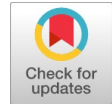


# The Key Determinants of Behavioural Intention Towards Mobile Banking Adoption



R. Tamilselvi, P. Balaji

**Abstract:** This research was conducted to understand the customer behaviour in mobile banking usage intention and adoption with the primary objective to explore the factors determining the behavioural intention of mobile banking adoption practices among the bank customers in the study area. The empirical research design was adopted by employing survey method to collect responses from target population through convenient non-probability sampling method. The primary data collected were subjected to analysis using SPSS Version 17.0 and the statistical tools such as, percentage analysis, descriptive statistics, Independent sample t test, Analysis of Variance and multiple regression analysis. The empirical evidences reveal that Performance Expectancy, Effort Expectancy, Habit and Trust are significant and positively influencing the Behavioural Intention of the Mobile Banking whereas, Hedonic Motivation has significant and negative influence on Behavioural Intention of the Mobile Banking. This study concluded that banks should advertise and promote mobile banking through handsets and live demonstration counters at selected branches manned by a dedicated staff to adopt various promotional activities for enhancement in digital literacy and financial inclusion with other government schemes. Banks must extensively engage in the promotion of all Digital based initiatives launched by the Government of India and engage its customers to install banking Apps like BHIM, PhonePe, Payment Banks, etc. to facility effortless banking on their own palms. This research paper aims in exploring various insights related to behavioural intention towards the adoption of mobile banking especially among youth in the Chennai city and Hyderabad city. This study also aims to explore the key determinants of mobile banking adoption among customers of public and private sector bank customers.

**Key Words:** Mobile Banking, Behavioural Intention, Hedonic Motivation, Performance Expectancy and Risk..

## I. INTRODUCTION

The demonetisation was made to eradicate black money economy, counterfeit note circulation and terrorism funding in the country. On the other hand, this leads to cash crunch to meet their day-to-day expenses and higher thrust for banking services in the country. This was transformed the way banking business is being conducted today due to the emergence (Goode A 2018; Keeton W R 2001 & Arnold, D) and growth of digital payment services (Malini, A., & Menon, D. G. 2017; Malik S 2014; Gupta S 2013). Banking is the life blood of Indian economy and it is also considered

as the backbone of Indian financial system. In the recent past, banking industry has undergone tremendous changes due to technological transformation of the industry. It is therefore imperative to understand the adoption and growth of technological changes in banking industry to deliver maximum benefits to the share holders (Anbalagan, D. G. 2017; Stepanova, S. V., & Karakchieva, V. L. 2018; Roumeliotis, P. 2019). According to IMAI Report 2017, youth are turned to be more prolific users of mobile internet in India (Khan, D 2017). The statistic shows the number of mobile phone users in India from 2013 to 2019. For 2017 the number of mobile phone users in India is raised to 730.7 million. In this same year the number of smartphone users in India is reached 340 million and could expected to reach almost 468 million by 2021. Due to the rapid growth and increase in the use of mobile phone and internet among Indians create feasibility to adopt mobile banking instead, traditional banking or physical cash transactions in their day-to-day lives.

## II. REVIEW OF LITERATURE

Balogun Emmanuel Olanrewaju (2016) examined the role of information technology adoption on the organisational performance of employees working Nigerian banking industry. The researcher has randomly selected twenty banks for the research design. Further, the researcher adopted structured questionnaire to gather information from employees working in all the selected twenty banks for this study. The result indicates that technological innovation has significant influence on employees' performance and higher employee performance leads to profitability of banks. The researcher recommended that top level management should nurture various training programmes to its employees for technological adoption in their banking services which would facilitate survival in the competitive environment of the Nigerian banking industry. Ibha Rani (2015) conducted an exploratory study to examine the impact of information technology on Indian banking industry. The author stated that the growth of information technology in banking sector enables the bank to provide sophisticated, better and secured services to its customers. Further, the author explained that electronic clearing services (ECS), electronic fund transfer (EFT), real time gross settlement (RTGS), core banking solutions (CBS) are the technological platforms that provide faster and secured banking services to the customers. The author had also elaborated that phone banking, tele-banking, internet banking and mobile banking are helpful to the bankers for enriching the customer relationship management in an organised way.

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## The Key Determinants of Behavioural Intention Towards Mobile Banking Adoption

The author concluded that, information technology has potential to offer cost-effective, quicker, timely and systematic services to benefit the customers of Indian banking industry.

Umrez M and Ramanjaneyulu (2016) studied the behaviour of literates in resistance towards internet banking through empirical investigation with special reference to Rayalaseema Region of Andhra Pradesh. The researchers have made an investigation to identify the major factors contributing to the resistance of literates for the adoption of internet banking practices. The researchers have adopted survey method to collect primary data for the purpose of exploring the resistance factors of bank customers. The result indicates that five dimensions as major barriers for resistance to adopt internet banking such as, accessibility, connectivity, risk, cost and physiological in determining the customers to move from tradition banking to internet banking. The research concluded that lack of knowledge and awareness among literates in the study area has to be overcome in near future to adopt internet banking practices in their lives.

Amutha (2016) studied the awareness of the banks customers with respect to e-banking services in the Tuticorin district of Tamil Nadu with the aim of evaluating the customers service quality in the e-banking system. The researcher has adopted survey method to know the perception of bank customers through structured questionnaire by applying convenient sampling method. The result shows that the respondents possess higher awareness with respect to e-banking and they are also moderately satisfied with service quality offered by their banks in the study area. The researcher concluded that banks should create more awareness about the new technologies and new services offered by them to their customers to improve e-banking system.

Ilham Sentosa and et al., (2012) made an attempt to test the application of technology acceptance model (TAM) for the internet banking usage among the Malaysian customers. The researchers found five different components of internet banking adoption such as, perceived usefulness, ease of use, credibility, self-efficacy and intention. The application of structural equation model has confirmed that technology acceptance model (TAM) is also applicable for the internet banking adoption among Malaysian customers. The authors concluded that banks should make online banking more user-friendly to enhance the usage intention.

Hossein Rezaei Dolat Abadi & Fateme Nematizadeh (2012) made an exploratory study to investigate the users' acceptance with respect to e-banking of selected banks in Iran with the aim of exploring the intention to use e-banking. The researchers have adopted survey method to collect primary data from selected Iranian bank customers. The empirical evidence supports that perceived usefulness, perceived ease of use, perceived credibility and perceived enjoyment are significantly influencing the customer attitude towards e-banking practices and customers attitude has positive influence on intention to use electronic banking. The researchers concluded that, the application of TAM model is also more suitable for the application of e-banking practices of Iranian customers whereas (Abdul Kabeer Kazi, 2013) the research conducted among higher education youth in Pakistan also supported the same results but convenience is

another aspect which has also a positive influence on the adoption of internet banking practices among student community in Pakistan. Further, (Ramona Florentian R and Kathy Ning S 2012) the research conducted in the United Arab Emirates (UAE) also yield the same result for the application of TAM model in the e-banking context. In addition, the researchers stated that image, security and self efficacy are significantly and positively influencing the perceived ease of use and perceived usefulness of the customers in the Middle East Countries.

Kavitha (2015) examined the role of service quality improvement in banking services towards the adoption of mobile technology. The researcher demonstrated that mobile banking plays a vital role in adoption of digital banking practices among customers in Tamil Nadu, India. Further, the researcher educated the various benefits pertaining to adoption of mobile banking for the user friendly mobile banking to access the banking service round-the-clock. Finally, the researcher suggested Mobile Banking Supervising System Model (MBSS) for the better control over mobile banking services. Sunil Kumar Mishra and Durga Prasad Sahoo (2013) stated that mobile banking adoption offers various benefits to the customers to save more time and it helps to perform banking transaction at anytime and anywhere. Further, the author concluded that increase in the efficiency of mobile platform will offer better customer service which in turn increases better customer relationship management practices.

### III. SCOPE OF THE STUDY

This present study was limited to select bank customers those who are residing in the Chennai city of Tamil Nadu and Hyderabad City of Telangana. Bank Customers possess smartphone and carried mobile banking practices in their day-to-day life are alone selected for the study. This study covers only public and private sector bank customers in the study area and other foreign bank customers are not covered in this study. The Primary data was collected from the age group of only 18 years to 30 years and those who practice mobile banking practices are alone selected for the present study. The perception of bank customers with respect to usage and adoption of mobile banking only considered for the study.

### IV. RESEARCH QUESTIONS OF THE STUDY

1. What is the level of mobile banking usage and adoption among bank customers in the study area?
2. What are the different factors determining the adoption of mobile banking practices in their day-to-day life?

### V. OBJECTIVES OF THE STUDY

- 1) To study the personal and banking profile of the bank customers residing in Chennai and Hyderabad cities.

- 2) To study the factors determining the behavioural intention of mobile banking adoption practices among the bank customers in the study areas.

**VI. RESEARCH METHODOLOGY**

The present research study was descriptive and empirical in nature. The researchers adopted survey method to gather information in the form of primary data from bank customers residing in Chennai and Hyderabad cities through a well designed and structured questionnaire by applying non-probability convenient cum purposive sampling technique. The pilot study was conducted with 30 bank customers those who practice mobile banking practices in their day-to-day life. The data collected were subjected to Cronbach’s Alpha Reliability Co-efficient and the value 0.822 proves that the scale is more consistent and highly reliable in nature. The total of 120 questionnaires was distributed to bank customers in the selected study areas and only 111 completely filled questionnaires were returned by the respondents. The sample of 100 responses (50 samples from Chennai and 50 Samples from Hyderabad) were finalised after the test of normality and reliability.

**VII. QUESTIONNAIRE DESIGN**

The questionnaire with two sections were finalised for the primary data collection from the bank customers residing in the study areas. Section one deals with the personal and banking profile such as, age, gender, marital status, nature of family, marital status, educational qualification, occupational status, monthly family income (in Rs.), nature of bank account, frequency of mobile banking usage and major source of information about mobile banking service are measured in the appropriate nominal and interval scales. Section two consists of twenty five customer perception variables related to the adoption and usage of mobile banking in daily life and this section was measured in the appropriate 5 point Likert Scale, ‘Strongly Agree’ to ‘Strongly Disagree’ ranging from 5 to 1 respectively.

**VIII. DATA ANALYSIS AND DISCUSSION**

The primary data collected from employed youth were subjected to data analysis by using SPSS version 17.0 and the statistical tools such as, percentage analysis, descriptive statistics, multiple regression analysis were applied to draw the meaningful results for the research objectives of the study. Percentage analysis was used to study the personal and banking profile of the customers in the Chennai and Hyderabad cities of India. Descriptive statistics was used to find out the average years of age of the mobile banking customer. Independent Sample t test has been applied to explore the difference of perception towards mobile banking adoption and usage factors. Further, multiple regression analysis was applied to explore the determinants of behavioral Intention towards mobile banking.

**A. Personal and Banking Profile of the Bank Customers in the Study Areas**

The percentage analysis and descriptive statistics was used to understand the personal and banking profile of the bank

customers residing in the Chennai and Hyderabad cities. The result of the personal and banking profile of the respondents were presented, tabulated and discussed in Table 1.

**Table 1: Personal and Banking Profile of the Bank Customers**

Personal and Banking Profile	Frequency [Percentage]
<b>Gender</b>	
Male	67 [67.0%]
Female	33 [33.0%]
<b>Marital Status</b>	
Married	14 [14.0%]
Unmarried	86 [86.0%]
<b>Nature of Family</b>	
Nuclear/Small Family	75 [75.0%]
Joint Family	25 [25.0%]
<b>Educational Qualification</b>	
Upto HSC	09 [09.0%]
Graduate	37 [37.0%]
Post-Graduate	53 [53.0%]
Professionals	01 [01.0%]
<b>Occupational Status</b>	
Student	65 [65.0%]
Salaried	22 [22.0%]
Self-Employed	09 [09.0%]
Professionals	03 [03.0%]
Home-Makers	01 [01.0%]
<b>Monthly Family Income (Rs.)</b>	
Less Than 15K	28 [28.0%]
15K-30K	41 [41.0%]
30K-45K	21 [21.0%]
Above 45K	10 [10.0%]
<b>Nature of Bank Account</b>	
Public Sector Bank	52 [52.0%]
Private Sector Bank	21 [21.0%]
Both	27 [27.0%]
<b>Frequency of Mobile Banking Usage</b>	
Hourly	14 [14.0%]
Daily	26 [26.0%]
Weekly	36 [36.0%]
Monthly	24 [24.0%]
<b>Major Source of Information About Mobile Banking Service</b>	
Banks	19 [19.0%]
Newspapers	24 [24.0%]
Official Websites	15 [15.0%]
Magazines	08 [08.0%]
Social Networks	22 [22.0%]
Others	12 [12.0%]





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Table 1 indicates that overall sample constitutes majority of the respondents are males (67%), unmarried (86%), post-graduates (53%), students (65%) and hailing from nuclear families (75%). Sizeable portion of the respondents are earning 15,000 Rupees to 30,000 Rupees as monthly family income (41%). Majority of the respondents are public sector bank customers (52%) and maximum number of bank customers are weekly (36%) once using the mobile banking and bank customers also agreed that news papers (24%) are the major source to create awareness about mobile banking practices.

**Table 2: Descriptive Statistics for Mobile Banking Adoption Factors**

Description	Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Variance	Skewness (S.E = 0.241)	Kurtosis (S.E = 0.478)	Minimum	Maximum	Q1	Q3
BI	12.110	0.174	12.000	12.000	1.745	3.040	-0.102	-0.247	7.00	15.000	11.000	13.000
PE	15.470	0.255	16.000	17.000	2.550	6.510	-0.143	-0.953	10.00	20.000	15.000	17.000
EF	15.090	0.282	16.000	16.000	2.820	7.960	-0.069	-0.740	9.00	20.000	15.000	17.000
FC	14.910	0.248	15.000	15.000	2.480	6.160	0.085	-0.621	9.00	20.000	15.000	17.000
HM	9.530	0.227	9.000	9.000	2.270	5.161	0.216	0.636	4.00	15.000	8.000	11.000
H	9.460	0.238	10.000	11.000	2.380	5.660	-0.261	0.034	3.00	15.000	8.000	11.000
T	10.140	0.207	10.000	9.000	2.070	4.320	-0.156	0.055	5.00	15.000	9.000	12.000
R	3.390	0.117	4.000	4.000	1.179	1.392	-0.503	-0.534	1.00	5.000	3.000	4.000

BI = Behavioral Intention, PE = Performance Expectancy, EE = Effort Expectancy, FC = Facilitating Condition, HM = Hedonic Motivation, H = Habit, T = Trust, R = Risk

Table 2 reveals that out of maximum value of 15 (5 x 3 = BI variables), BI values range from 7.0 to 15.0 and its median and model values are 12.0. The mean value of 12.110 is a robust measure of BI as the standard deviation is lower. The BI distribution has a slight negative skewness. Out of maximum value of 20 (5 x 4 = PE variables), PE values range from 10.0 to 20.0 and its median and model values are 16.0 and 17.0 respectively. The mean value of 15.470 is a robust measure of PE as the standard deviation is lower. The PE distribution has a slight negative skewness. Out of maximum value of 20 (5 x 4 = EF variables), EF values range from 9.0 to 20.0 and its median and model values are 16.0. The mean value of 15.090 is a robust measure of EF as the standard deviation is lower. The EF distribution has a slight negative skewness. Out of maximum value of 20 (5 x 4 = FC variables), FC values range from 9.0 to 20.0 and its median and model values are 15.0. The mean value of 14.910 is a robust measure of FC as the standard deviation is lower. The FC distribution has a slight positive skewness. Out of maximum value of 15 (5 x 3 = HM variables), HM values range from 4.0 to 15.0 and its median and model values are 9.0. The mean value of 9.530 is robust measure of HM as the standard deviation is lower. The HM distribution has a slight positive skewness. Out of maximum value of 15 (5 x 3 = Habit variables), Habit values range from 3.0 to 15.0 and its median and model values are 10.0 and 11.0 respectively. The mean value of 9.460 is robust measure of Habit factor as the standard deviation is lower. The Habit Factor distribution has a slight negative skewness. Out of maximum value of 15 (5 x 3 = Trust variables), Trust

values range from 5.0 to 15.0 and its median and model values are 10.0 and 9.0 respectively. The mean value of 10.140 is robust measure of Trust factor as the standard deviation is lower. The Trust Factor distribution has a slight negative skewness.

Out of maximum value of 5 (5 x 1 = Risk variable), Risk value range from 1.0 to 5.0 and its median and model values are 4.0. The mean value of 3.390 is robust measure of Risk factor as the standard deviation is lower. The Risk Factor distribution has a slight negative skewness.

Influence of Behavioural Intention of Mobile Banking Practices

The Multiple Regression Analysis has been applied to study the significance of influence of Perception towards Mobile Banking usage factors on Behavioral Intention of the bank customers in the study area and the results are shown in Table3.

**Table 3: Determinants of Mobile Banking Behavioural Intention**

Dependent Variable	Significant Predictors	Collinearity Statistics Tolerance (VIF)	F-Value	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Adjusted P (t-Value)	Sig.
Behavioural Intention (BI)			9.943	0.656	0.431	0.387		0.000***
	Performance Expectancy	0.550 (1.819)				0.264 (2.465)	0.015**	
	Effort Expectancy	0.486 (2.058)				0.304 (2.694)	0.008***	
	Facilitating Condition	0.493 (2.030)				-0.048 (-0.431)	0.667	
	Hedonic Motivation	0.759 (1.317)				-0.280 (-3.099)	0.003***	
	Habit	0.634 (1.578)				0.346 (3.503)	0.001***	
	Trust	0.683 (1.459)				0.200 (2.107)	0.038**	
	Risk	0.844 (1.185)				-0.037 (-2.107)	0.504	

Constant with t value of 4.577 at P Value of < 0.01\*\*\*

- Significant Predictors: (Constant), Hedonic Motivation (HM), Performance Expectancy (PE), Trust (T), Habit (H) and Effort Expectancy (EE)
- Facilitating Condition and Risk are Not significantly influencing the Behavioural Intention (BI) of Digital Payment Service Users

Notes:\*\*\* Significant @ 1% level, \*\*Significant @ 5% Level.

Table3 indicates that that Ordinary Least Square (OLS) Model has a goodness of fit for multiple regression analysis {F = 9.943, p<0.001}. Performance Expectancy, Effort Expectancy, Hedonic Motivation, Habit and Trust are the most significant influencers of Behavioural Intention towards Mobile Banking Adoption and they together account for 38.0% variation in it. Performance Expectancy, Effort Expectancy, Habit and Trust are significant and positively influencing the Behavioural Intention of the Mobile Banking whereas,



Hedonic Motivation has significant and negative influence on Behavioural Intention of the Mobile Banking. Facilitating Condition and Risk do not have significant influence on Behavioural Intention of the Mobile Banking.

**Significance of Difference on Personal and Banking Profile with Respect to Mobile Banking Dimensions**

Independent Samples t test and One-Way Analysis of Variance (ANOVA) has been applied to study the significance of difference on personal and banking profiles namely, gender, marital status, nature of family, educational qualification, occupational status, monthly income, nature of bank account, frequency of mobile banking usage and major source to awareness about mobile banking. The results are presented in tables 4 and 5.

**Table 4: Significance of Difference on Personal Profiles on Mobile Banking Dimensions**

Mobile Banking Dimensions	Gender t-value (P-value)	Marital Status t-value (P-value)	Nature of Family t-value (P-value)
Behaviour Intention	-1.020 (0.310)	-1.758 (0.082)	1.159 (0.249)
Performance Expectancy	-1.210 (0.229)	-1.661 (0.100)	1.340 (0.183)
Effort Expectancy	-0.077 (0.939)	-1.676 (0.097)	1.085 (0.280)
Facilitating Identification	0.858 (0.393)	<b>-2.218 (0.029)**</b>	<b>2.254 (0.026)**</b>
Hedonic Motivation	-0.889 (0.376)	1.218 (0.226)	-380 (0.705)
Habit	-0.876 (0.383)	.309 (0.758)	.921 (0.359)
Risk & Trust	-1.681 (0.096)	-.595 (0.554)	-.417 (0.677)

Table 4 indicates that facilitating condition of mobile banking have significance of difference with respect to marital status and nature of family whereas, all the other mobile banking dimensions do not have significance of difference with respect to gender, marital status, nature of family.

**Table 5: Significance of Difference on Personal and Banking Profile on Mobile Banking Dimensions**

Mobile Banking Dimensions	Educational Qualification F-value (P-value)	Occupation F-value (P-value)	Monthly Income F-value (P-value)	Nature of Bank F-value (P-value)	Frequency of Mobile Banking Usage F-value (P-value)	Major Sources to Influence F-value (P-value)
Behaviour Intention	2.157 (0.098)	<b>3.732 (0.007)***</b>	<b>5.729 (0.001)***</b>	0.838 (0.436)	0.297 (0.827)	1.207 (0.312)
Performance Expectancy	<b>3.367 (0.022)**</b>	<b>10.024 (0.000)***</b>	0.125 (0.945)	0.680 (0.509)	<b>3.091 (0.031)**</b>	<b>4.132 (0.002)***</b>
Effort Expectancy	<b>4.166 (0.008)***</b>	<b>13.231 (0.000)***</b>	1.102 (0.352)	2.093 (0.129)	<b>4.459 (0.006)***</b>	<b>6.197 (0.000)***</b>
Facilitating Identification	<b>3.580 (0.017)**</b>	<b>3.565 (0.009)***</b>	0.139 (0.936)	0.486 (0.617)	<b>3.447 (0.020)**</b>	<b>3.645 (0.005)***</b>
Hedonic Motivation	0.039 (0.990)	0.841 (0.503)	<b>2.710 (0.049)**</b>	0.117 (0.889)	0.546 (0.652)	1.239 (0.297)

Mobile Banking Dimensions	Educational Qualification F-value (P-value)	Occupation F-value (P-value)	Monthly Income F-value (P-value)	Nature of Bank F-value (P-value)	Frequency of Mobile Banking Usage F-value (P-value)	Major Sources to Influence F-value (P-value)
Habit	0.199 (0.897)	0.144 (0.965)	1.144 (0.335)	0.914 (0.414)	0.162 (0.922)	0.794 (0.556)
Risk & Trust	<b>3.102 (0.030)**</b>	0.273 (0.895)	1.903 (0.134)	1.338 (0.267)	0.610 (0.610)	1.325 (0.260)

Note: \*\* Denote 5% Significance Level and \*\*\* Denote 1% Significance Level

Table 5 shows that occupational status and monthly income have significance of difference with respect to Behavioural Intention of Mobile Banking adoption whereas, other personal and banking profiles such as, educational qualification, monthly income and banking profiles do not have significance of difference on Behavioural Intention of Mobile Banking adoption. Performance Expectancy, Effort Expectancy and Facilitating Condition of mobile banking dimensions have significance of difference in educational qualification, occupational status, frequency of mobile banking usage and major source for awareness whereas, monthly income and nature of bank account do not have significance of difference in these dimensions. Monthly income has significance of difference in Hedonic Motivation factor and educational qualification have significance of difference in Risk and Trust whereas, other personal and banking profiles do not have significance of difference in Risk and Trust factors. Habit factor do not have significant difference with respect to all the personal and banking profile of the mobile banking customers.

**IX. IMPLICATIONS AND CONCLUSION**

After the perusal of major findings emerged in the study offers many suggestions to extend the benefit to different stakeholders in the Indian banking sector. The present study was aimed at exploring the customer behaviour with respect to mobile banking adoption. This exploratory study explores customer perception with respect to behavioural intention, performance expectancy, effort expectancy, facilitating condition, hedonic motivation, habit, trust and risk on mobile banking. This research study proves that usage intention and adoption of mobile banking are on higher side due to social and technological connectivity of the people in the country. The regulatory authorities should deploy the advancements and block chain technology in delivering mobile banking services to their customers to benefit more secure and safer transactions for the purpose of building customer trust and loyalty towards digital transactions. Banks should advertise and promote mobile banking through handsets and live demonstration counters at selected branches manned by a dedicated staff to adopt various promotional activities for enhancement in digital literacy and financial inclusion with other government schemes. User friendliness and Users Awareness of Mobile Banking at large has to be thrust at every branch banking units to digitally promote awareness of Government Schemes such as, Jan Dhan Yojana, Digital India,



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Licensing Small Finance Banks/Payment Banks, Aadhaar Enrollment and etc. Banks can devise a new low-cost Android handset that can facilitate only mobile banking and deliver to all its customers as a part of Account opening kit. Banks should come forward to offer discount coupons which helps the banks to attract more customers towards the digital transactions especially, via banking mobile application platforms.

Banks must extensively engage in the promotion of all Digital based initiatives launched by the Government of India and engage its customers to install banking Apps like BHIM, PhonePe, Payment Banks, etc. to facility effortless banking on their own palms. The emergence of artificial intelligence, fintech solutions and machine learning creates strong competitive environment in Indian banking industry. The adoption of user centric technological upgradation and changes will facilitate the banks to overcome the competition by offering better customer experience in their banking services.

To conclude, banks in India should prepare themselves to meet customer expectation and delight by offering mixture of innovative banking services through different digital and technological platforms. The customers are primarily use mobile banking to make payments with better accessibility, connectivity and controllability. Therefore, banks in India should come up with mobile application which offers better customer experience in the form of monetary and non-monetary benefits by simultaneously eliminating cyber frauds in the mobile banking transactions. This study proves that performance expectancy, effort expectancy, hedonic motivation, habit and trust towards mobile banking leads to higher usage intention and adoption of mobile banking in their day-to-day life.

## X. LIMITATIONS AND FUTURE DIRECTIONS FOR RESEARCH

Due to time and cost constraint this research was restricted to its sample size to 100 mobile banking customers in Chennai and Hyderabad cities. Consumer behavioral researches are cannot give long lasting and enduring findings over a period of time due to behavioral, cultural and socio-economical changes among the society. This study was conducted among only the customers of public and private sector banks in India. This study is adopted convenient non-probability sampling for the study. Non-probability sample cannot yield valid representation for the target population.

This research can be extended to other cities, states and even country as a whole in near future to understand the geographical segmented behavior of bank customers in India. This study may be conducted among private bank customers only or comparative study between private and public sector customers and their behavioural intention can be explored. A Comparative study between different age groups may be conducted in near future.

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