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RESEARCH PAPER

Exploring the Factors Influencing Individual's Intention to Adopt Mobile Banking

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ABSTRACT

Mobile banking has become progressively vital to society. It is not just a trend but a significant shift in individuals' daily lives in developed and developing countries. We believe that mobile banking in the Islamic Republic of Pakistan is at the stage where users understand the potential advantages of pursuing mobile banking technology. Utilizing the TAM (technology acceptance model) and incorporating relevant literature, the focus is on developing nations and the specific context of mobile banking. Implementing mobile banking technology has allowed banks to enhance their operations and ushered in a new era of banking, transforming the industry by capturing customers' attention. The conclusions of this study highlight the importance of customer perceptions and intentions in the successful implementation and growth of mobile banking in Pakistan. By addressing the identified factors and strategically enhancing their mobile banking offerings, banks can significantly increase customer adoption and satisfaction.

KEYWORDS Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Trust (TR), And Intention to Use M-Banking (MB)

Introduction

The substantial achievements in telecommunications and information technology have tremendously impacted several service industries, notably the banking sector (Winnie et al., 2020). The increasing rivalry in the banking services sector has led to a demand for creating and using more sophisticated banking systems or other service delivery channels. The latest addition to the range of distribution channels is mobile banking, also identified as m-banking. Electronic banking encompasses a range of services that are often offered by traditional banks, including ATM access, Internet banking, payment cards, and various technological gadgets (Kejela, 2022).

The significance of mobile banking has increased for both users and banks, experiencing substantial growth in usage. Financial institutions are modifying their operations to enhance their competitive edge, which includes reducing costs, improving performance, expanding into new markets, and transforming their products. The banking service via mobile device allows bank clients to do banking operations with enhanced and up-to-date information. Mobile banking is a form of mobile business that permits users to behave towards banking activities at any time and location. (Chuleeporn et al., 2019)

Mobile phones have undeniably transformed the customary methods of messages between clients and corporations. The authors of this work are S.K. Sharma and M. Sharma, and it was published in 2018. The clients would experience satisfaction from the efficient and appropriate services, while the facility suppliers would foster customer loyalty and gain from reduced transaction costs (Johnson et al., 2018; Slade et al., 2013). Mobile banking is an innovative development in the banking segment that enables consumers to individually carry out financial transactions using their mobile devices (S.K. Sharma, M Sharma 2018).

Currently, the financial sector provides customers with various channel services, including traditional branch service, Automated teller machines that are also self-service devices (ATMs), cellular phone banking, internet funding, and mobile banking. Internet finance enables consumers to perform secure fiscal dealings, including transferring funds across accounts, utility expenses, stock exchange trades, and other fiscal facilities, over a protected website delivered by the commercial association (Lee & Chung, 2009; Martins et al., 2014; Carlos et al., 2017).

While Internet technologies and worldwide networking infrastructures have facilitated the exchange of information and reduced costs, the presence of these information systems also entails increased hazards. Many customers hesitate to embrace this banking channel due to apprehensions over unpredictability and security. (Islam, 2014; Robinson, 2000; Chuleeporn et al., 2017).

Given the growing prevalence of smartphone use, banks must offer mobile banking services to facilitate comfortable banking activities for their clients. Banks must comprehend the crucial elements that impact clients' adoption or avoidance of mobile banking. The study's authors are Chuleeporn Changchit, Tim Klaus, Ravi Lonkani, and Jomjai Sampet (2019). The study revealed that trust is vital in fostering ongoing mobile usage. Enhanced consumer trust not only entices new clients but also maintains existing ones. Trust is typically associated with the concepts of safety and confidentiality. When there is a lack of trust, it can hinder the widespread acceptance of online banking. Many technology-related elements have been identified as influencing the acceptability of technology, with variations observed among different countries. For instance, it has been discovered that smartphone users' choices, intents, and adoption patterns vary between developing and industrialized countries. (Chuleeporn et al.,2019). This research will try to narrow down the gap by examining the associations among perceived usefulness, perceived ease of use, trust, and customer intention. This study will also provide a deep insight into customer's intentions in the banking sector.

Extensive research has been carried out in advanced and underdeveloped nations to realize the uptake of mobile banking in an evolving country like Pakistan. (Sindhu Singh, R.K Srivastava, 2018). The suggested study idea is based on standing concepts, such as the TAM (Davis, 1989) and its extensions, as well as UTAUT (Venkatesh et al., 2003). The study posits that the easiness of use of mobile banking, the endorsement of significant people, and the assurance of its security, trustworthiness, and cost-effectiveness compared to other digital channels will increase customers' willingness to utilize it. The bank consumer has numerous digital channels besides mobile banking, where these six constructions play a significant role. (R.K Srivastava, 2018).

Literature Review

A major development that has profoundly revolutionized the banking industry in terms of service provision is the shift from conventional in-person interactions, referred to as branch banking, to diverse virtual forms of banking. The most recent addition to this change is mobile banking. Godfred Matthew Yaw Owusu, Rita Amoah Bekoe, Annice Amoasa Addo Yobo, and James Otieku (2021).

Mobile phones are essential for banking, and the primary demographic of mobile phone users who utilize banking services are individuals between the ages of 18 and 30 (Barnhart, 2021). Purwono et al. (2021) identify emerging countries as promising markets for m-banking services.

The significance of mobile banking has lately increased, and the area is experiencing substantial expansion. As smartphone users have grown quickly, banks have changed the competitive environment by moving away from physical locations and focusing on online

and mobile banking services. (Chuleeporn Changchit, Tim Klaus, Ravi Lonkani & Jomjai Sampet, 2019).

Mobile banking was initiated in the late 1990s when Paybox, a German corporation, announced its first collaboration with Deutsche Bank. Originally, the implementation and evaluation of the project mostly took place in European countries. In 2007, Kenya became the first developing country to introduce M-Pesa, a mobile banking service that operates through text messages. This initiative was launched in cooperation with Deutsche Bank. In Kenya, registered M Pesa users exceeded seven million by 2012. According to Veijalainen et al. (2006), the primary factor for the widespread approval of small portable tools is their capacity to access facilities and run applications anytime and anywhere, even when in motion. (Shaikh, Aijaz; Karjaluoto, Heikki, 2015).

Smartphone addiction refers to the increasing trend of consumers using their smartphones excessively in different activities and displaying noticeable changes in their behavior (Bijeta et al., 2019). Over the past few years, there has been a shift in people's technology preferences, moving away from personal computers (PCs) towards handheld gadgets. The main factor for this shift is the ease of carrying mobile phones and tablets, which have become indispensable in people's everyday routines (Chuleeporn et al., 2017; Singh et al., 2010). Mobile banking provides users with convenient access to comprehensive and current banking information, allowing them to meet their banking needs easily. (Baptista & Oliveira, 2015; Gerrard & Cunningham, 2003).

Information systems (IS) researchers primarily emphasis on the implementation of technologies. Understanding skill acceptance has been a key feature in information structures for a long time. The D&M (DeLone & McLean information systems) approach has been extensively applied to evaluate user adoption of various information systems (SK Sharma, M Sharma 2018). The original D&M model recognized, "The success of an Information System (IS) can be attributed to six key factors: system reliability, the accuracy of the information, and system utilization, user happiness, individual impact, and organizational effect." Some important research has described consumers' behavior intention and pleasure using extra regularly used models, such as a unified theory of acceptance and usage of technology (UTAUT) in IS studies (Dwivedi et al., 2017; Rana et al., 2016; Rana et al., 2017).

Most Adoption studies were conducted to provide practical and theoretical insights for scholars. Cases contain the acceptance of detailed theory or drawn-out such as innovation diffusion theory (Sadia et al. ul ain, 2018, Kim et al., 2009; Lin, 2011), TAM (Chitungo & Munongo, 2013; Safeena et al., 2012), and the unified theory of acceptance and use of technology (UTAUT; Baabdullah, 2018; Luo et al., 2010; Teo et al., 2012; Yu, 2012).

Theoretical Model

The study model is constructed using established models, including the Technology Acceptance Model (TAM) by Davis (1989) and its expansions, such as the Unified theory of acceptance and use of technology (UTAUT) by Venkatesh et al. (2003). The research included additional aspects, such as reliance, supposed utility and simplicity of use, which are believed to impact the adoption of convenient banking (Luarn & Lin, 2005; Lee et al., 2007; Zhou, 2011; Yu, 2012; Hanafizadeh et al., 2014; Afshan & Sharif, 2016). The bank client has multiple arithmetical networks for mobile banking, with these six structures playing a vital role. The analysis suggests that mobile banking exhibits user-friendly features, instills client confidence, receives positive recommendations, ensures security and trustworthiness, and offers cost advantages over other digital channels; it would likely attract a larger customer base. These components were incorporated into a comprehensive conceptual model to enhance its explanatory capacity, as no individual model encompasses all of these factors. This, in turn, resulted in formulating hypotheses for the study.

Perceived Usefulness

PU is "Perceived work performance enhancement resulting from the utilization of a certain system." (Davis, 1989). On the other hand, (Chuleeporn et al. (2019)) do not look at perceived usefulness in an organizational setting and express that the PU of mobile banking is a customer-centric approach that aims to satisfy banking needs through the use of portable devices.

Inside the setting of mobile provision, PU can be depicted as how well mobile facilities can be consolidated in everyday exercises, and mobile banking services allow users to conduct banking transaction activities in any area and whenever (Daniel et al., 2016). The purchasers are progressively appealing to utilize users who have observed the advantages of mobile banking and acknowledge its benefits as an individual provision innovation (Arvidsson, 2014; Davis, 1989). When a buyer perceives that such services are straightforwardly gainful to their own business life, at that point, the individual in question will be emphatically affected to continue utilizing such services (Lin, 2011).

The intent to use is expressively affected by perceived utility. (Lu et al., 2003). At the point when clients see clear efficacy or favorable circumstances presented by Internet banking, they are assured of having an encouraging behavior to embrace mobile banking (Lin, 2011, p. 254). Over the earlier writing, PU has been seen as one of the greatest and most powerful incentives for acquiring business knowledge to embrace m-banking (Akturan & Tezcan, 2012; Chen et al., 2014; Hanafizadeh et al., 2014). Such as, PU was exactly upheld by Wessels and Drennan (2010) as a key factor foreseeing Business intelligence to receive m-banking by Australian customers. Gu et al. (2009) likewise experimentally bolstered the job of PU in adding to the client's eagerness to utilize m-banking. In addition, Hanafizadeh et al. (2014) sustained the significant job of PU in spurring clients to receive m-banking.

Prior investigators have proposed that PU ominously impacts the intention of mobile banking utilization (Alalwan et al., 2016; Koenig-Lewis et al., 2010; Liu et al., 2009; Noor, 2011; Purwanegara et al., 2014; Rao et al., 2010; Tan et al., 2010; Wessels & Drennan, 2010; Zhou, 2011). The investigation directed by (Amin et al., 2007) on existing mobile banking buyers in Malaysia demonstrated that the perceived utility expressively inclined the intention to receive such facilities. The investigation results conducted by Safeena et al. (2011) suggested that supposed efficacy was the utmost noteworthy factor in choosing mobile banking. Some different past connected studies have reliably contended there is a direct correlation between the perceived utility of mobile banking and the intention to use it. (Bhatti, 2007; Kim et al., 2007; Pavlou, 2003; Venkatesh & Davis, 1996; Venkatesh & Morris, 2000).

Perceived Ease of Use

PEU is defined by (Davis, 1989; Davis et al., 1989) as "the extent to which an individual trust that employing a specific structure would be effortless". It is the extent to which a client acknowledges and embraces a framework that is anything but difficult to study or utilize. This build is like the unpredictability develop utilized in IDT (Rogers, 1995). Transportable lending innovation ought to be basic and simple for the client to comprehend to improve recognition (Chitungo & Munongo, 2013; Mortimer et al., 2015; Koksal, 2016). In mobile banking, various aspects can raise complications, such as route issues, small display dimensions, and exchange matters. However, if the mobile banking solution is user-friendly and intuitive, it can confidently impact the client's experience. (Sindhu Singh, R.K Srivastava.2016)

PEU can impact the implementation process. Specifically, when PEU is low, it can lead to discontent and weaken the adoption of improvements in the short term. (Daniel et

al., 2016). The banks need to concentrate on customers' desires for appropriate capacities through the development of portable banking capabilities, and the item will be upgraded depending on the customer's recommendations for the gainful of customer enactment desires (Sadia et al., 2018). On the off chance that mobile banking applications have easy-to-understand interfaces, at that point, users are probably going to see them as simple to utilize, and this discernment will create a positive attitude toward them (Daniel et al., 2016).

The investigations recommend that a user-friendly interface is a significant quality of e-commerce requests, for example, web trade, internet banking, and mobile trade (Mazhar et al., 2014). Likewise, (Daniel et al., 2016) recommend a solid connection between the effectiveness of machinery and the ease of using that innovation. As utilizing the new innovation gets more uncomplicated, the normal advantages regarding execution upgrade increments. This association has likewise been approved in online innovation settings (Shaikh & Karjaluoto, 2015). Regarding the contention (Davis et al., 1989), people could likewise be engaged with the subjective exchange-off procedure between the endeavors required to effectively apply the innovation before the advantages and focal points accomplished by utilizing such innovation.

Trust

Trust is the act of relying on or having trust in someone or something, which is based on their perceived dependability, honesty, and capability. According to Masrek et al. (2012), belief in mobile banking refers to the trust that permits entities to readily share their personal information with the bank, wire provider, and mobile expertise after the features of the banks and telecommunication provider are incorporated into the technological device. Trust is essential in mobile banking as it enables customers to overcome apprehensions regarding security threats and fake activities in the mobile setting. (Gu et al., 2009; Zhou, 2011; Afshan & Sharif, 2016).

Trust has often been distinguished as a vital challenge to embracing Internet-based and portable applications (Afshan & Sharif, 2016; Hanafizadeh et al., 2014; Zhou, 2012, 2011). Mazhar et al. (2014) say one possible cause why individuals may select not to use movable banking and Internet banking is due to worries about the security and confidentiality of these new electronic channels provided by commercial organizations and sets. In their study, Kim et al. (2009) found that individuals perceive mobile banking as riskier than outdated banking. They concluded that the primary element prompting the use of mobile lending is the individual's trust in the services. Koenig-Lewis et al. (2010) claimed that there is no direct correlation between trust and the desire to use mobile banking. However, they suggest that trust indirectly influences intention through several factors. Therefore, studying the impact of variables on individuals' attitude and intention to use mobile banking is highly significant. (Daniel et al., 2016).

This study investigates the trustworthiness and confidentiality of mobile banking application providers in facilitating e-commerce transactions. Therefore, it is recommended that decision-makers and service providers prioritize construct a connection based on trust from the beginning of the relationship to encourage ongoing usage (Oliveira et al., 2014; Slade, Dwivedi, et al., 2015; Slade et al., 2015; Shareef et al., 2018). Therefore, trust is vital to improve the intention to use and bring pleasure to mobile users who use e-commerce via m-banking. (M.K. Sharma, 2018)

An individual who may be held responsible for the activities carried out by a reliable party promotes a sense of trust or certainty (Gefen, 2000). Trust is a key factor in the acceptance of mobile banking, as it helps customers overcome concerns about security and privacy threats and unethical behavior in the mobile environment (Gu et al., 2009; Zhou, 2011; Afshan & Sharif, 2016).

Intention to use Mobile Banking

The proposed model for mobile banking adoption considers individuals' intentions as the dependent component. It determines consumers' future plans to use mobile banking (Dillon & Morris, 1996). The preference for intention to use is superior to initial usage due to the challenge of acquiring new consumers instead of retaining existing ones. (Bhattacherjee, 2001). The intention of behaviour related to an individual's inclination to partake in a particular behaviour at a later time. It has been seen as a significant indicator of an individual's conduct (Ajzen, 2002; Castaneda et al., 2007). Furthermore, the adoption of m-banking is significantly influenced by consumers' intention to use it, as established by previous studies (Puschel et al., 2010; Shanmugam et al., 2014). According to Ajzen (1991), the theory of planned behavior (TPB) suggests that a customer's intention to engage in a certain behavior is mostly impacted by their attitudes. Hence, this study suggests that customers' perceptions of mobile banking will substantially impact their inclination. According to a recent research assessment conducted by Sanakulov and Karjaluoto (2015), the pathways between UTAUT conceptions and intention have the highest acceptance rates. Prior studies have employed Business Intelligence (BI) as the dependent variable in their inquiries, notably focusing on the utilization of Internet banking, cell phones, and the adoption of e-learning (Sanakulov & Karjaluoto, 2017; Tarhini et al., 2017). The dependent variable in this study can be characterized as the desire to utilize mobile banking.

Material and Methods

The methodology of research addresses two fundamental inquiries. Specifically, what methods were used in order to gather the data? It is important to identify the sources of the data. This section provides a concise summary of the research instruments and research philosophy, as well as the various methodologies, approaches, and methods that have been adopted. These sections also include a summary of the population and sample under investigation, the data analysis method employed, and any ethical considerations highlighted.

The ideas of PU and PEU are the initial concepts developed by TAM (Technology Adoption Model). These constructs are extensively used to assess users' adoption of new technology. Therefore, we strongly advocate for including this particular construct in the study. The subsequent structure is TR. In the realm of mobile banking, consumers' view of Trust is primarily influenced by the extent to which a bank can instill confidence in them regarding the safety and security of their financial data. Since mobile banking applications entail financial transactions, it is probable that these two elements are significant to users and, therefore, should be incorporated into the model.

Research Design

This study incorporates a qualitative practice, specifically utilizing semi-structured interviews., using convenience sampling to assess the active and frequent consumers of internet-banking. The research model establishes a connection between user perceptions and the attributes of perceived usefulness, perceived ease of use, and trust. The theoretical justification for this research is derived from the notion of identity structure, which establishes a connection between individual acts and attaining higher-level objectives. This concept has been applied in prior research investigations that are grounded in the Technology Acceptance Model (TAM).

Population

Population is the initial step of the analysis. A research population refers to a collection of individuals who are the focus of the study, and the researcher is interested in generalizing the results of the research upon them. Moreover, as stated by Gilbert in 2008,

the word "population" denotes to the complete set of items in the real world that interest us." The target population of this research belonged to Pakistan, and the main focus was on the Narowal population, including the youngsters and above age group, who have decision-making power and can differentiate the products or services of mobile banking and traditional banking style. The target population is essential in this exploration since it has very much characterized the volume of testing and gathering required in the investigation.

Sampling

To investigate the properties of the population, researchers draw a sample from it. According to Moore (2009, p.202), A sample is a subset of a population that is used to gather information and make inferences about the complete population. Physical entities that exist in the tangible world and capture our attention". Data was collected from Narowal city only. So, a limited number of individuals will be selected for the sample. The sample size is 10.

Sampling Technique

There exist two distinct sampling procedures. The first method employed is probability sampling, but the subsequent method utilized is non-probability sampling. This study employs convenience sampling, a non-probability sampling technique.

Data Collection Method

The data was gathered via semi-structured, open-ended questionnaires delivered to university students and staff members. The process employed was founded upon a pre-established interview guide, enabling the interviewers to methodically pursue the line of questioning, thereby facilitating impromptu responses to the participants' collective experiences and perspectives. (Eisenhardt & Graebner, 2007; Guest et al., 2006).

The interviews were documented with the respondents' explicit consent and authorization. The interviews had an average duration of 15 minutes. However, only a few participants provided concise and succinct answers, primarily because of time limitations and convenience. In order to mitigate unconscious biases in the gathered data, the researchers adhered to standardized interview questions and consistent interview standards. In order to reduce bias, the shared experiences of the respondents were recorded, analyzed, and utilized without any external interference or influence. Therefore, the gathered statistics were presented and debated with the students and staff to preserve their original significance. While we acknowledge that the data and experiences offered by the participants may not be applicable to everyone, they do reflect the current state of affairs.

Results and Discussion

Transcribing the Interviews

Every interview was stored on a secure device and transcribed verbatim, excluding pauses and filler words (such as "umm," "yeah," "you know," and "like"), so order to maintain emphasis solely on the substance. Transcription is a powerful form of representation that can signify the conceptual process of converting material into written or typed form. The primary objective of transcribing qualitative data is to provide an accurate and detailed depiction of the interviewer's speech.

Thematic Analysis

The researcher employed the thematic analysis approach to scrutinize the data, which is renowned for its adaptability and empowers researchers to produce novel insights

and thoughts derived from the data. (Braun & Clarke, 2006). The thematic analysis methodology was employed to investigate the data after the transcription phase was completed. This form of analysis is very popular among qualitative researchers. Thematic analysis is a technique aimed at classifying, examining, and reporting arrangements (themes) inside qualitative records (Braun & Clarke, 2006, p. 79). This approach creates distinct separation within the dataset, enabling researchers to identify unexpected insights amid vast datasets by examining the similarities and variations in respondents' viewpoints and shared experiences. Moreover, it empowers the researchers to present the data in a thorough, uniform, and accurate method, leading to a final report that is comprehensive, transparent, and logically organized. (Thin, 2018).

This study utilized Bryman's (2008) prescribed methodology for theme analysis to transcribe and analyze the collected material. The initial stage entailed converting the audio recording into textual format. This task was laborious and necessitated reviewing the audio multiple times to ensure that all participant comments were accurately recorded. The researchers made annotations in the margins of the transcripts, emphasizing the key points and noteworthy observations (Creswell, 2009). The interview guide and questions were formulated in English and posted in both English and Urdu to allow the participants to express themselves in their language of choice.

Qualitative Analysis of the Interviews

This study section examines the qualitative data from semi-structured interviews with mobile banking users. This section of the report offers a preliminary assessment of the feedback provided by mobile banking users. Participants were queried regarding their knowledge of mobile banking and the influence of education, lifestyle, gender, age, and occupation on Internet banking. A total of 15 themes emerged from the interviews, of which 04 are used in this study.

Mobile banking users

The users' first question was their understanding of the definition of Internet banking. The users gave various answers. A user explained the mobile banking as:

I have a good understanding of how mobile banking. It involves using a smartphone app provided by my bank to perform various financial transactions and services. These services are facilitated through secure connections and encryption to ensure the safety and privacy of my financial information. The app interfaces with my bank's systems, providing real-time access to my accounts and transactions. (Participant 4)

One of the users categorized mobile banking in the following manner:

I think mobile banking is a service that lets you manage your bank accounts. You can check your balance, transfer money, pay bills, and even deposit checks without visiting a bank branch. It is convenient because you can do it anytime and anywhere with an internet connection. (Participant 6)

The next discussion will throw light on the specific features of mobile banking that are found to be particularly useful or confusing. The views of one of the banking users were:

I find the instant fund transfer and bill payment features particularly useful, as they save time and provide convenience. Additionally, real-time notifications for. (Participant 1)

The primary determinant of a bank's performance is strength or weakness. All bank customers unanimously agreed on this matter, and one individual expressed it as follows:

I believe in using fingerprint or facial recognition for secure login and receiving alerts for any suspicious activity. (Participant 2)

The next discussion concerns users who encountered difficulties while using mobile banking. A user explained:

I have encountered some difficulties while using mobile banking. Occasionally, the app experiences downtime or slow performance, which can be frustrating when I need to complete urgent transactions. (Participant 7)

One of the users answers in the following manner:

Risk of hacking, phishing, or malware attacks if the device is not secured properly. (Participant 8)

The upcoming debate on aspects that effect trust in mobile banking. A user-provided an explanation:

Several factors influence my trust in mobile banking. Strong security measures, such as encryption and multi-factor authentication, are crucial. The bank's reputation and track record for handling data breaches and fraud also play a significant role. User reviews and experiences shared by others help validate my trust. Additionally, the app's reliability, including minimal downtime and prompt resolution of issues, reinforces my confidence in mobile banking services. (Participant 10)

One of the users responds in the following way:

An interface that is easy to use and understand and consistent and dependable performance increases confidence and reliance. Implementing two-factor authentication and regularly updating security measures instills a sense of trust and assurance.

This chapter explains the investigation of qualitative data acquired through semi-structured interviews. The themes identified through thematic analysis are given in this chapter. These themes are elucidated by analyzing the behaviour and preferences of mobile banking customers.

Discussion

The TAM model, the fundamental theoretical underpinning of this study, is constructed by a thorough survey of literature on buyer performance and social psychology. This paradigm is further advanced, broadened, and reinforced by several behavioral and marketing theories such as TRA, TPB, DOI, and UTAUT (Shareef et al., 2011/13). Consumers often have varied technology preferences regarding mobile banking, incorporating various security measures to protect user information and transactions. transactions for personal banking. The main factor influencing consumers' adoption of mobile banking is the caliber of information offered. Pakistani residents prioritize information quality in terms of their satisfaction and willingness to utilize mobile banking. The adoption of mobile banking is primarily influenced by perceived usefulness, as indicated by previous research. This outcome emphasizes that Users are only likely to adopt innovations that offer a relative advantage and are very user-friendly. Previous investigations (Davis, 1989; Shin, 2009; Lin, 2011; Alalwan et al., 2017) have also discovered comparable findings. In the current context, the cause could be attributed to the lives of young individuals who typically own smartphones, leading to an enhanced sense of belief and happiness. Among the three significant variables, trust exhibits the strongest causal relationship with forming a positive or negative attitude. Undertaking a qualitative study in Pakistan, this research investigated the impact of various demographic characteristics on customers' behavior towards mobile

banking. They acknowledged the variations in customer behaviour based on different demographic features. Education, age, and background significantly influence adoption behavior, particularly in the context of consumer assessments of security, which play a vital role in developing a positive mindset.

Conclusion

The objective of this study was to determine the factors that impact the adoption of mobile banking in Pakistan. This chapter is the most important as it explains the research outcomes. Understanding customer perceptions and intentions is crucial for implementing and growing mobile banking in Pakistan. By addressing the identified factors (Customer Perceptions and Trust, Ease of Use and Accessibility, Perceived Benefits, Technology Readiness, Service Quality and Customer Support, and Strategic Implications for Bank Managers) and strategically enhancing their mobile banking offerings, banks can significantly increase customer adoption and satisfaction, ultimately leading to a more robust and competitive banking environment.

This study bridges existing gaps in the literature on mobile banking and enhances our understanding of the factors driving its adoption in Pakistan. By providing both theoretical and practical insights, it helps as a valuable resource for academics, experts, and legislators aiming to promote the growth and development of mobile banking services.

This study examined three characteristics that were expected to impact the intention to use mobile banking. The initial element, "perceived usefulness (PU)," was discovered to impact attitude substantially. This outcome validates the discoveries of previous research conducted by (Dasgupta et al. in 2011 and Sripalawat et al. in 2011). In addition to the original TAM model's two components, perceived usefulness (PU) and perceived ease of use (PEU), the modified model suggests including an additional dimension to assess the intention toward mobile banking usage. The component in question is Trust (TR). This methodological process suggests that researchers specializing in marketing and human behavior in the mobile banking field assumed that consumers' desire for service output is consistent, the same, and comprehensive across all mobile banking services.

Limitations

Given its qualitative nature, it is important to acknowledge that this research has certain limitations. It only catches the opinion of customers regarding a developing country. Consumers in developed nations may exhibit substantial differences in their concerns regarding security and privacy issues (Dwivedi et al., 2016; Shareef et al., 2014). Hence, it is imperative to replicate the study among mobile banking customers residing in developed nations. This research uses the theoretical paradigm of the Technology Acceptance paradigm (TAM). Furthermore, the model does not incorporate cultural concerns and demographic characteristics. Initially, the data was exclusively acquired from academic institutions located in Pakistan. This constraint limits the ability to extend the results to the context of Pakistan. Furthermore, there needs to be more data in terms of nationality. It is suggested that this study be replicated with balanced data regarding nationality. Furthermore, due to Pakistan's cultural dominance, it is recommended to analyze the suggested study model to determine its global adoption, considering distinct cultural orientations such as levels of these are the four dimensions of cultural values: uncertainty avoidance, power distance, masculinity/femininity, and individualism/collectivism. Researchers are specializing in marketing and human behavior. (McCoy et al., 2007).

Recommendations / Future Direction

Subsequent investigations should investigate the disparities in mobile banking adoption among other classes of nations, such as established and emergent economies.

Furthermore, incorporating nonstudent mobile banking users from different nations into the demographic analysis may produce intriguing outcomes. Furthermore, a subsequent comprehensive investigation could be undertaken in the future to determine the essential and non-essential attributes of mobile banking that influence the decision to embrace this technology.

Subsequent investigations could include the controlling influences of age, education, gender, wealth, and insecurity prevention traits to gain a more profound understanding. Conducting a study on how demographic parameters affect the actual usage of mobile banking will provide significant and comprehensive insights. Subsequent studies should include priorities investigating factors such as industrial preparedness, portable edge excellence, and compatibility and analyze their correlation with customers' choices regarding mobile banking.

Subsequent research endeavors could conduct additional theoretical and practical investigations to quantify customers' perception of facility quality and gratification with mobile banking services. Establishing trust is crucial while embracing mobile banking due to the elevated susceptibility of wireless networks. Therefore, establishing trust in the early phase and the ongoing process of trust development are crucial areas for future investigation. Subsequent investigations can delve into the mechanisms by which trust factors are established in the perspective of mobile banking. Furthermore, prospect studies should discover the distinct attributes of individuals who embrace and those who do not embrace mobile services.

Theoretical and Practical Implications

Although there has been much previous research on mobile banking, this study offers distinct contributions to the existing literature from a theoretical standpoint. Due to significant advancements in smartphone technology, numerous mobile banking functions have been either added or enhanced. While several elements of the research model studied in this study have been previously investigated, their conclusions may not be as applicable in the present day.

1. The adoption of this financial service can be predicted by using TAM as a theoretical framework to understand consumers' behavior.
2. By examining the theory, we can assert that PU, PEU, and TR are fundamental beliefs that drive positive incentives toward this mobile service. These elements can significantly contribute to forming subjective norms, influencing the behavioral intention to adopt mobile banking.
3. The findings of this study closely support the technology adoption model (TAM); nevertheless, TAM only partially explains the variation in consumer behavior when it comes to adopting mobile banking. Trust creation is a significant factor in shaping behavioral intention, alongside the conventional components of TAM. This is true in contemporary times.

This study has several practical implications for decision-makers in the banking industry.

1. The proposed study model and comprehension of the interdependencies among numerous decision variables offer significant insights for decision-makers in the banking industry.
2. The study's findings are valuable for developing an effective strategy to recruit a larger user base for mobile banking services.
3. The aforementioned research has observed a poor acceptance rate of mobile banking among the inhabitants of Pakistan. The statement suggests that citizens are not fully utilizing mobile banking technology, perhaps because they have concerns

and lack information about the reliability, usefulness, time-saving benefits, and ease of operation of m-banking services.

4. Financial institutions' ongoing endeavors to enhance all aspects of quality and confidence in mobile banking services would undoubtedly boost their adoption in Pakistan.

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