

User Acceptance of Mobile Banking: A Demographic Study of Nepal Focusing on Young Customer Aged (25-40)

Bhabuk Singh Kunwar¹ and R N Thakur²

¹Research Scholar, LBEF Campus

²Faculty Member, LBEF Campus

ABSTRACT

The development of information technology has brought radical changes in the banking system. The financial institutions are proactively embracing these IT innovations like mobile banking to improve the customer experience and the widen the customer base. Mobile banking has added a new direction to how the banking transaction is carried out. It has removed the barriers of time and space. Despite these advantages, the acceptance of mobile banking is below an expected level. Thus, the study utilizes the widely used TAM model to analyze the factors that have a potential impact on mobile banking acceptance among young customer aged 24 to 40 in Nepal. The data analyzed from the response of 222 young customers that participated in the survey expresses that the young customers of Nepal are aware of mobile banking technology and its benefits. Further, it evaluates that attitude to use mobile banking for the young customer is positively influenced by perceived ease of use and perceived usefulness. These parameters have a positive impact on behavioral intention to use mobile banking.

Keywords: *Mobile Banking, TAM, Perception, Technology, Attitude, Ease of Use, Usefulness, Behavioral Intention*

I. INTRODUCTION

Technology has been at a rampant growth, and it has been an integral part of every successful business organization. Similar, to most of the other organization around the world, the banking sector has also seen the renovation of its operation due to the enhancement of technology. From a traditional banking structure wherein individual had to travel to the bank for every banking task to performing banking operation from smart devices (mobile banking, internet banking, etc.), the banking industry has seen a revolution. Technology has brought the rapid transformation of how banking operations are carried out to meet customer expectation and help assist the strategic and managerial decisions to better serve its customer (Sapkota *et al.*, 2018)

The economy of the developing countries like Nepal is mostly driven through cash, i.e. banknotes, coins are directly used in the exchange of goods and services. The financial trend has changed by the introduction of mobile devices. Mobile banking has set new dimensions to an easy and convenient transaction. So, mobile banking can be defined as the way of carrying out a financial transaction with the help of mobile devices, anytime and anywhere (Regmi, 2015). Mobile banking can also be described as an electronic banking mechanism or electronic commerce that helps serve financial services through mobile phone technology. Mobile banking is done through a telecommunication network or wireless technology (Goswami, 2017).

Background of the Study

Technology has been a backbone of the progress of any organization and has helped the organizations to keep up with the customer expectation. The banking sector has been proactive in adopting technology to improve itself in its various aspects of the operation, from the internal working environment to the overall operating mechanism. This effort and investment are specially targeted to enhance the customer experience to improve the brand image. Banking sectors are one of the early implementers of latest trends of technology because of which the business model has seen a rapid transformation from cash-based monetary transaction to electronic payment (Bons *et al.*, 2012). The dynamic growth of technologies has enabled mobile banking to use it as mainstream. The development of the telephone transmission system from copper wire to fiber-optics and wireless broadband of unlimited bandwidth has acted as a key resource that enabled mobile banking to be in its existing state.

The historical background of mobile banking dates to 1999 where a Germany based company named Paybox started mobile banking service for the very first time, in partnership with Deutsche Bank. This was the commencement of a new payment method (Nkwede, Aja & Agwu, 2017). Germany, Spain, Sweden, Austria, and the United Kingdom were among the early adopter of the mobile banking concept. Among the developing nation, Kenya became the first nation which embraced mobile banking in the form of text-based service (Shaikh & Karjaluo, 2015).



Figure 1: Internet and mobile users around the globe (Kemp, 2019)

Problem Statement

Telecommunication and financial institutions share different business ideology, but the basic agenda remains the same i.e. to satisfy customer need. Even with the fundamental differences in the business pattern, the merging of both institutions can help overcome the biggest of problems. This association of financial institution and telecommunication has helped resolve issues of instant financial operations and decision making process (Mulwa & Waema, 2016). Banks are utilizing the technological power to retain customer and thus progressing their business growth. It becomes equally important for banks to know the reaction and expectation of technological adoption by the customer to enhance themselves in the competitive market (Raj, 2018).

Research Question

In context to the problem highlighted above, the research aims to drill down the root cause of that problem in the context of Nepal to find out how mobile banking has been adopted by the young banking customers aged 25-40 in Nepal. The following questions help to focus on a dedicated path.

1. Are the young customers of Nepal aware of mobile banking and its advantages?
2. What are the facilities provided by mobile banking that the young customers of Nepal are using?
3. What factors are the major contributors to mobile banking adoption among young customers in Nepal?
4. How are the young customers' attitude and their behavior towards mobile banking in Nepal?

Purpose of Study

The main purpose of the research is to find out how young customers of Nepal are reacting to the latest technological trend of mobile banking in the banking sector of Nepal. The research also outlines the awareness of mobile banking among young customers and the level of acceptance amongst them. The research aims to find out the acceptance of mobile banking among the young earning generation of Nepal aged between 25 to 40. Along with that, the purpose of the study is to identify the factors that affect mobile banking acceptance in Nepal.

Objective of the Study

The researcher aims to investigate the awareness of mobile banking on the young customer of Nepal and find out the factors that influence its acceptance. This will help evaluate how technology has been embraced by young people of Nepal which have improved the daily financial culture of each individual. The objectives are listed as:

- To inspect the level of awareness of mobile banking, its functionalities and advantages among young customers aged 25- 40 in Nepal.
- To determine the factors that potentially impact mobile banking acceptance among young customer aged 25-40 of Nepal.
- To analyze the factors affecting the attitude and behavior of young customer towards mobile banking in Nepal.

Scope and Limitation of Study

The scope of the research covers:

- The research explores the existing state of young customer's awareness of mobile banking in Nepal
- The research investigates the variables that impact the adoption of mobile banking among young customer in Nepal

II. LITERATURE REVIEW**Mobile Banking**

Mobile Banking is about performing financial transactions through a smartphone or Personal Digital Assistant (PDA). Mobile phones or Personal Digital Assistant (PDA) have become a multipurpose device with their increasing processing power and huge memory, customers are able to make various banking functions directly from their mobile phones without visiting the bank, anytime, anywhere (Mashhour & Saleh, 2015). Mobile banking can also be defined as a system that permits the customer to carry out financial activities such as checking balance, send received funds, account information, utility payments among many others (Islam & Hossain, 2015).

Theoretically, there are 2 types of mobile banking, one being the simple conventional version, where the individual directly links to their banking account through the app provided by bank itself and the second version, which is gaining high popularity being the various third-party apps which act as banks and indirectly links to the customer's bank account and lets him do the banking deals in a more simplified way (Bollen, 2009).

Theoretical Framework

The acceptance of any technological change within a given time frame remains by an individual remains an interesting observation. It becomes necessary to understand the user perception of adoption of technology. The interesting facts on choosing a technology or resisting one, the main reason or decision to adopt technology have been a subject of intense research. There are innovation adoptions and diffusion theories based on strength, weakness, key features, and theoretical ideas. Basically, adoption theory examines the choices and individual makes either to accept or reject an innovation. There are several concepts proposed to comprehend the adoption process, Concerns-Based Adoption Model (CBAM), Technology Adoption Model

(TAM), Universal Technology Adoption and Use Theory (UTAUT), Social Cognition Theory (SCT), and Innovation Diffusion Theory (IDT) are among the widely used one (Straub, 2009). The research is built on the classic TAM model.

1.1.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is introduced by Davies in 1985. It is amongst the widely used models for acceptance of information system (IS). TAM analyses two basic factors: Perceived usefulness and Perceived Ease of Use and predicts the probability of acceptance of the system to be used (Akturan & Tezcan, 2012). The study is carried out to find the factor that impacts the attitude of an individual on accepting mobile banking technology. TAM expresses that PU and PEOU are two major determinants in user acceptance of mobile banking. Together these two factors create a favorable Behavioral Intention (BI) towards using mobile banking (Al-Husein & Sadi, 2015).

Perceived Usefulness (PU)

Perceived Usefulness is the belief of individual towards a system to perform the task better than before. It acts as a factor that helps decide either to accept or decline the proposed technological innovation. The variable to measure this criterion is regarded as “Perceived Usefulness”. So, PU can be defined as the degree to which an individual believes that using a system will enhance job performance.(Davis, 1989). Previous research carried out has also identified that PU has a positive influence on system adoption and users attitude (Akturan & Tezcan, 2012) (Mashhour & Saleh, 2015) (Al-Husein & Sadi, 2015) (Hanafizadeh *et al.*, 2014) (Kazi & Mannan, 2013).

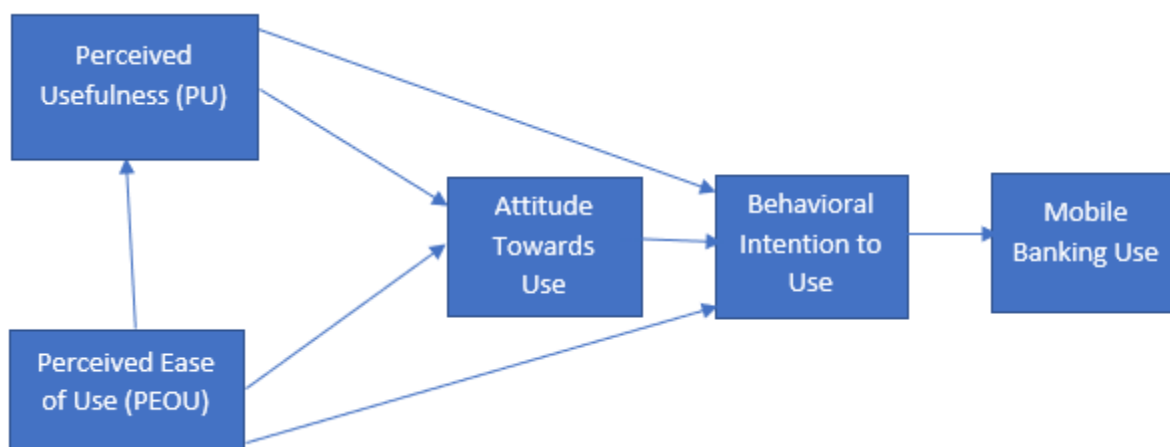


Figure 2: Technology Acceptance Model (TAM)

Perceived Ease of Use (PEOU)

Even if the given application is useful for potential users, the application can be very difficult when used. Difficulty to use an application may nullify the advantage of the performance gain of the application. “Perceived Ease of Use” (PEOU) is another significant criterion to measure technology acceptance. PEOU can also be defined as the degree of freedom to use the system for any given individual (Davis, 1989). Research carried out previously has identified PEOU as a positive influencer to system adoption and users attitude (Mashhour & Saleh, 2015) (Hanafizadeh *et al.*, 2014) (Kazi & Mannan, 2013).

Behavioral Intention (BI)

Behavioral Intention can be defined as the intent of a user to use a system before its real use and its forecast for the future. The model helps identify the intention of the user to use mobile banking applications (Mostafa & Eneizan, 2018).

Attitude

Attitude can be defined as the response of an individual towards thing like concept, vision, technology, idea, institution, and other individuals among many others. The positive or negative response that an individual carry towards these factors influences their action (Saini, 2014). Attitude is the key factor for any individual's acceptance of new technology.

III. RESEARCH DESIGN AND METHODOLOGY**Introduction**

This chapter helps explain the procedure that is carried to analyze the objective of the research. To understand the user acceptance of mobile banking among young customers aged 25 to 40 in Nepal, a survey was conducted to collect the data from such individuals. The collected data are analyzed with the help of statistical tools which then extracts the required information from the data. This interpretation of the extracted information helps to answer the objectives and its related questions.

Research Plan and Design

A descriptive approach to the research was carried out. The core of the research was based on the primary data collected through questionnaires. The questionnaire was discussed with the supervisor and relevant subject matter expert before finalizing. The questionnaire was distributed via two different channels i.e. first is an online channel (social media) and the second one is submitting a hard copy of the questionnaire to the respondent. The collected data are entirely the view of the respondent participating in the survey.

Sample Selection

The selected sample population for the study as per the inclusion criteria was the general public of Nepal of age ranging from 25 to 40. Mobile Banking has been the latest Fintech service available in the Nepalese financial market (includes banking sectors) and is the trending buzz word. The collection of the data is guided by the survey method. The survey was done through verified questionnaires derived from the objectives of the research.

1.1.2 Sample size calculation

The sample size for the research was calculated as done by Islam et al., 2018 in paper "Factor Affecting Customers' Experience in Mobile Banking in Bangladesh". The paper considers the formula suggested by Taro Yamane in his book "Statistics; an Introductory Analysis" published in 1967. The formula is:

$$n = N / (1+Ne^2)$$

n - Sample size to be calculated

N - Total Population

e - Level of Precision

The values for the calculation are taken as: Total Sample (N) > 100000; Level of Precision (e) = 7%. The sample size, in this case, is calculated as 204. The study considers a sample size of 222 for the analysis of the research.

Instrumentation

To develop an understanding of the research, relevant journals, articles, scholar papers, were studied which are the secondary data in the research. The online/offline books, newspaper, the internet was the easiest method to get knowledge of the subject of study. This helped develop a path to envision the research objective, find the gap in the previous analysis, and paved the way to proceed with the research. After gathering enough information through secondary data, a survey mechanism was used to gather primary data. The primary data gave a direct passage of connection to the researcher with the public opinion of the outer world. Analysis of the gathered data through statistical software gave the public perception of the subject being researched.

The survey had 29 questions categorized as Background Information, Awareness, Perceived Ease of Use, Perceived Usefulness, Attitude, and Behavioral Intention. The technology acceptance model used for this research is TAM and the questionnaire were built around it to verify the variables of TAM's attribute in accepting mobile banking among young individual of Nepal.

Data Collection Procedure

1.1.3 3.5.1 Data collection

The foundation of the research is based on primary data collected through verified survey questionnaire which was distributed to young Nepalese aged 25 to 40 in the form of online links and hard copy of the questionnaire. The secondary data created a framework for the research and provided support wherever required.

1.1.4 Questionnaire Development

In a paper-based survey, the researcher personally visits and provides the hardcopy of the questionnaire to participants and the participants fill the questionnaire and provides the copy back to the researcher. In the case of the online method, the link of the google form (link to the set of questions prepared for the research and can be accessed from anywhere) were sent to participants. The participants then open the provided link and fill in their own perspective to the questions asked. The electronic medium required internet to access the form.

The detailed analysis was done on the pattern of the question to make it as simple and as efficient as possible. The questions were designed in such a way that it would consume minimal time to fill/submit and had no confusion related to the intention of each question. Most of the questions were on 5-point Likert scales. This helped measure the inclination of participant's views on the questions that are being asked. For the 5- point Likert scale, scores on the scale items are kept from 1 (strongly agree) to 5 (strongly disagree), with 3 (neutral) as interval points.

Pilot Study

Before finalizing the questionnaire to be distributed to participants, a small study (pilot) was conducted. The main purpose of this study was to find any discrepancies in the prepared questionnaire. It also assisted in rectifying the prepared questionnaire. The initially prepared questionnaire was provided to 10 participants to know their perception towards the questionnaire and to act upon their valuable feedback (if any). The questions were corrected before submitting it to the larger audience.

Reliability and Validity

To make the research reliable, a discussion session was held with the supervisor and subject matter experts in order to make the questionnaire as relevant as possible. The questions were cautiously prepared keeping in mind the objective of the research and questions related to it. The validity of the research is based on the study of similar journals which helped in finding out the important variables that need to be considered in the research.

For the Likert specific questionnaires, the value was between 1 to 5 with 1 being strongly positive and 5 strongly negative. The mean value was at 2.5. Generally, it is thought that the mean value of more than 2.5 (>2.5) is a negative response whereas a value of less than 2.5 (<2.5) is a positive response.

In a process to confirm the reliability of the questionnaire, a Cronbach Alpha test was carried out. The value of coefficient alpha/ Cronbach alpha was recorded to be greater than 0.7 for all the key variables (shown in table 1). This confirms that the questionnaire considered for the research is reliable for major variables like PEOU, PU, Attitude, and Behavioral Intention to use mobile banking.

Table 1: Coefficient Alpha for major variables

S. No.	Variables	Coefficient Alpha
1	Perceived Ease of Use	.883
2	Perceive Usefulness	.790
3	Attitude	.731
4	Behavioral Intention	.843

The value for coefficient alpha ranges from 0 to 1 where 0 signifies no consistency in measurement, and 1 signifies seamless consistency in measurement. It provides the measure of internal consistency of the research (Tavakol & Dennick, 2011). The Coefficient alpha value < 0.6 is considered poor while that between 0.6 and 0.8 are considered acceptable. If the value is >0.8, then it is considered good (Sekaran, 2000). Here, Coefficient value the variables PU and Attitude are found to be acceptable whereas PEOU and Behavioral Intention are recorded as good.

Table 1: Reliability among all questionnaire

Coefficient Alpha	No. of Items
.829	29

The Coefficient value for all questionnaire (**29**) in the survey was calculated to be **0.829**. It shows that the reliability of data considered for analysis is **82.9%**. Based on the definition provided by Sekaran (2000), the reliability of the overall survey questionnaire is recorded as good.

IV. DATA ANALYSIS AND FINDING OF RESEARCH

The collection of data along with the method used for analysis and interpretation is discussed in this chapter. The data collection was done by using a questionnaire which was filled by a total of 279 respondents, falling into different age band. The data were analyzed aligning to the objectives of the study. Data are presented in tabular or diagrammatical representation to have a clear understanding of the analysis and interpretation of the result.

The chapter is divided into multiple subdivisions. The first division of the report analyses the basic profile of the respondent. The general information about the respondents' background like gender, age, use of the mobile device, use of the internet, duration of smartphone use, having a bank account, etc. is discussed. The second section helps analyze and understand the collected data through descriptive analysis. Lastly, research objectives are validated by the interpretation and discussion made from the analysis of the data.

Respondent's Background

As mentioned above, the basic demography of the respondents who have filled up the questionnaire is analyzed, and its interpretation will be discussed in this section. The analysis of demographic profile is done by the interpretation of the responses collected. The demographic profile is categorized as per their gender, age, having a smartphone, having a bank account, duration of use of a smartphone, use of the internet, familiarity with mobile banking, etc. The respondents of the research were the general public in Nepal.

The survey was conducted by distributing a set of questionnaires to the individual in Nepal. The distribution was carried out manually via visiting the individual personally and through online sharing, in the form of social media and. Out of the **335** (270 online and 65 manual) questionnaires submitted, only **279** (233 online and 46 manually) participated in the survey. The analysis of the online response showed that **86.3%** participated in the survey whereas only **70.76%** participated in the manual survey. In the overall context, **83.3%** percent out of a total of 335 participated in the survey. The objective was to analyze response of young people aged 25-40 in Nepal, and upon filtering data it was found that out of the total 279 respondents, the age respondent falling within the age band of 25-40 was **222**.

1.1.5 Respondent without Age Band Filter (Total Population)

There were in total of 279 respondents who filled the survey either online or manual. So, among the entire respondent that filled the survey the distribution was as follows:

1.1.5.1 Age Distribution of Respondents

The primary goal of the study was to find out the response of a young individual (aged 25-40) towards accepting mobile banking and the factors related to it. The survey was carried out through online and manually hard copy of the questionnaire was handed over to respondents. The respondents were in different age groups. The overall age-wise distribution is checked to know how many of them are within the required age band for analysis.

Table 3: Population of entire respondent based on age category

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11-24	46	16.5	16.5	16.5
	25-40	222	79.6	79.6	96.1
	41-54	9	3.2	3.2	99.3
	>54	2	.7	.7	100.0
	Total	279	100.0	100.0	

Out of the total 279 individuals that participated in the survey, it was confirmed that 46 individuals with a total percentage of 16.5% were under 11-24 years age band. Most of the individual that participated in the survey was under 25-40 years band, which was 222, and it consisted of 79.6 % of the overall population that participated in the survey. Nine (9) individuals with 3.2% were on 41-54 band category and only two (2) were above 54 years band that was 0.7% of the overall population that participated in the survey.

Descriptive Analysis

The data collected as described through the questionnaires are descriptively analyzed and discussed in this section. Descriptive statistics is the discipline of quantitatively describing the main features of a collection of data. Descriptive statistics help us to simplify large amounts of data associated with these variables in a sensible way. In this analysis calculation of mean, median, mode, standard deviation (SD), including minimum (min) and maximum (max) are observed.

For this purpose, 5- Point Likert Scale questions were provided to participants. The value of the Likert scale was – 1 (strongly agree), 2 (agree), 3 (Neutral), 4 (disagree) and 5 (strongly disagree). The total number of participants (N) categorized under 25-40 years age band was 222. The descriptive analysis of different variables is discussed through subsection to follow.

1.1.6 Perception on Usefulness of Mobile Banking

PU of m-banking was summarized through four different questionnaires in the survey. The questions are shown below along with the number of participants that actively participated and submitted their views on

those questionnaires. For a young individual of age 25 to 40, we had 222 respondents and all of them responded to the questions on the usefulness of m-banking.

The results in Table 4.16 show the descriptive statistics of each questionnaire related to the usefulness of mobile banking. There are four statements used for measurement of usefulness of m-banking. The Table 4.16 shows that the mean value of each question ranged from 1.60 to 1.84 i.e. the reply has a positive inclination which means most of the participants believe that the mobile banking application is very useful to financial transactions.

Out of the four-questionnaire, each one is strongly inclined towards positiveness regarding the usefulness of m-banking. Among them, PU3 with a mean score of 1.60 is most agreed upon a statement by the respondent. Though PU1 with 1.84 is also very positive, relative to other questions, it has the least score which means that the banking process though is improved by the mobile banking, it still has room for improvement in expectation of the young customer.

Table 4: Perception of Usefulness of Mobile Banking
Statistics

	Question	N		Mean	Median	Mode	Std. Deviation	Min	Max
		Valid	Missing						
PU1	Mobile Banking improves how one does banking	222	0	1.84	2.00	2	.693	1	5
PU2	Mobile Banking is useful for people	222	0	1.61	2.00	2	.550	1	3
PU3	Banking is made easier by Mobile banking	222	0	1.60	2.00	1	.649	1	4
PU4	Mobile banking makes financial activities easier	222	0	1.67	2.00	2	.643	1	4
	Aggregate			1.68			.634		

The standard deviation (SD) of 0.693 for PU1 is the highest and 0.550 for PU2 is the lowest among the four questionnaires related to PU. Based on the SD values of each question related to PU, PU2 is closer from the mean whereas the values are far from the mean for PU1. The mode value is 2 for three questions and 1 for one question, which clearly means that most of the user prioritizes usefulness as a key criterion for acceptance of m-banking use among young individual.

Lastly, the aggregated value of mean and standard deviation is 1.68 and 0.634 respectively of all the four questionnaires obviously refers towards positive inclination of the usefulness of m-banking for the young customer. The values help devise that usefulness is a crucial criterion for the young customer to accept m-banking.

1.1.7 Perception of Ease of Use of Mobile Banking

Amongst the advantages of mobile banking, one of the reasons for acceptance by customers is the Ease of Use. This parameter defines easiness in using m-banking facility. The young customer's PEOU of m-banking is depicted through four questionnaires. The four questions were bundled to examine the "Ease of Use" category. The figure below shows the descriptive analysis of each the questions on the same category.

Table 5: Perception of Ease of Use of Mobile Banking

	Questions	Statistics							
		N		Mean	Median	Mode	Std. Deviation	Min	Max
		Valid	Missing						
PEOU1	Mobile Banking Applications are easy to learn to use	222	0	1.92	2.00	2	.694	1	5
PEOU2	Mobile Banking applications are easy to use	222	0	1.93	2.00	2	.686	1	5
PEOU3	Interaction with Mobile Banking Application does not require a lot of mental effort.	222	0	2.04	2.00	2	.763	1	5
PEOU4	Navigating Mobile Banking Application is easy	222	0	2.12	2.00	2	.752	1	5
	Aggregated			2.00			.723		

The questionnaires were filled by all 222 young individuals that participated in the survey. There were no missing values which meant everyone submitted their response to PEOU of m-banking. Figure 4.17 shows the details of the descriptive analysis of each of the questionnaire. Among the four questions, the highest mean value was 1.92 where the lowest one was 2.12. Since 1 was awarded to strongly agreeing cases and the lowest mean value was also 2.12, states that the participants are positively inclined towards the perception that mobile banking is easy to use.

Each of the four-questionnaire related to PEOU of m-banking had scores that are inclined towards positive aspect regarding the usefulness of mobile banking. Among them, PEOU1 with a mean score of 1.92 is most agreed upon a statement by the respondent. Although PEOU4 has the least score of 2.12 among other questions, it still is a very positive response. This means that all the scores show the positiveness of the respondent towards mobile banking ease of use.

Furthermore, it is seen that the highest SD (0.763) is for PEOU3 while lowest SD (0.686) is for PEOU2. This corresponds that the perception of PEOU is more deviated from mean for the question "Interaction with Mobile Banking Application does not require a lot of mental effort" (PEUO3). Similarly, PEOU2 is closest from the mean for the question "Mobile Banking applications are easy to use". The mode value of 2 for all the question states that majority of the respondent are positively agreeing on the PEOU of mobile banking.

Lastly, the aggregated value of mean and standard deviation is 2.00 and 0.723 respectively of all the four questionnaires. This clearly shows the importance of easiness on using and learning m-banking for the young customer. Hence, PEOU is also a critical feature for m-banking adoption among the young generation.

1.1.8 Attitude on the use of Mobile Banking

The attitude of use of mobile banking signifies how the user takes the advances of mobile banking in their use and how they perceive the facilities provided through mobile banking. To know the reaction of the young individual towards mobile banking services, four individual questions are provided in the survey which is grouped together in the attitude bracket. The five-scale Likert analysis is carried out with 1 being strongly agreeing and 5 being strongly disagreeing. The data in the figure below helps to know the reaction of the young individual towards attitude in using m-banking.

Table 6: Attitude towards the use of Mobile Banking

	Questions	Statistics							
		N		Mean	Median	Mode	Std. Deviation	Min	Max
		Valid	Missing						
AT1	Mobile Banking application saves me time	222	0	1.59	2.00	2	.600	1	3
AT2	Mobile Banking application saves me money	222	0	2.18	2.00	2	.936	1	5
AT3	It is a good idea to use Mobile Banking	222	0	1.74	2.00	2	.639	1	3
AT4	I believe Mobile Banking is evolving to my liking	222	0	1.94	2.00	2	.797	1	5
	Aggregate			1.86			.743		

The questionnaires related to attitude were filled by all 222 categorized under the young individual bracket that participated in the survey. There are four questionnaires that help define the attitude in accepting m-banking. There were no missing values across the four questions which means everyone submitted their perception towards the attitude of using m-banking. Figure 4.18 shows the details of the descriptive analysis of each of the questionnaire that is mapped in attitude bracket. Among the four questions, the highest mean value was 1.59 where the lowest one was 2.18.

Each of the four-questionnaire related to attitude had scores that are inclined towards positiveness on mobile banking use. Among them, AT1 with a mean score of 1.59 is most agreed upon a statement by the respondent. Although AT2 has the least score of 2.18 compared to other questions, it still is a positive response. This means that all the scores show the positiveness of the respondent in accepting m-banking. The mode value of 2 signifies that most of the respondents have a positive attitude in using m-banking.

It is seen that the highest value of SD (0.936) is for AT2 while lowest SD (0.600) is for AT1. This corresponds that the attitude is more deviated from mean for the question "Mobile Banking application saves me money" (AT2). Similarly, AT1 is closest from the mean for the question "Mobile Banking application saves me time". The mode value of 2 for all the question states that the majority of the young respondents have a positive attitude on m-banking.

Lastly, the aggregated value is calculated based on the score of all four questions and the mean and standard deviation is noted as 1.86 and 0.743 respectively. The aggregated value also refers to the positive attitude of young individual mobile banking.

1.1.9 Behavioral Intention of use of Mobile Banking

Behavioral Intention can be stated as the planned use of the system before considering using it. It also defines the futuristic possibility of using the system. So, in mobile banking terms, it signifies how a customer is reacting to the possible use of mobile banking. To know the reaction on the BI of the young individual towards m-banking services, five questions are provided in the survey which is grouped together in the Behavioral Intention bracket. The five-scale Likert analysis is carried out with 1 being strongly agreeing and 5 being strongly disagreeing. The data shown in the figure below helps to know the reaction of the young individual towards future expectation and the possibility of mobile banking.

The questionnaires were filled by all 222 young individuals that participated in the survey. There were no missing values which mean everyone submitted their individual perception on the behavioral intention of m-

banking acceptance. Figure 4.18 provides the details of the descriptive analysis of each of the questions associated with the BI of m-banking use.

Among the five questions, the highest mean value was 1.67 whereas the lowest one was 1.90. Since 1 was awarded to strongly agreeing cases and the lowest mean value was also 1.90, this signifies that the participants have positive BI towards m-banking. Among the five questionnaire BI2 with a mean score of 1.67 is most agreed upon a statement by the respondent. Although BI1 has the least score of 1.90 among other questions, it still is a very positive response. This means that all the scores show the positiveness of the respondent towards the BI of using m-banking.

Table 7: Behavioral Intention of Use of Mobile Banking

	BEHAVIORIAL INTENTION	Statistics							
		N		Mean	Median	Mode	Std. Deviation	Min	Max
		Valid	Missing						
BI1	I will embrace Mobile Banking	222	0	1.90	2.00	2	.755	1	5
BI2	I will definitely use Mobile Banking in the future	222	0	1.67	2.00	2	.635	1	4
BI3	I will regularly use Mobile Banking in the future	222	0	1.81	2.00	2	.743	1	5
BI4	Using Mobile Banking will definitely help me	222	0	1.69	2.00	2	.600	1	3
BI5	I am positively inclined towards use of Mobile Banking	222	0	1.77	2.00	2	.663	1	4
	Aggregate			1.768			.679		

In the case of BI, the highest value of SD (0.755) is for BI1 while lowest SD (0.600) is for BI4. This corresponds that the behavioral intention (BI) is more deviated from mean for the question "I will embrace Mobile Banking" (BI1). Similarly, BI4 is closest from the mean for the question "Using Mobile Banking will definitely help me". The mode value for each of the questions is 2 which means that most of the population have agreed positively towards BI of m-banking.

Lastly, the aggregated value of mean and standard deviation is 1.768 and 0.679 respectively of all the five questionnaires which clearly refers towards a very positive inclination of the behavioral intention of mobile banking use among young customer. The values help clarify that mobile banking will still be in the rise and will be accepted in the upcoming days by the young generation.

V. CONCLUSIONS AND RECOMMENDATIONS

Mobile banking is the latest trend of technology accepted by the financial institution in Nepal. The study was conducted to identify the acceptance of m-banking among young generation (25-40) years of age in Nepal. The study was based on the widely used TAM model. The variables considered for analysis base on the TAM model are perceived ease of use, perceived usefulness, attitude and behavioral intention. Perceived ease of use and perceived usefulness were analyzed to see how these parameters influence the young customer towards mobile banking adoption. Similarly, the effect of these parameters on attitude and behavioral intention were also analyzed.

The result of the study demonstrates that young individual of Nepal is aware of the technological advances happening in the banking sectors of Nepal. They are keeping up with changes going around and embracing it.

They are aware of the advantages brought up by mobile banking and are utilizing it to their benefit. The factors that have a positive influence in mobile banking adoption are analyzed to be perceived ease of use and perceived usefulness. Also, these parameters have a positive effect on the user's behavioral intention and attitude. Each objective was separately analyzed to extract the outcome from the analysis.

Future Recommendation

The analysis was carried out on a young individual of 25 to 40 years of age. The framework considered was classic TAM model. However, future research could be carried out to consider the population with age band either above or below 25-40 years of age. Also, different frameworks are available to comprehend the technology adoption model like UTAUT, SCT, IDT among many others. Analysis of acceptance of mobile banking according to these models would provide different viewpoint and variables that add an entirely new perspective to that of the recent analysis. This would, in turn, provide a wider spectrum of variables that could influence the acceptance of mobile banking technology.

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