

CONSUMER INTENTION IN USING MOBILE BANKING SERVICES: USING EXTENDED TAM MODEL

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Abstract

Nepalese banks are using modern technologies to prompt their services and enlarging customer satisfaction. Realizing this fact, this study aims to identify different factors impacting on behavioral intention to use mobile banking. Extended Technology Acceptance Model was used to extract constructs and validate the findings. This study is based on descriptive analytical research design. A survey of 200 banking customers was done in Kawasoti Municipality, Nepal. Structured questionnaire was used to collect primary data and collected data was analyzed using IBM SPSS 20 version. It was found that perceived ease of use, perceived usefulness, trust and facilitating condition statistically affect behavioral intention to use mobile banking. The result of this study facilitates mobile banking providers for advancing different strategies that help for expanding the usage rate of mobile banking by current users and converting non users in to users.

Keywords: *Behavioral Intention, Mobile banking, Perceived Usefulness, Perceived Ease of Use, Technology Acceptance Model*

Introduction

Due to the advancement and invention of many technologies, the way for doing the business and purchasing the goods are also changed. Prominent technological advancement is contributing a lot in banking sectors too. Customers are demanding more innovative, more convenient, smart products and services and are enforcing organizations introducing advance products and services. With the encroachment of modern technology, mobile banking is becoming a more unique, easy, and valuable system (Turban et al., 2006). Nowadays, people can undertake banking transactions remotely any time as they wish. Due to wider availability of personal

computer and massive commercialization of internet facilitate for extending electronic commerce gradually between the 1990s and 2000s (Chung et al., 2012). All organizations are using a wide variety of advanced technologies for enhancing core competencies and to improve sales, profit, and customer satisfaction. Latest and advanced technologies are creating and changing the demand of consumers, organization's competitiveness, and the global trend of commerce.

Currently, almost financial institutions are offering divergent options to their customers so that customers can undertake banking transactions easily (Lee & Chung, 2009; Martins et al., 2014).

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Thus, mobile banking has dramatically changed banking industry and introduced new paths for offering banking services to customers. Additionally, it extends the operational area of the banking industry and enforced in collaboration and cooperation between heterogeneous industries.

Tam and Oliveira (2017) elaborated that mobile banking is the latest form of strategic change, it enables financial institutions to enchantment their customers with immediate solutions to their complications via self-service technologies. Mobile banking is a mechanism by which clients interact with a bank using cell phones, smartphones and so on (Brain & Corbitt, 2003).

Samelike, Polasik, and Wisniewski (2009) opined that it facilitates its users to enhance up to date data about their own account and to perform financial transactions remotely without bearing extra charge. Moreover, Shaikh and Karjaluo (2015) revealed that mobile banking is a crucial distribution channel. Accordingly, Akhtar et al. (2019) opine that the fast development of smartphone technologies indicates that the rapid development of smartphone technologies increased the demand for modern banking services in Asian countries. The contribution of M banking service to the welfare of society is both direct and indirect (Fall et al., 2020).

Thus, mobile banking is that application that helps its users to undertake

financial transactions via mobile phones. Customers can review balance inquiry, money transfer, examine account, SMS, payment transaction and other transactions in accordance to banks guidelines that sent to them through mobile apps. Similarly, it gives the various benefits to bank employees and financial institutions.

Nepalese banking sector is highly influenced by the latest information communication technology for the last two decades. Nabil Bank has introduced credit cards in the early 1990s for the first time in Nepal. Similarly, ATM was launched by the Himalayan Bank in 1995. Additionally, the Internet banking service was commenced in 2002 by Kumari Bank. Mobile banking is the latest modern banking service in Nepal as it started in 2004 when Laxmi Bank has initiated the first mobile banking in Nepal (Shrepa, 2015).

As of mid-July 2021, there were 12,638,366 users of mobile banking, which were 10,115,313 in 2020, 7,406,802 in 2019, and 4,711,097 in 2018 (Nepal Rastra Bank [NRB], 2021). It shows high penetration ratio of mobile banking services in Nepal. Currently, Nepalese commercial banks are utilizing digital or modern banking services i.e. Automated Teller Machine (ATM), Point of Sale (PoS) Machine, Internet banking, Mobile banking, Debit card, Credit card, Mobile Wallet, etc. for expanding customers' equity, obtaining internal connectivity, granting banking services remotely, expanding efficiency, acquiring competitive advantages and so

on. Nepal Rastra Bank had incorporated a distinct department named payment system department as on July 2, 2015. Additionally, Nepal Rastra Bank has given licenses to many non-banking organizations for undertaking monetary transactions as a Payment Service provider (PSP), Payment Systems Operator (PSR), and facilitate in modern banking or cashless transactions.

Gu et al. (2009) initiated self-efficacy as the strongest precursor of perceived ease-of-use, and have direct or indirect influence in behavioral intention towards mobile banking via perceived usefulness. Similarly, Structural assurances as to the powerful precursor of trust, which might increase the behavioral intent of mobile banking. Perceived usefulness, risk, compatibility, perceived ease of use, credibility, trust, relative advantage, social norms, normative belief, facilitating conditions, perceived behavioral control, self-efficacy, attitude, etc. are major determinants of usage of mobile banking (Akhtar et al., 2019; Bhatt & Bhatt, 2016; Geo et al., 2017; Kwateng et al., 2019; Priya, et al., 2018). In Nepalese context, limited research studies have undertaken about the mobile banking acceptance and usage (Kunwar & Thakur, 2019; Pokhrel & Adhikari, 2020; Sherpa, 2015).

This means, several studies were conducted in many countries; however, only few studies were undertaken in Nepalese context. It implies that these limited findings are not able to provide valuable insights for predicting banking

customers' behavioral intention to use mobile banking so it is necessary for undertaking further research on behavioral intention in using of mobile banking in Nepalese context. The first objective of the study was to identify the different factors impacting in the behavioral intention in using mobile banking. The second objective was to examine the association between influencing factors and behavioral intention in using mobile banking by bank customers.

Tan and Lau (2016) defined mobile banking as an act of doing online financial transactions using mobile phones or tablets. The rapid advancement of communication technologies has raised the importance of mobile banking for its stakeholders (Baptista & Oliveira, 2015). Using mobile banking services, customers can do withdraw, deposit, and bill payments remotely.

Mobile banking is a subset of automatic banking that uses a mobile phone or smartphone. SMS-banking and WAP-banking are the major forms of mobile banking. Mobile banking is stress free, easily adaptable and harmless to use so it is modern form of traditional banking (Mattila et al., 2003).

Thus, for using mobile banking services, people should have mobile device along with easy access to communication system. The device is the medium for interacting with banking applications and

the communications system is the path to dispatch/obtain data or information and transactions to/from the financial institution.

Several theories related to acceptance of new technology have developed during the different decades. They are: 1. Innovation Diffusion Theory (Rogers, 1962) 2. Theory of Reason Action (Fishbein & Ajzen, 1975) 3. Technology Acceptance Model (Davis, 1986) 4. Theory of Planned Behavior (Ajzen, 1991) 5. Decomposed Theory of Planned Behavior (Taylor & Todd, 1995) 6. Unified Theory of Acceptance and Usage of Technology Model (Venkatesh et al., 2003). Among these theories, Technology Acceptance Model (TAM) is widely used framework for examining the impact of different factors on the adoption process of new technology. This Model was originated by Davis in 1986 in a doctoral thesis and was formally published in 1989. This model was developed considering the theory of reason action (TRA) (Legris et al., 2003). Perceived usefulness, perceived ease of use, attitude, behavioral intention, and actual usage behavior are constructs of this model.

Many researchers have used this model while undertaking mobile banking and internet banking studies (Adams et al., 1992; Askool et al., 2019; Doll et al., 1998; Legris et al., 2003; Mathieson, 1991; Ooi & Tan, 2016; Puriwat & Tripopsakul, 2017; Samar et al., 2017). Their results were in the

same line of this models assumption. Thus, this model is relevant or able for predicting behavioral intention of mobile banking users to use mobile banking. Beyond, TAM model, researcher used the variables of TPB and UTAUT such as facilitating condition, self- efficacy, trust and social influence variables were incorporated following and modifying research framework purposed by (Gu et al., 2009).

Development of Hypothesis and Conceptual Framework

Perceived ease of use refers to “the degree to which a person believes that using a particular system would be simple” (Nunkoo et al., 2013). Ease of use refers to “the degree of user’s willingness to use the particular system where they need not to make many efforts” (Davis et al., 1989). In this regard, the following hypothesis was proposed:

H1: Perceived ease of use has a significant impact on behavioral intention in using mobile banking.

According to Jogiyanto (2007) Perceived usefulness is a belief of certain system users for improving own performance or capacity after using certain system. Accordingly, Alwan et al. (2016) opine perceived usefulness as a subjective thought of the users towards the usage of particular system that would positively enlarge their job performance. Same like, Tam and Oliveira (2018) described PU as a

major determinant of behavioral intention to use mobile banking. Therefore, it was hypothesized that:

H2: Perceived usefulness has a significant impact on behavioral intention in using mobile banking.

Readiness for using a new system or service due to its security and privacy is trust (Kim, & Prabhakar, 2004). It is another widely used multidisciplinary variable in different fields (Gefen et al., 2003; Zhou et al., 2010). Customers trust or faith towards new technology has vital concern to enhance the positive perception about the security system of any service application. Therefore, this study articulates the following hypothesis.

H3: Trust has significant impact on behavioral intention in using mobile banking.

Taylor and Todd (1995) opined that high level of self- efficacy is positively associated with the behavioral intention and actual behavior. Self- efficacy is allied with perceived ability of people for using new innovation. It explains about existing confidence level of people for using new technology (Koksol, 2016). Hence, the following hypothesis was assumed.

H4: Self-efficacy has significant impact on behavioral intention in using mobile banking.

According to Venkatesh (1999)

facilitating conditions refers to the availability of essential resources, skills and technical infrastructure to connect and use wireless internet. For utilizing mobile banking services, users must have skills such as using mobile phone, connecting mobile phone to the internet, downloading and installing banking application and knowledge about operating procedure. Bapista and Olivera (2015) found positive and significant impact of facilitating condition on behavioral intention in using mobile banking. Therefore, the following hypothesis was developed.

H5: Facilitating condition has significant impact on behavioral intention in using mobile banking.

Social influence is “the extent to which an individual perceives that important others believe he or she should apply the new system” (Venkatesh et al., 2003, p.450). When people see their nears and dears are using mobile banking and receive recommendation from them for using it then their psychological aspects such as feelings, perceptions, attitudes etc. towards the usage of technology may have positive. Accordingly, this study purposed the following hypothesis.

H6: Social influence has significant impact on behavioral intention in using mobile banking.

Fishbein and Ajzen (1975) defined behavioral intention as likelihood to

demonstrate specific behavior by an individual. It refers to a person's enthusiasm either to execute or not execute certain task (Konerding, 1999). It is a crucial and widely applied construct for predicting actual behavior of an individual (Ajzen,

1991).

Based on the forgoing hypotheses, the research framework of this research was as mentioned below.

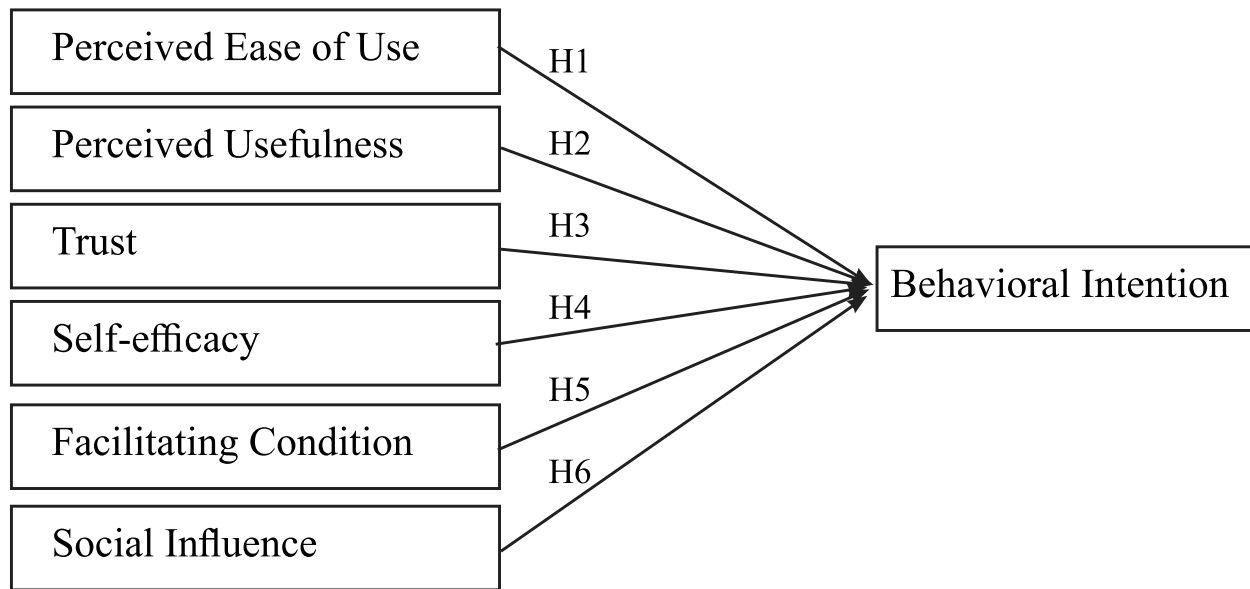


Figure 1: Research Framework of Consumer Intention in Using Mobile Banking

Many empirical studies have examined the impacting factors on behavioral intention to use and actual usage of mobile banking in many countries and were found significant and positive impact of many constructs such as attitude, subjective norms, perceived usefulness, perceived ease of use, effort expectancy, social influence, facilitating condition, and self- efficacy towards individuals behavioral intention in using and actual usage of mobile banking (Alsamydai, 2014; Chao, 2019; Dasgupta et al., 2011; fong &

Wong, 2015; Gu et al., 2009; Kraus, 2008; Luarn & Lin, 2005; Moon & Kim, 2001). In the line of previous findings, this study assumed behavioral intention in using mobile banking as dependent variable

Luarn and Lin (2005) had undertaken a research in Taiwan. The main motto of this research was to recognize crucial impacting variables on acceptance of mobile banking usage. They consult Extended Technology Acceptance Model (TAM) and Theory of Planned Behavior, for extracting the following constructs: Perceived usefulness, perceived ease of use, perceived credibility, perceived self- efficacy, perceived financial cost and

behavioral intention to use. Out of 394 questionnaires only 180 complete and valid responses were further processed and analyzed. They found perceived self-efficacy, usefulness, financial cost, credibility, ease of use had positive effects on behavioral intention and acceptance to use mobile banking.

Similarly, Amin et al., (2007) carried out a research in Labuan and Kota Kinabalu cities of Malaysia. They developed their research model based on Technology Acceptance Model (TAM) for studying about different variables that influence on behavioral intention in using mobile banking. They collect data from respondents using purposive sampling technique. Altogether they collect 250 responses but only 239 were further processed using inferential statistical tools. They concluded that there was a significant relationship between perceived utility, perceived ease of use, perceived credibility, perceived self-efficacy and an individual's intention to use mobile banking. In contrast, normative pressure was found as a poor determinant of behavioral intention in using mobile banking.

In Tunisia, Nasri and Charfeddine (2012) had undertaken a research to examine the driving factors of Internet banking adoption. They employed TAM and TPB as a theoretical foundation. Altogether 10 constructs were used in this paper and all were operationalized considering previous studies. They

found positive and significant impact of perceived usefulness, perceived ease of use, social norms, security, privacy and perceived behavioral control on intention to use internet banking. Furthermore, self-efficacy, government support technology support positively impacted to the perceived behavioral control. Researchers also conclude that young and educated people having access on internet and owing personal computer were highly preferred to adopt internet banking.

Same like, Koksal (2016) conducted a research to know about different variables that distinguish people with high intention in adopting mobile banking from others. Research was done in Beirut city and required data were accumulated employing snowball sampling technique. In total 800 responses were collected out of which 776 were further analyzed. Impact of different constructs was examined assuming demographic variable as control variable. Researcher found that perceived compatibility, trialability, perceived usefulness, ease of use, perceived credibility, and trust positively and significantly discriminate high-mobile banking adopters from low adopters

Baabdullah et al., (2019) had conducted a research in Saudi Arabia to assess and examine the role of different variables that contribute Saudi people for developing positive intention towards the usage of M banking. Researchers combined two theories and selected

the following constructs: performance expectancy, effort expectancy, hedonic motivation, price value, habit, social influence, facilitating conditions, service quality, information quality and system quality as predictors. Furthermore, satisfaction and loyalty constructs were selected as outcome or dependent variables. Before placing questionnaires to the respondents, a pilot study was done with 30 university employees. Thereafter, data were collected employing convenience sampling technique. Collected data from 429 respondents were processed and result was based on structural equation modeling. significant impact of almost independent variables on actual use behavior was found

In the same vein, Suhartanto et al., (2020) had undertaken a research integrating Technology Acceptance Model (TAM) and Religiosity Behavioral -Intention model. Researchers tried to explore M banking adoption and usage trend in Indonesia and examined the relationship among perceived usefulness, perceived ease of use, religiosity, user satisfaction, intention to use and adoption. Researchers use self-administered questionnaire while gathering data from customers of Islamic banks and result was prepared using structural equation modeling. From the study, they revealed that perceived usefulness, perceived ease of use and religiosity as

the strongest predictors of mobile banking adoption.

Accordingly, Pratama and Renny (2022) undertaken an empirically study in Indonesia. The main objective of this study was to identify significantly impacting variables in behavioral intention of using mobile banking. Significant and positive impact of performance expectancy, effort expectancy, facilitating conditions, habit and trust was found on behavioral intention in using mobile banking. Contrary to this finding, no influence of different variables such as social influence, hedonic motivation, risk and security was found on behavioral intention in using mobile banking.

Furthermore, Tomic et al., (2023) examined the impact of different variables on behavioral intention in using mobile using extended unified theory of acceptance and use of technology model as reference. Collected data were analyzed and conclusions were made based on structural equation modeling. Researchers were found positive association between performance expectancy, perceived security, trust, social influence, and behavioral intention.

Methodology

The researcher was used descriptive analytical research design under quantitative inquiry because many studies

were used quantitative method while undertaking mobile banking adoption research. For the purpose of the study, data were collected from the respondents' inhabitant of Kawasoti Municipality, Nawalpur District of Nepal. Due to the lack of list of all mobile banking customers and resource constraints, non-probability sampling technique i.e. purposive sampling technique was employed to collect response from respondents having mobile banking usage experience. Several studies have validated purposive sampling while studying mobile banking adoption in different countries (Cudjoe et al., 2015; Hariyanti et al., 2020). Altogether, 250 people were visited in public places, campuses, banks and different offices and asked if they were bank customers and had experience of using mobile banking and based on their yes responses further steps were forwarded. Researcher was taken support from banking staffs and own assistant while allocating questionnaire and collecting their responses. Questionnaire was prepared reviewing the literature. Which consists of section A and section B. Section A is belonged with demographic information and section B consists of 18 items belonged with dependent and independent variables. The measurement scale was a five point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

Out of 250 questionnaires distributed 225 were returned and 200 questionnaires were seen valid for further analysis.

The questionnaire was pretested via a pilot study of 50 mobile banking users of kawasoti municipality and none of the items were dropped from the questionnaire.

Result

Based on the description in Table 1, about 65% respondents were male while 35% were female. Out of total respondents, about 38% was seen from age group of 16-20 years followed by 20-30 years' age group covering 29 percent. The majority group (67%) belonged with 30 and below age indicated that young generation people were more aware and interested in mobile banking usage. Majority of respondents were noted to be unmarried (58.5%). Forty percent respondents were noted as students while 28.5% were teachers, accordingly, about 7% were unemployed, 5% were banker and remaining 14% were belonged with other groups. Similarly, it was revealed that all respondents were the user of mobile phone and 38.5% respondents were having 2-5 years of mobile banking usage experience, 19% respondents had 5-10 year (s) experience and so on.

Table 1
Sample Profile

Variables	Description	Frequency	Percent
Gender	Male	129	64.50
	Female	71	35.50
Age Group	16-20	75	37.50
	21-30	58	29.00
	31-40	39	19.50
	41-50	23	11.50
	51 and above	5	2.50
Marital Status	Married	82	41.00
	Unmarried	117	58.50
	Divorced	1	0.50
Occupations	Student	80	40.00
	Teaching	57	28.50
	Un Employed	14	7.00
	Unemployed	11	5.50
	Banker	10	5.00
	Others	28	14.00
Period of mobile used	Less than 6 months	9	4.50
	6 months to 1 year	4	2.00
	1-2 Year (s)	11	5.50
	2-5 Year (s)	44	22.00
	5-10 year (s)	50	25.00
	More than 10 Years	82	41.00
Period of M-Banking used	Less than 6 months	31	15.50
	6 months to 1 year	17	8.50
	1-2 Year (s)	33	16.50
	2-5 Year (s)	77	38.50
	5-10 year (s)	38	19.00
	More than 10 Years	4	2.00

Table 2 depicts the output of correlations analysis. The strength of relationship between dependent and independent variables was assessed calculating Pearson correlation coefficient. The correlation between behavioral intention and perceived ease of use is +.598, between behavioral intention and perceived usefulness is +.670, between behavioral intention and trust is +.461, between behavioral intention and self-efficacy is +.465, between behavioral intention and facilitating condition is +.431, between behavioral intention and

social influence is +.372. All variables correlation coefficients were significant at the .01 level. Thus, results show that there was positive relationship between behavioral intention and perceived ease of use, perceived usefulness, trust, self – efficacy and facilitating condition as all variables’ correlations size was situated between 0.40-0.70. However, weak relationship was found between behavioral intention and social influence as their correlations size was between 0.2-0.40.

Table 2
Pearson’s Correlation Matrix for the Dependent and Independent Variable

	B. Intention	Perceived ease of use	Perceived usefulness	Trust	Self-efficacy	Facilitating condition	Social influence
B. Intention	1	.598**	.670**	.461**	.465**	.431**	.372**
Perceived ease of use		1	.621**	.521**	.420**	.359**	.366**
Perceived usefulness			1	.573**	.557**	.410**	.390**
Trust				1	.452**	.385**	.351**
Self-efficacy					1	.509**	.373**
Facilitating condition						1	.536**
Social influence							1

** Correlation is Significant at the 0.01 Level (2-tailed)

Before conducting regression analysis, Cronbach’s Alpha was used in the calculation and constructs having Cronbach’s value greater than 0.6 as suggested by Hair et al., (2010) was used for further analysis. Similarly, its assumptions were checked. The scatter plot considered for checking the assumption of homoscedasticity. Likewise,

normality assumption was checked based on the histogram and normal probability plot. Additionally, multicollinearity was checked seeing the value of Variance Inflation Factor (VIF). Moreover, studentized deleted residuals value was considered to identify the presence of outliers on dependent variable and centered

leverage value was taken into consideration to extract outliers on the set of predictors.

Table 3 depicts that all constructs exceeding the recommended value of Cronbach's Alpha. Thus, all values show good internal consistency among scales used for the study. Multiple regression analysis was done to understand the relationship between the predictor variables and criterion variable. Table 4 shows the model summary. Multiple correlation (R) of +.724 represents the combined correlation of all the independent variables. R² is a statistical measure of how close the data are to be fitted regression line. It means R² = .524 indicates the proportion of total variance in the dependent variable have explained 52.4% by all independent variables. Overall goodness of fit of the model is verified observing the value of F- test. The p value of the F- test having less than 0.05 implies that at least one of the variables coefficients is statistically significant. Here, p value of the F- test mentioned in Table 5 was seen less than 0.05. Thus, based on the results from the ANOVA analysis shows the regression

results were significant on the basis of F-values. Similarly, Table 6 discloses the unstandardized and standardized beta coefficients of all constructs. They predict a change in the independent variable would produce an effect on the dependent variable keeping other independent variable constant. Looking at the p value of the t- test of each predictor, we can know which of the variables helps to explain the dependent variable significantly.

Thus, the results of the regression analysis revealed that perceived ease of use ($\beta = 0.376, p < 0.05$), perceived usefulness ($\beta = 0.420, p < 0.05$), trust ($\beta = 0.011, p < 0.05$), facilitating condition ($\beta = 0.164, p < 0.05$) have a positive and statistically significant relationship with behavioral intention in using mobile banking.

But in contrary, constructs self-efficacy ($\beta = 0.044, p > 0.05$) and social influence ($\beta = 0.020, p > 0.05$) were not significant, indicating that these two predictors do not have any influence in the behavioral intention in using mobile banking.

Table 3
Reliability Analysis

Constructs	Valid N	Number of items	Cronbach's Alpha
Perceived Ease of use	200	2	.825
Perceived usefulness	200	3	.800
Trust	200	2	.832
Self- efficacy	200	3	.832
F. Condition	200	2	.842
Behavioral I.	200	3	.815

Table 4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724	.524	.509	1.56831

a Predictors: (Constant), Social influence, Trust, Self-efficacy, Perceived ease of use, Facilitating condition, Perceived usefulness

b Dependent Variable: Behavioral_I

Table 5
Overall Goodness of Fit (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	522.080	6	87.013	35.377	0.000 ^b
	Residual	474.700	193	2.460		
	Total	996.780	199			

a Dependent Variable: Behavioral_I

b Predictors: (Constant), Social influence, Trust, Self-efficacy, Perceived ease of use, Facilitating condition, Perceived usefulness

Table 6
Coefficient for Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	std.error	β		
Constant	0.481	0.398	-	1.208	0.228
Perceived easy of use	0.376	0.095	0.262	3.951	0.000
Perceived usefulness	0.420	0.074	0.415	5.672	0.000
Trust	0.011	0.092	0.008	0.121	0.004
Self-efficacy	.044	0.062	0.046	0.709	0.479
Facilitating condition	0.164	0.083	0.127	1.966	0.050
Social influence	0.020	0.046	0.026	0.426	0.671

a. Dependent Variable: Behavioral I.

Discussion

Numerous research has been carried out throughout the world using constructs from TAM, Decomposed theory of planned behavior and UTAUT model. Empirical findings and results from such study vary in many countries and groups. Originality of this study is that it examined the impact of different factors in behavioral intention on using mobile banking in Kawasoti Municipality of Nawalpur District Nepal. The main objective of this study was to assess impacting factors in behavioral intention on using mobile banking. This study had identified different factors such as perceived ease of use, perceived usefulness, trust and facilitating condition affecting in behavioral intention on using mobile banking and was found kawasoti banking customers assume these predictors as an important factor in their behavioral intention to use m-banking.

Association between these constructs and behavioral intention was examined and was found statistically significant impact in behavioral intention to use mobile banking from perceived ease of use, perceived usefulness, trust, and facilitating condition. The study revealed that perceived ease of use significantly influence behavioral intention to use mobile banking. It means mobile banking consumers give priority on simple and easy procedure for using mobile banking apps via their mobile phone. Banks should make mobile banking service fast, and economy to enlarge usefulness of mobile banking. This finding corroborates

with past studies (Bhatti, 2007; Hsu & Lu, 2004; Lee et al., 2011; Moris & Dillon, 1997; Nasri & Charfeddine, 2012; Taylor & Todd, 1995).

Same like, the study found positive relationship between perceived usefulness and behavioral intention. This suggest that people who feel comfort, and useful are likely to use new technology. This finding is also with the line of other studies ((Alsamydai, 2014; Bhatti, 2007; Davis, 1989; Guriting & Ndubis, 2006; Kim, & Prabhakar, 2004; Laforet & Li, 2005; Pavlou, 2003; Venkatesh, & Davis, 2000).

Furthermore, the result suggest that trust has statistically significant effect on behavioral intention to use mobile banking. Trust is associated with the belief of consumer towards the new system and promises commitments of service provider. When people will have trust towards mobile banking that minimizes transactions risks and motivates for undertaking financial transaction vai mobile banking. This finding support prior research ((Gefen & Straub, 2000; Kim & Prabhakar, 2004; Suh & Han, 2002; Tomic et al.,2023; Wang & Benbasat, 2005).

Another finding of the study also suggests positive association between facilitating condition and behavioral intention to use mobile banking. This is consistent with the findings of previous studies.

However, negative relationship was found between self-efficacy and behavioral

intention on using mobile banking. This result is contradictory with the findings of (Amin et al.,2007; Gu et al.,2009; Luarn & Lin, 2005). This finding suggested that banks should give priorities for advancing level of knowledge and handling skills of banking customers via awareness and training program about mobile banking application. As like, insignificant association was found between social influence and behavioral intention on using mobile banking. This finding is in the same line with the findings of (Alwan et al.,2016; Pratama & Renny, 2022). Main cause of insignificant influence of social influence might be that banking customers may not like to interact and consult with their nears and dears while making financial decisions. This study concluded that perceived useful and perceived ease of use play crucial role to develop positive attitude towards the usage of mobile banking services. Customers give high priority to simple, useful and ease of use interface on their mobile phone and mobile banking applications to do banking transactions via mobile phones. Thus, Nepalese commercial banks should able to customize their mobile banking services developing mobile banking apps in Nepali language too. Since, mobile banking is

new banking service to Nepalese People, banks should offer this service at affordable price Similarly, banks should undertake awareness campaign to draw the attention of female and uneducated people towards the usage of mobile banking services. Accordingly, Nepalese commercial banks should have strict policies, rules and regulations, instant data transmission services to maintain and enlarge customer value and trust towards mobile banking services.

This study was done considering the opinion of banking customers' inhabitant in kawasoti municipality. Therefore, it is recommended that to undertake future research including many areas people of Nepal. Results were revealed considering the opinion of only 200 people on limited constructs. So, future research can consider other factors too enlarging sample size too. Similarly, only mobile banking users were consulted. Thus, future research could carry out comparative study between mobile banking users and non-users.

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