, Thomas, Baptista, & Campos, 2016)
Attitude towards use	(Mohammadi, H, 2015); (Polatoglu & Ekin, 2001)
Quality of Services	(Michael, Gary, & Soren, 1999); (Kotler & Armstrong, 2012); (Smith, S, 1998)

Independent Variables   **Dependent Variable**
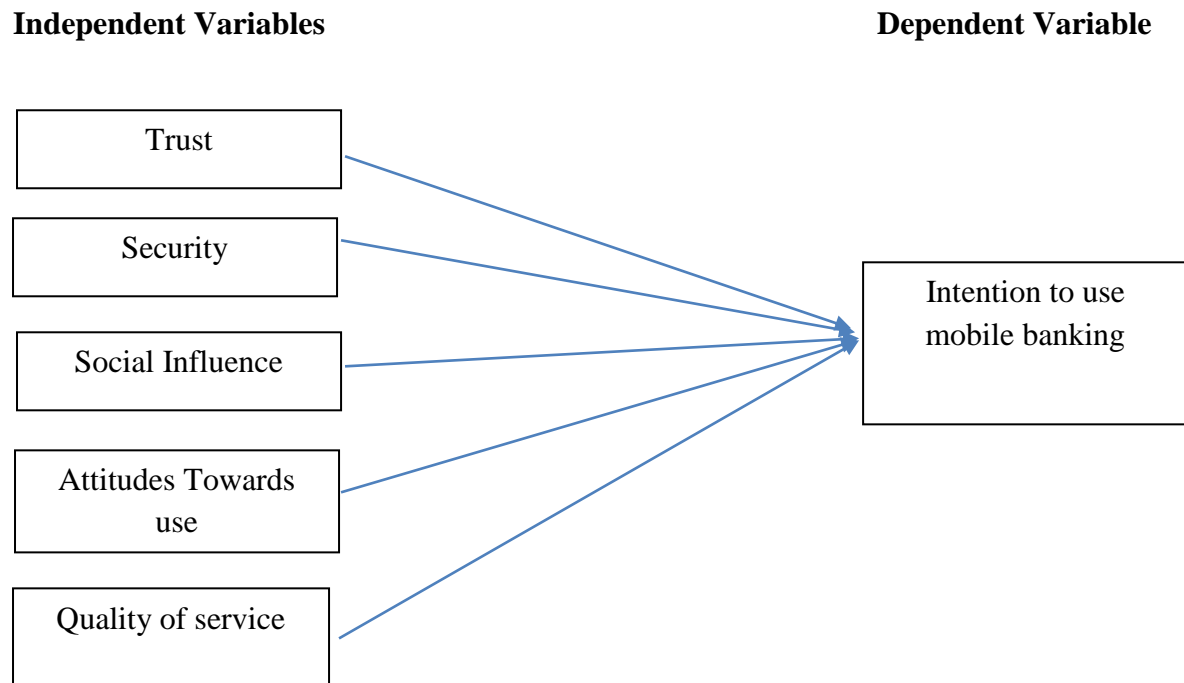
Figure 2. 1: *Conceptual framework for the study*

The operational definition of the variables:

1. Trust

Trust in mobile services refers to the perceived reliability of the system and the service provider. Issues of risk and privacy are items that affect the construct trust in the system. Furthermore, the user's confidence in his/her ability to use the service also influences their trust in the service (Kaasinen 2005). (Jamshidi, Keshavarz, & Mohammadian, 2018) Outlined that effective Mobile banking can pull more users towards it and imbibe a feeling of trustworthiness and reliability regarding the service offering. However, (Malaquias & Hwang, 2016) suggested it as an impetus for trade connections among purchasers and marketers. Trust serves as a key driver as far as rejection or acknowledgment of an item or innovation is concerned and develops over some time as a result of expertise and familiarity with an offering (Malaquias, Malaquias, & Hwang, 2018). In the context of this study, Trust is defined as a belief that users endow in mobile banking in terms of meeting the expectations and serving the purpose of performing financial exchanges optimistically.

2. Security

Security refers to a loss caused by illegal activities of a fraud or a hacker with the security of a mobile banking user. Security is a major concern when conducting financial transactions through electronic channels. It can be one of the major barriers to the adoption of mobile banking since personal or financial information can be exposed and used for fraudulent activities. Mobile banking also involves greater uncertainty and risk to the customer. In the mobile/wireless environment, security can be categorized as mobile payment enabling application security, network security, and device security linking more and more mobile communication networks together into a global meta-network will make security and trust relationships a key issue for the success of mobile commerce (Hampe & Swatman, 2000). Prior studies already emphasized the need to study the impact of security challenges on mobile banking adoption (Laforet & Li, 2005). Trust is enhanced by the security mechanisms provided in mobile banking services. Customers will be more likely to trust the new service if adequate security is provided to their transaction data.

3. Social influence

Social influence is defined as the degree of the perception of an individual on how important others think that he or she should use the system (Venkatesh et al., 2003). Social Influence has been defined as a character's belief that the vast majority comparable to acquaintances, family, colleagues, friends, and social staff who are important to him feel that he must or must not use mobile banking services (Patel & Patel, 2018). In other words, it is the impression of the social environmental factors which may urge a user to embrace mobile banking services (Oliveria, Thomas, Baptista, & Campos, 2016). For this study, Social Influence is illustrated as the driver which pushes an individual into consenting to the choices offered by the societal individuals' regarding mobile banking who are imperative to him/her.

4. Attitude towards use

Attitude refers to an individual's positive or a negative evaluative effect about performing a particular behavior. In terms of mobile banking, most customers are exposed to current technology which will engage them in performing online business transactions. A more positive attitude highlights stronger behavioral intention. Attitude toward using mobile banking is a major determinant of the intention to use the application (Mohammadi, H, 2015). According to (Polatoglu & Ekin, 2001)consumer attitudes consist of beliefs about

the purpose and the perceived importance (weight) of an attribute in the decision to adopt. In the context of electronic banking, consumer attitude is very diverse in terms of perceptions about information products, payment method, delivery time, services offered, risks, privacy, security, personalization, visual appeal, navigation, entertainment, and fun.

5. Quality of services

Quality is one of the things that consumers look for in an offer, which service happens to be one (Michael, Gary, & Soren, 1999). Quality can also be defined as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler & Armstrong, 2012). Organizations should enhance the quality of service, identify the problems quickly through research and feedback, and should try to assess client satisfaction effectively. Any service has a requirement and should achieve it. The measure of the quality depends on how the users or stakeholders perceived the services in terms of Awareness, Reliability, Accessibility, Availability, and Accuracy, Responsiveness, and Courtesy & helpfulness. Similarly meeting the needs and expectations of the customer defines the quality of service (Smith, S, 1998).

6. Intention to use

Intention to use refers to the user's likelihood to use online transactions through Mobile banking. An individual may find that the particular system is useful but may hesitate to use it if he or she realized that the system is difficult to use (Davis,F. D, 1998). When users perceive mobile banking as easy to use and do not require a lot of effort, they will have a high expectation toward acquiring the expected performance (Zhou, Lu, & Wang, 2010). Many e-commerce surveys have demonstrated that use intentions involving online transactions are a significant predictor of effective consumer participation in the operations (Pavlou & Fygenson, 2006) consumer attitudes towards m-banking are an important indicator of customer intention to use m-banking services. Behavioral intention refers to an individual's willingness to perform a specific future behavior (Ajzen I, 2002)

CHAPTER IV
RESULTS AND DISCUSSION

This section provides a systematic presentation and analysis of data to deal with various issues associated with the mobile banking intention of university students. The research intends to find out whether all the independent variables contribute positively to the intention of university students towards mobile banking. The research is designed to operationalize the aim of the study by analyzing the relationship and effect of Trust, Security, Social influence, user's attitudes, and quality of services with University students' intention to use mobile banking. The research aimed to find out the correlation between the variables designed for the study of university students' intention towards mobile banking. The result is mainly based on the response of the questionnaire administered to university students. The various statistical model was described. The result is discussed in terms of their relation to each of the relevant study objectives. This section has different parts. The first section deals with the respondent profile. The second part deals with a descriptive analysis of university students' intention towards mobile banking. And third part deals with the regression and correlation of dependent and independent variables.

4.1 Respondent profile

This study is primarily based on primary data analysis, which mainly deals with the qualitative aspect in terms of university students' intention towards mobile banking. In this section, primary data are taken into consideration to measure the university student's intention towards mobile banking. Questionnaires were designed in response to identifying the factors that influence the university student's intention towards mobile banking and how they influence the intention of university students intention towards mobile banking. Altogether 389 respondents are surveyed and analyzed following the objectives of the study.

Table 4.1 *Respondent's profile*

Respondent Profile	Specification	Frequency	Percentage
Gender	Male	185	47.6
	Female	204	52.4
Age	Below 20	3	.8
	20-25	226	58.1
	25-30	139	35.7
	30 above	21	5.4
Education Level	MBA	48	12.3
	MBA-F	33	8.5
	MBM	130	33.4
	MBS	178	45.8
Transaction With	1 year	36	9.3
Bank	2 year	60	15.4
	3 year	77	19.8
	More than 3 year	216	55.5
Subscribed Mobile	Yes	382	98.2
Banking Service	No	7	1.8
Use Mobile Banking	Fund Transfer	51	13.1
For	Balance Inquiry	61	15.7
	Pay Bills	16	4.1
	All of above	261	67.1

Source: Field survey, 2021

Table 4.1 shows the gender-wise classification of the sample of the respondent. Out of 389 respondents' majority of respondents are female (52.4 percent) that is 204 respondents. In the same way, male respondents were (47.6 percent) that is 185 respondents of the total sample size taken for the study. The age of the respondents is one of the characteristics in understanding the views about the perception of university students towards mobile banking. The age group of the respondents is categorized into four group's i.e. Below 20, 20-25, 25-30, and above 30.

Based on the academic qualification, Students are categorized as those who have studied MBA, MBA-F, MBM, and MBS. The classification of the respondents by academic qualification in terms of number and percent is shown in Table 4.1. It illustrates the

respondents' education qualifications. It indicates the education level of students studying MBS 45.8% which is followed by MBM i.e. 33.4%, MBA 12.3%, and MBA-F 8.5%. This shows university students are highly educated.

The study reveals most of the respondents have been doing the transaction for more than three years which represents the 55.5% of the total sample size while respondents doing the transaction for 3 years, 2 years and 1 year occupies 19.8%, 15.4%, and 9.3% of total sample size respectively. The study results show most of the students used mobile banking which occupied 98.2% of the total respondent while the students who didn't use mobile banking has represented only 1.8% of the total sample size. This implies most university students used mobile banking. The result also shows most of the students uses all of the above options for mobile banking which occupies 67.1% of the total population sample which is followed by balance inquiry i.e. 15.7%., Fund transfer 13.1% and Pay bills 4.1% respectively.

4.2 Descriptive Analysis

Descriptive statistics was done representing mean and standard deviation of individual scale item and overall variable too. It shows the summarization of the data in terms of mean, standard deviation, etc. Descriptive statistics help us to simplify large amounts of data associated with these variables in a sensible way.

Moreover, Five Point Likert Scale questions were asked to the respondents which scaled from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree) for all variables in survey research. The number of respondents (N) in each question item was 389. Questions related to each determinant and their descriptive statistic are shown below which shows the agreement level of the respondents.

4.2.1 Trust

Table 4.2
Descriptive analysis of trust

Particulars	N	Test Scale	Mean	Std. Deviation
I believe mobile banking service is trustworthy.	389	3	3.90	1.035
I believe mobile banking service provider keep their promises and commitments.	389	3	3.95	1.029
I believe mobile network operations are trustworthy.	389	3	3.88	.982
I believe the technology behind mobile banking services can be trusted.	389	3	3.88	.939
Goodwill of the service provider has an important influence in choosing mobile banking services.	389	3	3.66	1.097
Aggregate Mean	389		3.85	1.016

Source: Field survey, 2021

Table 4.2 shows the mean score of the statement "I believe mobile banking service provider keep their promises and commitments" is 3.95 with a standard deviation of 1.029 which indicates respondents are moderately high agree with the statement. However statement "Goodwill of the service provider has an important influence in choosing mobile banking services" has the lowest mean score i.e. 3.66 with a standard deviation of 1.097 there is a low degree of deviation on responses of respondents and respondents. Overall, the aggregate mean of responses of the respondent is 3.85 which mean university students' intention towards trust is moderately high with an average standard deviation of 1.016. The test scale is the Aggregate mean of a five-point test scale in which the standard or optimum value is 3. If the mean of scale related to trust exceeds 3 then it indicates strong significance.

4.2.2   Security

Table 4.3
Descriptive analysis of security

Particulars	N	Test Scale	Mean	Std. Deviation
Security concerns prevent me from checking accounts using mobile phones.	389	3	3.41	1.272
Using mobile banking is risky.	389	3	3.96	1.027
I fear the misuse of personal information when using mobile banking services.	389	3	3.94	1.007
I fear that I will lose money when making bank transfers.	389	3	3.90	1.039
I fear using mobile banking because I think people will access my account.	389	3	4.00	1.113
Aggregate mean	389		3.84	1.092

Source: Field survey, 2021

Table 4.3 shows the mean score of the statement "I fear using mobile banking because I think people will access my account" is maximum i.e. 4.00 with a standard deviation of 1.113. Whereas statement "Security concerns prevent me from checking accounts using mobile phones" has the lowest mean 3.41 with a standard deviation of 1.272. The aggregate mean of responses is 3.84 and the standard deviation is 1.092.

4.2.3   Social influence

Table 4.4
Descriptive analysis of the social influence

Particulars	N	Test Value	Mean	Std. Deviation
People who are important to me think that I should use mobile banking.	389	3	3.61	1.181
Under the bank's promotion, I will try new functions of mobile banking.	389	3	3.74	1.110
Mobile banking is trendy and therefore, I will try new functions.	389	3	3.65	1.213
I use mobile banking because I have seen someone else using it.	389	3	3.22	1.305
I use mobile banking because someone has shown me how to do it.	389	3	3.85	1.149
Aggregate Mean	389		3.61	1.192

Source: Field survey, 2021

Table 4.4 shows the statement "I use mobile banking because someone has shown me how to do it" has a high mean score i.e. 3.85 and a standard deviation of 1.149. Similarly, the statement "I use mobile banking because I have seen someone else using it" has the lowest mean 3.22 with a mean standard deviation of 1.305. The aggregate mean of responses of the respondent is 3.61 and the standard deviation is 1.192.

4.2.4 Attitude towards the use

Table 4.5
Descriptive analysis of attitude towards the use

Particulars	N	Test Scale	Mean	Std. Deviation
It is advantageous to use mobile banking.	389	3	3.82	1.042
I think mobile banking is a banking transaction that uses mobile phones to inform banking customers.	389	3	3.70	1.173
I feel the mobile phone is a practical way of doing the banking business.	389	3	3.17	1.257
I think mobile banking would make it easier for me to conduct transactions.	389	3	3.60	1.247
Mobile banking services are convenient because I can use them anytime.	389	3	4.04	.961
Aggregate Mean	389		3.66	1.136

Source: *Field survey, 2021*

Table 4.5 shows the statement "Mobile banking services is convenient because I can use it anytime" has a high mean score i.e. 4.04 and has a standard deviation of 0.961. Similarly, the statement "I feel the mobile phone is a practical way of doing banking business" has the lowest mean 3.17 with a mean standard deviation of 1.257. The aggregate mean of responses of respondents is 3.66 and the standard deviation is 1.136.

4.2.5 Quality of services

Table 4.6
Descriptive analysis of quality of services

Particulars	N	Test Scale	Mean	Std. Deviation
Mobile banking can provide a secure stable financially.	389	3	3.92	1.061
Mobile banking can provide timely financial transactions.	389	3	3.68	1.101
Mobile banking can provide reliable users, authentication, data security, and timely.	389	3	3.75	1.195
Mobile banking service providers make good-faith efforts to address most customer's services.	389	3	3.99	.870
Mobile banking service providers are open and responsive to customer needs.	389	3	3.64	1.216
Aggregate Mean	389		3.79	1.088

Source: Field survey, 2021

Table 4.6 shows the statement "Mobile banking service providers make good-faith efforts to address most customer's services." has a high mean score and standard deviation of 0.870. While the statement" Mobile banking service providers are open and responsive to customer needs" has a low mean score of 3.64 and a standard deviation of 1.216. The aggregate mean score responses are 3.79 and the standard deviation is 1.088.

4.2.6   Intention to use

Table 4.7
Descriptive analysis of intention to use

Particulars	N	Test Scale	Mean	Std. Deviation
Mobile banking is faster than visiting a bank.	389	3	3.98	.867
Mobile banking is less time-consuming than other banking options.	389	3	3.70	1.173
Learning to use mobile banking is easy for me.	389	3	3.98	1.127
Mobile banking is more accessible than visiting a bank.	389	3	3.81	1.060
Mobile banking is effortless than other banking services.	389	3	3.87	1.083
Aggregate Mean	389		3.87	1.062

Source: *Field survey, 2021*

Table 4.7 shows the statement "Mobile banking is less time consuming than other banking options" has a low mean score i.e. 3.70 and a standard deviation of 1.173. While statement "Mobile banking is faster than visiting a bank" and has a high mean score of 3.98 and a standard deviation of 0.867. The aggregate means a score response is 3.87 and the standard deviation is 1.062.

4.3 Testing relationship variables

The relationship between trust, security, social influence, attitude towards use, quality of services, and university students' intentions towards mobile banking was assessed by using Pearson correlation.

4.3.1 Correlation analysis between intention to use and trust, security, social influence, attitude and quality of service.

The Pearson correlation was employed to test the hypothesis and to find the relationship between Trust, Security, Social influence, Attitude, Quality of Service, and University students' intention towards mobile banking. There is a positive relationship between Trust, Security, Social influence, Attitude, Quality of Service, and Intention to use mobile

banking by university students. Correlations Analysis between variables was studied to find relations among them. Pearson's correlations analysis was carried out for variables having simple multi-option answers. The correlation matrix was computed to assess the extent or degree of the relationship between the research variables. A positive correlation reveals that the direction of the relationship is positive with one increasing in reaction to the other's increase. Meanwhile, a negative correlation reveals an inverse of the above; an increase in one when the other decreases (Sharma & Chaudhary, 2018). r<0.30 is weakly correlated, 0.30<r<0.60 is moderately correlated and r>0.60 is strongly correlated.

Table 4.8
Correlation of intention to use mobile banking and trust, security, social influence, attitude, quality of Service

		I	T	S	SI	A	Q
I	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	389					
T	Pearson Correlation	.736**	1				
	Sig. (2-tailed)	.000					
	N	389	389				
S	Pearson Correlation	.553**	.525**	1			
	Sig. (2-tailed)	.000	.000				
	N	389	389	389			
SI	Pearson Correlation	.578**	.560**	.728**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	389	389	389	389		
A	Pearson Correlation	.667**	.649**	.657**	.660**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	389	389	389	389	389	
Q	Pearson Correlation	.650**	.597**	.691**	.735**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	389	389	389	389	389	389

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

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

Note: - I: Intention to use (Dependent Variable), T: Trust, S: Security, SI: Social Influence, A: Attitude, Q: Quality.

Table 4.8 demonstrates the Pearson's correlation coefficient between the studied variables. The table shows that there is a high correlation between intention to use mobile banking and trust as their correlation was 0.736. Similarly, there was a moderate correlation between security and intention to use mobile banking as their correlation was 0.57 which is more than 0.5. The correlation between social influence and intention to use mobile banking was also found to be moderately correlated as their correlation was 0.578 which is more than 0.5. Attitude and intention to use mobile banking were also found to have a strong correlation as their correlation was 0.667. The correlation between Quality of services and intention to use mobile banking was found to be moderately correlated as their correlation was 0.650 which is more than 0.6.

Similarly, there was a moderate correlation between security and trust i.e. the correlation was 0.525. There exists a moderate correlation between Social influence and Trust, as their correlation was 0.560 which is more than 0.5, and there exists a strong correlation between social influence and security which was 0.728 just more than 0.6.

In a similar way attitude and trust, attitude and security, attitude, and social influence were strongly correlated as their correlation was 0.649, 0.657, and 0.660 respectively which is more than 0.6.

Likewise, Quality and Trust have moderate correlation as their correlation was 0.597 which is more than 0.5. Lastly, Quality and security, Quality and Social influence, Quality and Attitude were strongly correlated as their correlation was 0.691, 0.735, and 0.736 which was more than 0.6.

4.4 Regression Analysis

Regression analysis is used to analyze the relationship between several independent variables and a single dependent variable. This analysis technique allows researchers to show how much of the variance in the dependent variable is explained by a set of independent variables. It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held fixed (Sharma & Chaudhary, 2018).

4.4.1 Regression analysis of independent variables with intention to use mobile banking.

Table 4. 9
Model summary of independent variables on intention to use mobile banking

| Model | | | Std. Error of the |
R	R Square	Adjusted R Square	Estimate
.791[a]	.626	.622	.4409

a. Predictors: (Constant), Quality, Security, Social influence, Trust, Attitude

b. Dependent Variable: Intention

Table 4.9 Shows R=0.791, which means there is a moderately positive correlation between the independent variables and intention of university students' intention towards mobile banking, which means if banks improve in different variables intention towards mobile banking by university students has been increased and vice versa. Model summary indicates the R-square also known as coefficient of determination which can help in explaining variance. R-square value is 0.626 i.e., 62.6% variation in intention to use mobile banking is explained by independent variables (T, S, SI, A and Q). However, it is still leaving 37.4% (100% - 62.6%) unexplained in this research. In other words, there are other additional variables that are important explaining intention to use mobile banking that have not been considered in this research.

Similarly, adjusted R-square is 0.622 which means 62.2% variation in intention to use mobile banking is explained by independent variables after adjusting degree of freedom (df). Model summary also indicate the standard error of the estimate of 0.4409 which shows the variability of se value of intention to use mobile banking from regression line is 0.4408 units.

Table 4.10 *ANOVA analysis of independent variables and intention*

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	124.867	5	24.973	128.447	.000[b]
Residual	74.466	383	.194		
Total	199.333	388			

a. Dependent Variable: Intention

b. Predictors: (Constant), Quality, Security, Social influence, Trust, Attitude

Table 4.10 shows the value of F-stat is 128.447 and significance at 5% significance level because of P-value < 0.05. This indicates that the overall model is a reasonable fit and there is a statistically significant association between the different independent variables with the dependent variable.

Table 4.11

Beta coefficient of independent variables with intention to use

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.383	.142		2.688	.008		
T	.513	.047	.471	11.036	.000	.536	1.864
S	.030	.045	.033	.673	.501	.397	2.518
SI	.030	.049	.032	.608	.543	.355	2.816
A	.175	.051	.177	3.407	.001	.361	2.768
Q	.183	.052	.192	3.529	.000	.328	3.048

a. Dependent Variable: I

Table 4.11 explains that the coefficient of Trust was 0.513. It implies that an increase in one unit of Trust leads to an increase in 0.513 units in intention to use mobile banking and vice versa. The coefficient of security is 0.30. It implies that an increase in one unit of security leads to an increase in 0.30 units in intention to use mobile banking and vice versa. The coefficient of social influence is 0.30 which implies that an increase in one unit of social influence leads to an increase in 0.30 units in Intention to use mobile banking and vice versa.

The coefficient of attitude is 0.175 which implies that an increase in one unit of attitude leads to an increase in 0.175 units in intention to use mobile banking and vice versa. The coefficient of quality of services is 0.183 which implies that an increase in one unit of quality of services leads to an increase in 0.183 units in intention to use mobile banking and vice versa.

The standardized coefficient is measured in units of standard deviation. A beta value of 0.471 indicates that a change of one standard deviation in the independent variable i.e.

Trust results in a 0.471 standard deviations increase in the dependent variable i.e. intention to use mobile banking. A beta value of 0.033 indicates that a change of one standard deviation in security results in a 0.033 standard deviations increase in intention to use mobile banking. A beta value of 0.032 indicates that a change of one standard deviation in the independent variable i.e. social influence in a 0.032 standard deviations increase in the dependent variable i.e. intention to use mobile banking. A beta value of 0.177 indicates that a change of one standard deviation in attitude results in a 0.177 standard deviations increase in intention to use mobile banking. A beta value of 0.192 indicates that a change of one standard deviation in quality results in a 0.192 standard deviations increase in intention to use mobile banking.

The table depicts beta for all the independent variables taken in the study to determine its influence on Intention to use mobile banking. Since the beta of trust is highest i.e., 0.513, it has the most dominant influence on the intention of university students on mobile banking.

Subsequently the multiple regression equation is:

Intention to use mobile banking=0.383 + 0.513(X1) + 0.30(X2) + 0.30(X3) + 0.175(X4) + 0.183(X5) + e

Multi-Collinearity Test: It occurs when two or more predictor variables in multiple regression models are highly correlated, meaning that can be linearly predicted from others with accuracy. In this situation, the coefficient estimates of the multiple regressions may change in response to a small change in the model or the data. Multicollinearity does not reduce the predictive power or reliability of the model it only affects the calculations regarding individual predictors. That is, multiple regression models with correlated predictors indicate how well the entire predictor predicts the outcome variables; bit may not give valid results about any individual predictor.

According to Hair Jr. et al. (2010) and Pallant (2007), the use of tolerance and Variance Inflation Factor (VIF) in examining multicollinearity problem with cut-off points of more than 0.1 and not exceeding 10 respectively. The result from Table 4.11 shows that the tolerance values range from 0.328-0.536 significantly higher than 0.10. Also, the VIF

ranges from 1.865-3.048, which is less than 10, thus concluding that the problem of multicollinearity does not exist among the exogenous variables.

4.5 Summary of Hypothesis Testing

Table 4.12
Summary of hypothesis testing

	Hypothesis	Accepted/Rejected
H1	Trust has a significant positive effect on university students' intention towards mobile banking.	Accepted
H2	Security has a significant positive influence on university students' intention towards mobile banking.	Rejected
H3	Social Influence has a significant positive effect on university students' intention towards mobile banking.	Rejected
H4	User's attitude towards mobile banking has a significant positive influence on university students' intention towards mobile banking.	Accepted
H5	Quality of service has a significant positive effect on university students' intention towards mobile banking.	Accepted

Hypothesis 1

H1: Trust has a significant positive effect on university students' intention towards mobile banking.

From the regression analysis, there is a positive effect between Trust and Intention to use mobile banking. The regression is significant because the p-value is less than alpha i.e., 0.00>0.05 which means that the result obtained from the sample can be generalized. Hence, we reject the null hypothesis at a 5% level of significance so that the above-stated hypothesis H1 is Accepted i.e., Trust has a significant positive effect on university students' intention towards mobile banking.

Hypothesis 2

H2: Security has a significant positive influence on university students' intention towards mobile banking.

From the regression analysis, there is no significant influence between security and Intention to use mobile banking. The regression is insignificant because the p-value is more than alpha i.e., 0.501>0.05 which means that the result obtained from the sample cannot be generalized. Hence, we accept the null hypothesis at a 5% level of significance so that the above-stated hypothesis H2 is Rejected i.e., Security has no significant influence on university students' intention towards mobile banking.

Hypothesis 3

H3: Social Influence has a significant positive effect on university students' intention towards mobile banking.

From the regression analysis, there is no significant effect between Social Influence and Intention to use mobile banking. The regression is insignificant because the p-value is more than alpha i.e., 0.543>0.05 which means that the result obtained from the sample cannot be generalized. Hence, we accept the null hypothesis at a 5% level of significance so that the above-stated hypothesis H3 is Rejected i.e., Social Influence has no significant effect on university students' intention towards mobile banking.

Hypothesis 4

H4: User's attitude towards mobile banking has a significant positive influence on university students' intention towards mobile banking.

From the regression analysis, there is a positive influence between Users Attitude towards use and Intention to use mobile banking. The regression is significant because the p-value is less than alpha i.e., 0.01>0.05 which means that the result obtained from the sample can be generalized. Hence, we reject the null hypothesis at a 5% level of significance so that the above-stated hypothesis H4 is Accepted i.e., the User's attitude towards mobile banking has a significant positive influence on university students' intention towards mobile banking.

Hypothesis 5

H5: Quality of service has a significant positive effect on university students' intention towards mobile banking.

From the regression analysis, there is a positive effect between the quality of service and the Intention to use mobile banking. The regression is significant because the p-value is less than alpha i.e., 0.00>0.05 which means that the result obtained from the sample can be generalized. Hence, we reject the null hypothesis at a 5% level of significance so that the above-stated hypothesis H5 is Accepted i.e., Quality of service has a significant positive effect on university students' intention towards mobile banking.

4.6 Findings

This study was conducted to examine the influence and effect of the independent variables (Trust, Security, Social influence, Attitude to use, Quality of service) on the university student's intention towards mobile banking. Under the parameter, this study has considered Trust, security, social influence, attitude, and quality of services of the university student's intentions on mobile banking. Primary data were collected using a questionnaire from three hundred and eighty-nine (389) respondents and data were analyzed using SPSS V25. The research was based on descriptive analysis and hypothesis testing.

i. Considering the demographic profile, the variable of the study focused on major demographic components such as gender, age, education level, a transaction with the bank, subscribed mobile banking service, and use of mobile banking.

ii. As per the age of the respondents, the majority of respondents, i.e., 58.1 percent lie in the age group "20 years – 25 years". Similarly, the age group "25 years – 30 years" constitutes 34.7 percent of the total respondents, followed by the age group "30 above" which constitutes 5.4 percent of the total respondents. Finally, the age group "Below 20 years" embraces the least respondents i.e., 0.8 percent.

iii. Out of 389 respondents, female constitutes 52.4 percent of the total respondents, and female constitutes 47.6 percent of the total respondents.

Likewise, based on their academic qualification, the majority of the respondents fall under the MBS level category with 178 respondents i.e., 45.8 percent of the respondents. Similarly, 130 respondents i.e., 33.4 percent respondents fall under

the MBM Level category. MBA Level occupies 48 respondents i.e., 12.3 percent. Finally, MBA-F Level occupies only 33 respondents i.e., 8.5 percent of the respondents.

iv. Furthermore, based on the transaction with the bank of the respondents, 55.5 percent of respondents had transacted more than 3 years with the bank, 19.8 percent had transacted with the bank for 3 years, 15.4 percent were transacted for 2 years in the bank and finally, 9.3 percent had transacted for 1 year.

v. Likewise, based on the students subscribed to mobile banking services 98.2 percent prefer mobile banking whereas 1.8 percent didn't prefer to subscribe to mobile banking services.

vi. Moreover, considering the use of mobile banking by the respondents, 67.1 percent of respondents focused on All of the above i.e. fund transfer, balance inquiry, and pay bills, 15.7 percent of respondents focused on balance inquiry, and 13.1 percent of respondents focused on fund transfer, finally, 4.1 percent of respondents focused on to pay bills only.

vii. The descriptive findings suggest that among various independent variables, trust has the highest mean of 3.85 with standard deviation of 1.016. This shows that trust has a greater influence on university student's intention towards mobile banking.

viii. The overall average mean value of security is 3.84, which show that respondents agree that security is an important factor of mobile banking that affects level of university student's intention.

ix. The overall mean of social influence is 3.61, which show that the respondents give importance to social influence and it influences the university student's intention to use mobile banking.

x. The overall mean of attitude is 3.66, which show that respondents agree that attitude is an important factor of mobile banking that affects university student's intention towards mobile banking.

xi. The aggregate mean of quality of service is 3.79, which show that respondents agree that Quality is an important factor of mobile banking service that affects level of intention of mobile banking towards university students.

xii. Similarly, the dependent variable, intention to use mobile banking has a mean of 3.87 and standard deviation of 1.062. This shows that the university student's intention towards mobile banking is good.

xiii. The correlation matrix shows that there is a strong correlation between trust and intention to use mobile banking as their correlation was 0.736. Similarly, there is a strong correlation between Users' Attitudes and intention to use mobile banking as their correlation was 0.667. The correlation between the quality of service and intention to use mobile banking is found to be strong as their correlation was 0.650. Security and intention to use mobile banking are also found to have moderately correlated as their correlation was 0.553. The correlation between Social influence and intention to use mobile banking is also found to be moderately correlated as their correlation was 0.578.

xiv. The Model Summary table shows that R Square is 0.626 which means that 62.6 % variation in university students' intention towards mobile banking is explained by independent variables (Trust, Security, Social influence, Attitude, and Quality of services). However, 37.4 % (100% - 62.6%) is unexplained in this research.

xv. Based on ANOVA, the p-value is 0.000 which is equal to alpha. Besides that, the F-statistic is significant at the value 128.447. Therefore, the model is a good description of the relationship between dependent and predictor variables. As a result, the independent variables (Trust, Security, Social influence, Attitude, and Quality of services) significantly explain the variance in the intention of university students to use mobile banking.

xvi. From the regression model, we can explain that the coefficient of Trust, Security, Social influence, Attitude, and Quality of services were 0.513, 0.30, 0.30, 0.175, and 0.183 respectively. It implies that an increase in one unit of trust leads to an increase in 0.513 units in intention to use mobile banking and vice versa. The coefficient of Security was 0.30. It implies that an increase in one unit of security leads to an increase in 0.30 units in Intention to use mobile banking and vice versa. The coefficient of Social influence was 0.30 which implies that an increase in one unit of Social influence leads to an increase in 0.30 units in intention to use mobile banking and vice versa. The coefficient of Attitude was 0.175 which implies that an increase in one unit of Attitude leads to an increase in 0.175 units in intention to use mobile banking and vice versa. The coefficient of Quality of service was 0.183 which implies that an increase in one unit of quality of service leads to an increase in 0.183 units in intention to use mobile banking and vice versa.

Moreover, the table also depicts beta for all the independent variables taken in the study to determine its influence on intention to use mobile banking. Since the beta of Trust is highest i.e., 0.513, it has the most dominant influence on the intention to use mobile banking.

xvii. There were five statements for hypothesis testing. Out of which, H2, and H3 were rejected as their p-value was more than 0.05. Other statements H1, H4, and H5 were accepted as their p-value was less than 0.05.

4.7   Discussion

In 2014 Irene Govender, Walter Sihlali study about a study of mobile banking adoption among university students using an extended TAM. The study concludes that trust has a significant positive influence on students' intention to use mobile banking, students have some trust as their continued usage of Mobile Banking. Which is supported by Alalwan, Dwivedi and Rana (2017), study about predicting young consumers' take-up of mobile banking services. This is found that behavioral intention is significantly and positively influenced by the trust. Chawla and Joshi (2017) support that perceived trust was found to positively and significantly affect users' intention.

In 2012 Dupas, Green, Keats and Robinson study about challenges in banking the rural poor: evidence from Kenya's western province. Study concludes there is significance negative impact that people do not trust bank which is supported by Malaquias and Hwang (2016), study about an empirical study on trust in mobile banking: A developing country perspective. This is found that there is negative relationship between trust and mobile banking.

This is found there is a statistically not significant relationship between security and intention to use mobile banking. This result is similar to the findings of researcher Ulun Akturan, Nuray Tezcan (2012). Furthermore, the studies have argued that there is no direct relationship between intention to use mobile banking and security/ privacy risk. Security anxiety is an antecedent factor that can be used to influence the intention to use mobile banking. Service providers must increase security measures to provide a safe transaction environment, so that customers may decrease their security anxiety (Yenhui Ouyang, 2012) This is supported by (Dangol & Kautish, 2019), the results also indicated the customer's perception towards the vulnerable are negatively influenced by the lack of

enough security protocols. Consequently, the more information on or the more experience with cyber-fraud incidents customers have, the more likely they will not commit transactions in e-commerce.

In 2018 Singh and Srivastava found that there is positive relationship among security and intention to use mobile banking. Furthermore, the studies have argued that security issue are not in fact major determinants in banking transactions (Laukkanen and Lauronen, 2005) which rejects the findings.

Furthermore, Social influence does not influence university students' intentions towards mobile banking, which is supported by (Lu et al., 2003), the respondents in this study are somewhat young and in between the 18 to 35 years age group, therefore they are susceptible to social influence. Moreover, in reality, their decisions to use the internet and mobile banking are sometimes influenced by the external environment such as people around them like friends and family. In this case, the bank needs to train its customers to promote the use of internet banking via word-of-mouth communication.

In 2010 Riquelme and Rios it is found that the social norms influence adoption more strongly among females respondents than male which is dissimilar to the findings of the study.

This is found there is a significant positive influence of user's attitude towards use and intention to use mobile banking, which is supported by Irene Govender, Walter Sihlali (2014). Attitude has positive relation which helps to adopt the use of mobile banking. Furthermore, Chaouali souiden and ladhari (2017) support that intention of adopting mobile banking is determined by attitude towards mobile banking which in turn is determined by attitude towards failure, and attitude towards learning to use mobile banking. According to Ulun Akturan and Nuray Tezcan (2012) don't support the findings that there is no direct relationship between intention to use and attitudes of the customer.

This is found that quality of service has there is a significant positive effect on university students' intention towards mobile banking which is supported by Vinh Sum Chau, Liquing W.L.C Ngai (2010). There is a positive impact of IBS quality on satisfaction and loyalty. Another researcher Pradhan (2018) has also supported that service promotion has a positive impact on the value of the customer. Laukkanen and Lauronen (2005) also support that there is a positive impact as a new electronic channel is replacing the more

traditional ones, location- free access seems to create positive value in the consumption of these services.

Thus, there is a significant positive relationship between Trust, Quality of service, Attitude, and intention to use mobile banking.

CHAPTER V
CONCLUSION AND IMPLICATION

5.1   Summary

The objective of the study is to depict the university student's intention towards mobile banking. To evaluate and test the data, the researcher firstly reviews multiple sources of literature to review the information on the research topic. For this research, the researcher used the primary data collection method to collect the data. Primary data were collected through the survey in the form of a structured questionnaire which was distributed among 389 respondents residing at Shankar Dev Campus, Nepal commerce campus, Central Department of Management, and School of Management. The literature review was carried out to identify the various factors as Trust, Security, Social Influence, Attitude and Quality of services, which directly affected the university student's intention towards mobile banking.

The research process was conducted to study the intention of university students towards mobile banking. In addition, the researchers studied the possible way to improve the services to increase the different facilities which help to develop security towards mobile banking and it helps to develop trust among students which helps to influence positively to use mobile banking services in the upgraded technological advancement. Furthermore, the objective of the research process was to study the association between trust, security, social influence, attitude, and quality of services on university students' intention towards mobile banking. Moreover, During the research process the factor that influences the university student's intention towards mobile banking. The research also studied the impact of trust, security, social influence, attitude towards use, quality of services on the intention of university students towards mobile banking. The growth rate of mobile banking in an emerging market has been rapid and remarkable than in the developed market. The reason for the rapid growth of mobile banking services is trust, attitude towards use, and quality of services provided by the financial institutions.

The descriptive findings suggest that among various independent variables, Trust has the highest mean of 3.85 with a standard deviation of 1.016. This shows that Trust has a greater influence on university students' intention towards mobile banking. Similarly, the dependent variable, intention to use has a mean of 3.87 and a standard deviation of 1.062.

This shows that level of the intention of university students towards mobile banking is good.

Five research hypotheses were formulated to test the impact of five factors of mobile banking intention of university student's i.e. Trust Security, Social Influence, Attitude, and Quality of services. The significance of the hypothesis between the variable is also analyzed from the significant value drawn from the sample.

The regression results were used to answer the five research hypotheses. The result was found that the Trust, Attitude, and Quality are statistically significant at the 0.05 level. This is because the p-value of 0.005 is less than the alpha value i.e. 0.05. Hence, the results proved that Trust, Attitude, and Quality of service have a significant positive relationship with university students' intention towards mobile banking.

The model summary indicates the R- square also known as the coefficient of determination which helps to explain variance. The value of R-square is 0.626 which means 62.6 percent variation in university students' intention towards mobile banking was explained by independent variables i.e. Trust, Security, Social influence, Attitude, and Quality.

The value of F-stat is 128.447 and significance at 5% significance level because of P-value < 0.05. This indicates that the overall model is a reasonable fit and there is a statistically significant association between the different independent variables with the dependent variable. The result of regression analysis shows that the beta coefficients of Trust, Security, Social influence, Attitude, and Quality are positive with university students' intention towards mobile banking. It indicates that Trust, Security, Social influence, Attitude, and Quality have a positive effect on university students' intention towards mobile banking.

In addition to the bright perspective of mobile banking services is to carry some challenges to implement the services smoothly. From the survey results, the major challenges can be identified as unstable Internet and mobile connection, lack of technological knowledge and awareness, Technical errors, less variability in mobile banking services, and lack of interest from the young customer group. Similarly, the respondent also views the reliability and strength of telecommunication service providers

and uniformity in the services provided by the service providers as major challenges to further extending mobile banking services in Nepal.

Furthermore, from the views of respondents, some of the applications are hard to understand and difficult so the bank should provide user-friendly applications and a secure medium while operating the application. It is also found that there is a financial problem while transferring funds and service charges applied by the financial institutions. The increasing use of mobile technology makes mobile banking more engaging to explore among the students which are becoming technically knowledgeable. Though students Still feel insecure in using Mobile Banking since financial institutions make more improvements to develop security in mobile banking service, which helps to develop trust among youth like university students. Some respondent comments that Mobile banking has transaction amount limits whereas university students use huge amounts at the time of admission this might be the problem. Talking about the prospect makes every transaction within a short time, easy to use so adding more functions, addressing the problem would be great. Moreover, students are worried that the university administration does not accept the receipt paid through mobile banking so they are forced to pay by visiting the bank physically. Government and financial institutions should make the proper policy that addresses the demand of the university students, this helps in the economic mobility and helps to uplift the economic development of the country.

To identify the impacting factors of mobile banking in Nepal, the survey, questionnaire, and relevant literature were used. The survey and questionnaire results indicate that awareness of the services among people, telecommunication signals, simplified technologies, and uniformity in the services largely affect retention and acquisition by customers. Since mobile banking services in Nepal are in an early stage, the different risks associated with mobile banking can demotivate people to apply the services. In addition, the frequent use of mobile banking services may result in increased costs for the services used, which may have an impact on the extension of the services. Furthermore, customers' trust in mobile banking to carry out financial activities is a major impact creating factor. Mobile banking providers need to build security factors among customers to retain customers.

The growing use of mobile users and the high willingness of mobile users to utilize mobile banking services revealed by the survey demonstrate high possibilities of mobile

banking in Nepal. In addition, the questionnaire revealed the high growth of mobile banking users which supports the future possibilities of mobile banking in Nepal. Banks and Financial Institutions should also emphasize developing the trust of the community by organizing a campaign of providing financial knowledge and services.

5.2 Conclusion

The results of the regression analysis provide support for the three hypothesized relationships. The statistical analysis has shown that there is a significant positive relationship between trust and university students' intention towards mobile banking. From the findings, the study found that Users' attitude has a significant positive effect on the intention of university student's intention towards mobile banking. it concluded that university students were satisfied with the quality of services, Trust, and Attitudes towards mobile banking provided by banks. Similarly, the study found that Security and social influence does not affect university students' intentions towards mobile banking. It indicates that commercial banks should improve security services and develop trust factors to retain customers from social influence.

5.3 Implication

The information obtained from the research will be a guiding stone for the individuals as well as banks and financial institutions to enrich individuals with trust, security, social influence, attitude, and quality of services of the university student's intention towards mobile banking.

The banks and financial institutions can also focus on developing campaigns to educate, develop trust, provide securities on financial transactions in the individuals with financial terminologies, which would inject a lot of unused savings into the formal sector of the economy. This would not only help to increase the savings of the individuals at the micro level but solve the lack of liquidity mobilization and capital in the form of investment to the business houses at the macro level and also to know the intention of university students towards mobile banking for the further improvement in the policy and guidelines.

Moreover, this study may help policymakers, financial planners, and various institutions that are involved in the promotion of mobile banking through the identification of

intention of university students towards mobile banking to convert the nation from the nation of saver's to the nation of informed investors through the modes of mobile banking.

Hence, the result of the study is significant for the banks in different ways. This research displays the importance of intention of mobile banking of university students which helps in the overall development of the economic condition of the country. Moreover, this research also contributes to the literature of both theoretical and empirical evidence within the area of the relationship between university students' intention towards mobile banking and quality of services, Attitude towards the use of mobile banking, Security perceived by students, Attitudes and Social influence.

5.3.1 Recommendation for future researchers

The primary objective of this research was to analyse the university student's intention towards mobile banking. The research has taken only five variables Trust, Security, Social influence, Attitude towards use, and Quality of services to study the various dimensions of Students' intention about mobile banking. However, various other variables can be taken into consideration for future research works.

There are a lot of areas that need further study and consideration. Some of the recommendations are as follows:

i. The study is purely academic research. Thus, the sample size taken in the research is small to take the conclusion at the policy level. Therefore, for the professional research purpose, and to reduce the error and to make the result more pervasive, the sample size should be increased.

ii. This research was confined to the Kathmandu Valley. However, for the generalization of the research results, the respondents should be from diverse areas such as other faculty, other universities.

iii. The study has taken only five variables of intention to use mobile banking into consideration such as trust, security, social influence, attitude towards use, and quality of services to study the impact on university students' intention towards mobile banking. Thus, other variables can also be taken into considerations in further research.

iv. To empower the individuals on the subject of mobile banking, the issue of university students' intentions should be taken into consideration by the policymakers.

v. The study was done on a quantitative approach since other researchers can apply the qualitative research approach.

vi. The study was done through the regression analysis methods, further Structural Equation Modeling can be done.

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University Students' Intention towards Mobile Banking

Dear Prospective Participants,

I am Sudeep Subedi, a student of Central Department of Management, TU. Conducting a dissertation on "University students Intention towards Mobile Banking" as a partial fulfillment of Masters of Business Management (MBM). The questionnaire aims to define your intention towards mobile banking. You are expected to choose the answer that you feel closest to. I would like to assure that your personal details and responses will be strictly confidential and used for research papers only.

Thank you in advance for taking your time to answer these questions.

SECTION A

This section intends to identify the Demographic Information of the Customers.

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

Gender:

- o Male
- o Female

Age: -

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

Education level

- o MBA
- o MBA-F
- o MBM
- o MBS

How long have you been doing transaction with your bank?

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

Have you subscribed to Mobile Banking service?

- o Yes
- o No

What do you use mobile banking for?

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

SECTION B

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

Please tick in the appropriate Box.

S. N	Questions	SD	D	N	A	SA
	Trust					
1	I believe mobile banking service is trustworthy.	1	2	3	4	5
2	I believe mobile banking service provider keep their promises and commitments.	1	2	3	4	5
3	I believe mobile network operations are trustworthy.	1	2	3	4	5
4	I believe the technology behind mobile banking services can be trusted.	1	2	3	4	5
5	Goodwill of the service provider has important influence in choosing mobile banking services.	1	2	3	4	5
	Security					
6	Security concerns prevent me from checking accounts using mobile phones.	1	2	3	4	5
7	Using mobile banking is risky.	1	2	3	4	5
8	I fear misuse of personal information when using mobile banking services.	1	2	3	4	5
9	I fear that I will lose money when making bank transfer.	1	2	3	4	5
10	I fear using mobile banking because I think people will access my account.	1	2	3	4	5

S. N	Questions	SD	D	N	A	SA
	Social Influence					
11	People who are important to me think that I should use mobile banking.	1	2	3	4	5
12	Under the bank's promotion, I will try new functions of mobile banking.	1	2	3	4	5
13	Mobile banking is trendy and therefore, I will try new functions.	1	2	3	4	5
14	I use mobile banking because I have seen someone else using it.	1	2	3	4	5
15	I use mobile banking because someone has shown me how to do it.	1	2	3	4	5
	Attitude towards use					
16	It is advantageous to use mobile banking.	1	2	3	4	5
17	I think mobile banking is a banking transaction uses mobile phones to inform banking customers.	1	2	3	4	5
18	I feel mobile phone is a practical way of doing banking business.	1	2	3	4	5
19	I think mobile banking would make it easier for me to conduct transactions.	1	2	3	4	5
20	Mobile banking services is convenient because I can use it anytime.	1	2	3	4	5
	Quality of services					
21	Mobile banking can provide a secure stable financial.	1	2	3	4	5
22	Mobile banking can provide timely financial transaction.	1	2	3	4	5
23	Mobile banking can provide reliable users, authentication, data security and timely.	1	2	3	4	5
24	Mobile banking service providers make good-faith efforts to address most customer's services.	1	2	3	4	5
25	Mobile banking service providers are open and responsive to customer needs.	1	2	3	4	5
	Intention to use					
26	Mobile banking is faster than visiting a bank.	1	2	3	4	5
27	Mobile banking is less time consuming than other banking option.	1	2	3	4	5
28	Learning to use mobile banking is easy for me.	1	2	3	4	5
29	Mobile banking is more accessible than visiting a bank.	1	2	3	4	5
30	Mobile banking is effortless than other banking services.	1	2	3	4	5

In your opinion what would be the problem and prospects of university student's intention towards mobile banking?

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