



## THE STUDY ON MOBILE BANKING ADOPTION IN PERIPHERAL REGIONS

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**Abstract :** This study has been undertaken to investigate the determinants of stock returns in Karachi Stock Exchange (KSE) using two assets pricing models the classical Capital Asset Pricing Model and Arbitrage Pricing Theory model. To test the CAPM market return is used and macroeconomic variables are used to test the APT. The macroeconomic variables include inflation, oil prices, interest rate and exchange rate. For the very purpose monthly time series data has been arranged from Jan 2010 to Dec 2014. The analytical framework contains.

**IndexTerms - Component,formatting,style,styling,insert.**

### I. INTRODUCTION

Mobile banking, a subset of electronic banking, has transformed the landscape of financial services globally. While its adoption has been remarkable in urban and developed areas, its penetration and acceptance in peripheral regions, remain a subject of interest and concern. Peripheral regions, often characterized by limited access to traditional banking infrastructure, present unique challenges and opportunities for mobile banking Adoption. This introduction aims to explore the dynamics of mobile banking adoption in peripheral regions, examining factors influencing its uptake, the impact on financial inclusion, and the implications for both users and financial service providers. By understanding the complexities of mobile banking adoption in these regions, policymakers, researchers and industry stakeholders can devise strategies to promote financial inclusion and socioeconomic development effectively.

In recent years, mobile banking has emerged as a powerful tool for Enhancing financial access and inclusion. While its adoption has been significant in urban centers, its uptake in peripheral regions is a critical area that requires attention. This paper explores the dynamics of mobile banking adoption in such areas, analyzing the factors influencing its Adoption and the potential impact on financial inclusion. Understanding these dynamics is crucial for designing effective strategies to promote widespread access to financial services in Peripheral regions.

The rise of Mobile banking has revolutionized how people access and manage their finances. However, a gap exists in Adoption rates between urban centers and peripheral regions. This introduction explores the key factors influencing mobile banking use in these outlying areas.

### REVIEW OF LITERATURE

SUMEET GUPTHA (DEC 2010)

\*Here what I understand means for the Technologies such as electronic commerce, mobile payments, internet and mobile banking, customers are concerned about security issues that arise as a result of Adoption of these Technologies.

\*Moreover, in practice, customers forgo their considerations of risk in the technology, if the benefits of using the technology overpower the risks involved in using the technology.

\*This study refers that in adopting a technology, customers are guided more by the perception of control rather than by the perception risk.

BORE LY (AUG 2022)

\* The key words in this Cambodia, internet Adoption, Technology acceptance model, theory planned behavior, subjective norm.

\* The factors influencing mobile banking adoption is crucial to maximizing its use. Hence consumer intentions to Adopt IB were explored in this study.

\* However, perceived ease of use was found to be non-significant. Significantly, it provides a insight into the potential effects of socially pressured behaviors,

\* The SN is Oriented towards AT; the finding of this study can be applied to theoretically adopt IB

\* The Cambodian banking sector got good growth in recent years due to macroeconomic stability, investment friendly policy

ELIMAWATY ROMBE, MARJAM DESMA RAHADHINI(JAN2021)

\* The purpose of this study is to enhance and determine the effect of value barriers, risk barriers, image barriers, and Cost barriers.

\* This research used some techniques and Quantitative Approach is purposive sampling which conduct research on a group of subjects with certain characteristics.

\* For mobile banking users this research used 140 online questionnaires and there were 110 questionnaires that were processed.

\* There was a positive influence between the barriers to use and mobile banking adoption the intention to adopt Moreover, there was a positive influence between perceived cost barriers and mobile banking adoption intentions,

\* Finally, there was a significant influence between value barriers and mobile banking adoption intentions.

#### 4. DARMESH KRISHNAN, KARUTHAN CHINNA(OCT2016)

Darmesh Krishnan, Karuthan chinna (October 2016) \*Key points: \* Previous research on mobile banking adoption has focused primarily on studies related to perceived interactivity. There is a need to assess factors that influence Malaysian consumers' intention to use mobile banking. This research evaluates the future of mobile banking. \*Keywords: Consumer perceived interactivity, mobile banking usage, structural equation modelling approach, JEL classification. \* The goal of this study is to investigate the factors influencing Malaysian consumers' intention to use mobile banking services using a structural equation modelling approach.

#### 5.ROBERTSON KHAN TENGEH, FRANK SYLVIO GAHAPA TALOM (DEC 2019)

\* In this study the main key words of the Articles are mobile money, financial performance, payments and receipts,

\* Often financially excluded by the traditional banking system, small and medium sized enterprises (SMEs) in many developing countries have found in mobile money services a sustainable alternative.

\* The use and adoption of mobile money (MM) by SMEs has generally been low in developing countries, and one of the reasons has been limited data that supported its impact on financial performance.

\* A sample of 285 SMEs responded to the survey, while 12 owners/ managing directors were purposively selected to participate in the personal interviews.

\* By confirming the positive relationship between the use of mobile money services and the financial performance of businesses, it is hoped that all the relevant stakeholders will see this as a possible solution to the financial challenges that SMEs face in developing economies.

### RESEARCH METHODOLOGY

#### RESEARCH GAP:

Through the Previous Studies have explored that Mobile banking, Security Concerns, Perceived Control, Internet Banking adoption, Technology acceptance model, Theory planned behavior, subjective norm, mobile money, smes, financial performance, payments and receipts, also Exploring e-mobile banking implementation barriers on Indonesian millennial generation consumers along Consumers perceived interactivity &Intension to use Mobile Banking is Structural Equation Modeling.

#### NEED OF THE STUDY:

Studying mobile banking is crucial for understanding how technology is shaping the future of financial services, including its impact on customer behavior, security challenges, regulatory frameworks, and the potential for financial inclusion. It helps identify trends, opportunities, and challenges in the digital banking landscape.

Mobile banking is introduced as a recent technological advancement with several advantages and disadvantages to customers, banks and other financial institutions, which is now being felt throughout the world. The latest trends in the banking industry have also been particularly accentuated in this chapter with a relationship that has been established between conventional bank systems and mobile technology. As such, major benefits and key challenges associated with adopting mobile bank technology will be examined further. Furthermore, one can further explore how various services may be intersected through certain innovations such as big data or cloud technologies and any other possible innovative route in terms of its possible future use.

#### OBJECTIVE OF THE STUDY:

1.To understand the customer convenient access to their bank accounts and financial services anytime, anywhere, with Secure banking Services through their mobile devices

2.To Analyze the customer satisfaction levels on Mobile Banking services

3. The main aim of this study is to understand that what is mobile banking, how the mobile banking adoption is attracting the customers and also where it's mostly helps to different age groups.

#### RESEARCH DESIGN:

The Research Design involves with the main objective of Mobile banking Adoption study, the aims to understanding how technology is shaping the future of financial services, including its impact on customer behavior, security challenges, regulatory frameworks, and the potential for financial inclusion.

This Research will employ a mixed method approach, integrating both qualitative and quantitative Methodologies to comprehensively investigate on Mobile banking Adoption and its services over the country and other places. Data collection will involve a combination of surveys, customer Feedback, and financial analysis. By using comprehensive approach, we will get a deeper understanding of this Information and provides valuable findings.

#### RESEARCH TYPE

Descriptive In Nature

Sampling Technique: Simple Non random sampling technique was utilized for the Purpose of the Study.

Random sampling: Random sampling is a technique where participants are selected from a population in a purely random manner, ensuring that each member has an equal chance of being included.

**DATA COLLECTION METHODS:**

Primary data:

In conducting a study on Mobile Banking Adoption used Combination of primary data and secondary data collection methods will be utilized. Primary data will be gathered through surveys, interviews, case study observations. Here the survey conducted by questionnaire to gather opinions and insights from the customers opinions (Mobile Banking users)

Secondary data:

On the other hand, Secondary data refers to information that has already been collected by someone Else for a different purpose. It can come from sources like books, articles, reports, or online Databases. Here the articles, online data base, books are used to collect the secondary data of mobile banking Adoption. The articles are collected through the DOAJ website and for online data base I went through the Google chrome, also I took help central library of CMRIT for book (The book name is INVESTIGATING CUSTOMER ADOPTION OF MOBILE BANKING SERVICES)

POPULATION: 100

SAMPLE SIZE: 62

SAMPLE UNIT: CMR IT MBA Department

QUESTIONNAIRE:

A well-structured questionnaire with straightforward questions is employed for data gathering.

Closed-ended, Likert-scale, and multiple-choice items are all included in the survey

TOOLS USED: Percentages, Bar graph, Google form, Microsoft excel, word, Chi-square test

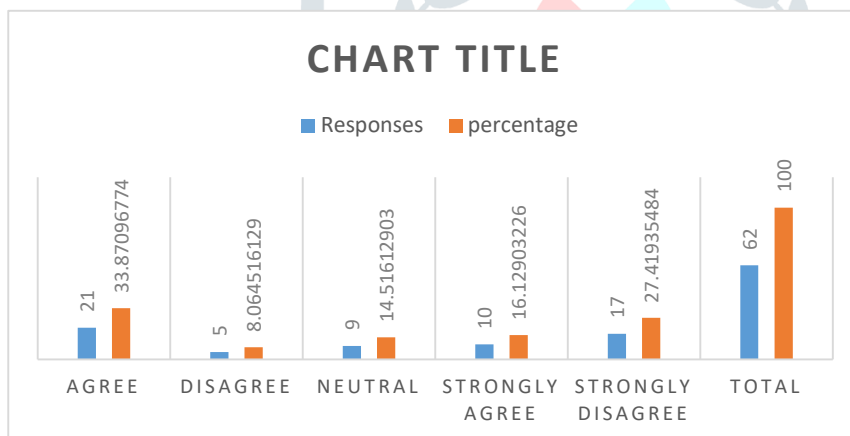
HYPOTHESIS:

H1: There is a significant difference between customer Satisfaction on Mobile Banking

H0: There no Significant Difference between customers on Mobile banking

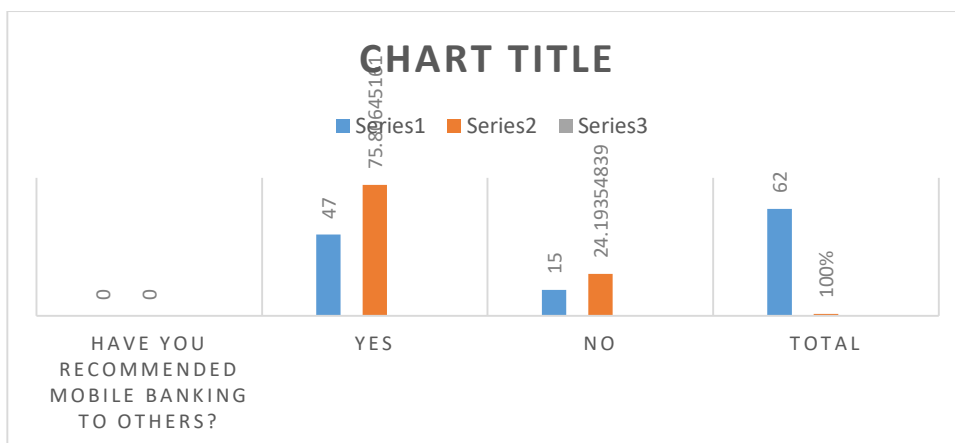
**DATA ANALYSIS**

I use mobile banking because of 24 * 7 availability	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Total
Responses	21	5	9	10	17	62
Percentage	33.871	8.064516	14.5161	16.12903226	27.41935	100



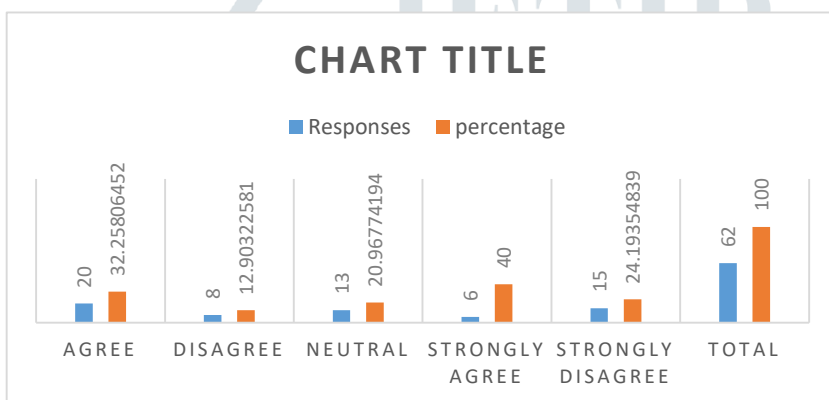
**Interpretation:** majority of the Respondents 33% are agreed with 24\*7 mobile banking availability.

Have you recommended mobile banking to others?	Yes	No	Total
Responses	47	15	62
Percentage	75.80645161	24.19354839	100%



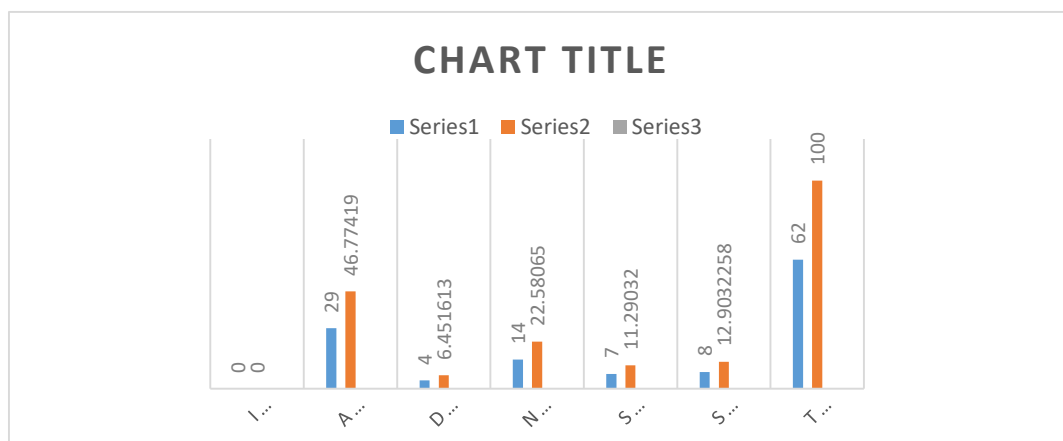
**Interpretation:** in my Survey Most of the Respondents 75% are wants to recommended mobile banking to others

I am completely aware of all mobile banking services	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Total
Responses	20	8	13	6	15	62
Percentage	32.2580645	12.90323	20.9677	4.0	24.19355	100



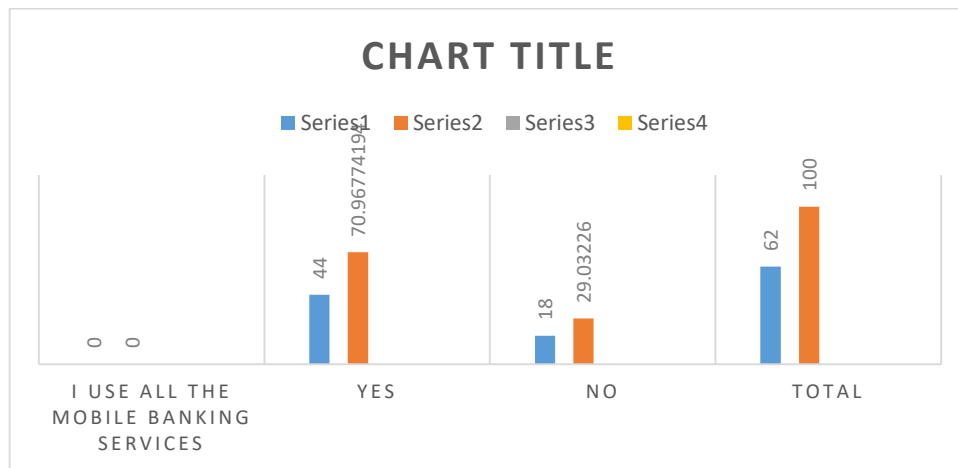
**Interpretation:** majority of the respondents 20,32% are completely aware of all mobile banking services

I am satisfied with the level of data and information security provided by the bank	AGREE	DISAGREE	NEUTRAL	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL
RESPONSES	29	4	14	7	8	62
PERCENTAGE	46.77419	6.451613	22.58065	11.29032	12.9032258	100



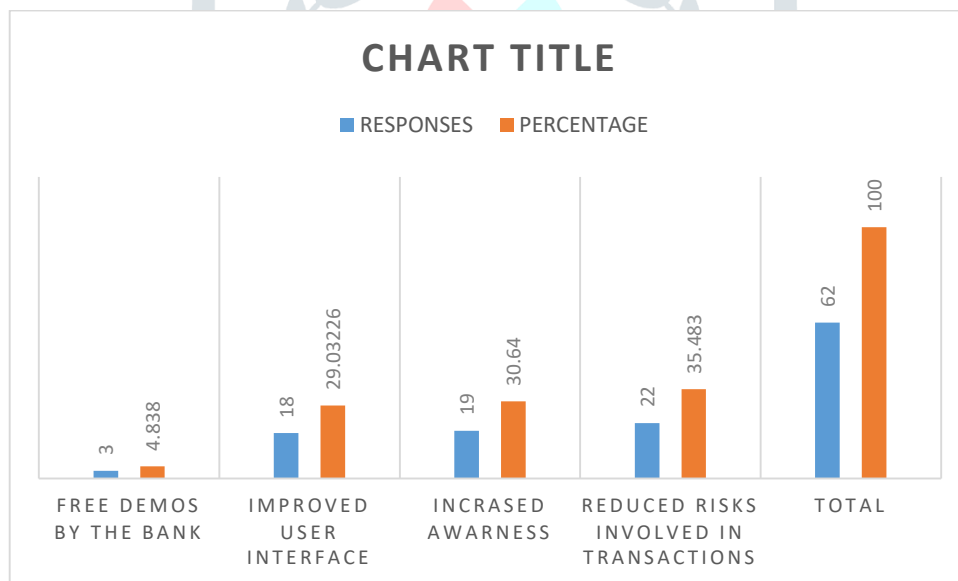
**Interpretation:** majority of the Respondents 29,46%are satisfied with the level of Data and Information

I use all the mobile banking services	YES	NO	TOTAL
RESPONSES	44	18	62
PERCENTAGE	70.96774194	29.03226	100



Interpretation: Majority of the respondents 44,70% are using all Mobile Banking Services

What would motivate you to adapt and use mobile banking?	FREE DEMOS BY THE BANK	IMPROVED USER INTERFACE	INCREASED AWARENESSES	REDUCED RISKS INVOLVED IN TRANSACTIONS	TOTAL
RESPONSES	3	18	19	22	62
PERCENTAGE	4.838	29.03226	30.64	35.483	100



Interpretation: majority of the Respondents 22,35% are mostly motivated thing is reduced risks involved in Transaction

### STATISTICAL TOOLS FOR ANALYSIS

**H1:** There is a significant Difference between customer Satisfaction on Mobile Banking Adoption.

**H0:** There is no Significant Difference between customer satisfaction on Mobile banking Adoption.

	YES	NO	MARGINAL ROW TOTAL
FEMALE	15 (13.56) [0.15]	14 (15.44) [0.13]	29
MALE	14 (15.44) [0.13]	19 (17.56) [0.12]	33
MARGINAL COLUMN TOOLS	29	33	62

The chi Square Statistics is 0.5362. The p-value is 464001.not significant at  $p < .05$ .

The chi Square Statistic with yates' correction is 0.2277. The p-value is .633211.Not Significant at  $p < .05$ .

RESULT			
	YES	NO	Row Total
Below 18	9(8.89) [0.00]	10(10.11) [0.00]	19
19-30	12 (11.23) [0.05]	12 (12.77) [0.05]	24
31-40	8 (8.89) [0.09]	11 (10.11) [0.08]	19
<b>Column Totals</b>	29	33	62 (grand Total)

The Chi-square statistics is 0.2694. The p-value is .87399. The Result is Not Significant at  $p < .05$ .

#### FINDINGS

100 % Respondents are having the Mobile phones and mostly they aware of Mobile banking  
 Mostly 35% of the Respondents motivated by the reduced risk involved in Transaction in mobile banking adoption.  
 Majority the Respondents 70% are using all mobile Banking Services  
 Out of 62 Respondents 46% are Satisfied with the level of data and information.  
 75% Respondents wants to recommended mobile banking to others.  
 Most of the respondents 33% are agreed with the question that is mobile banking available 24\*7  
 27% of Respondents are neutral with the mobile banking cost effective as compare to visiting bank  
 Majority of the Respondents 48% out of 62 are agree with can carry out my mobile banking operations easily using mobile Banking.  
 Out of the 62 respondents 52% of respondents know about mobile banking through Internet.  
 79% of the Respondents are using Mobile banking.  
 Most of the respondents 95% are having bank account.  
 Unemployed respondents 48% are mostly using mobile banking and private and self-employee sector respondents are equal with same percentage

#### SUGGESTIONS

Implementation of Mobile banking adoption involves several aspects they are  
 Users Research: Understanding your target Audience needs preferences, and barriers to mobile banking adoption through surveys interview, and focus groups.  
 User Experience Design: Design a user-Friendly Mobile banking app Interface with intuitive navigation, security features, and personalized services  
 Develop a comprehensive marketing strategy to raise awareness about the benefits of Mobile banking and encourage adoption. This could Include Targeted advertising, social media campaigns, and incentives for early Adopters.  
 Education and Training: Provide resources and training Materials to help users understand how to use the mobile banking app effectively and securely.  
 Feedback mechanism: implement a Feedback system to gather insights from users about their experience with the Mobile banking app and identify areas for improvement.  
 Security Measures: Ensure robust security measures are in place to protect users' sensitive information and transactions, including encryption, multi factor authentication, and regular security audits.  
 Partnerships: collaborate with financial institutions, mobile network operators, and other stakeholders to expand access to mobile banking services and reach underserved populations.  
 Monitoring and Evaluation: Continuously monitor Adoption rates, user feedback, and performance metrics to track progress and make Adjustments as needed to optimize the mobile banking experience

## CONCLUSION

Implementing a successful mobile banking adoption project requires a multifaceted approach that addresses user needs, enhances user experience, promotes awareness, ensures security, and fosters collaboration. By Prioritizing user research, user friendly design, robust security measures, strategic marketing, and ongoing evaluation, organizations can increase mobile banking adoption rates, improve financial inclusion, and empower users to manage their finances conveniently and securely anytime, anywhere. Mobile banking not only offers convenience but also has the potential to drive economic growth and financial empowerment, making it a vital component of modern banking infrastructure.

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