

MOBILE-BANKING PENETRATION IN RURAL INDIA: A STUDY BASED ON UTAUT-2 MODEL

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ABSTRACT

Mob-banking technology is still evolving across all the world, but its spread has been uneven. We prefer to focus on factors that influence actual practice and future use intention. Through its uneven mechanical phenomena of mob-payments, India offers us with a suitable arena for analyzing citizens' usage behavior. We try to comprehend adoption backed UTAUT-2 models in accessibility, transactional convenience, profit convenience, and post-benefit convenience as all have a significant influence on mob-banking adoption purpose. The effects of convenience dimensions on mob-banking adoption intention are moderated by perceived hedonistic and perceived utilitarian objectives. In this research trying to find out the which UTAUT-2 factor can affect the mobile banking penetration in rural India and how can improve the penetration rate in rural India and this research also propose a extra factor in UTAUT-2 model and providing the solution. The research's findings can help banks in important elements of online convenience to order via mob-banking platforms in order to increase adoption..

INTRODUCTION

Mobile payment technology is evolving around the world with mobile wallets and digitization. A

currency on the brink of commuting by debit and credit cards. (Reuters, 2018). India was among them late adopters leading up to the historic banknote crisis rapid prominence of mobile payments from oblivion. (Bhagava, 2017). Enlarge The use of mobile payments should be maintained while contributing to money inclusion Temporary force of an early demonstration push. To measure the potential for long-term use, Factors that explain the use of technology should be investigated and realization of his abilities. Of all the channels that offer banking services, mob-banking is the right channel. The most efficient and innovative way to give banking services to customers. in past few years, mob-banking adoption has increased significantly around the world. Not just the mob-banking platform But Edge customers go further with banking in a variety of ways. Banks appreciate his mob- Banking channel. Because the mob-Banking channel is cheaper and has a wider reach to customers (Shankar et al., 2019), customers are switching from mob-banking to alternative banking channels. This allows you to access convenient services anytime, anywhere (Laukkanen and Kibiniemi, 2010). However, majority of customers use mob-banking to reduce the size. The time and energy required to obtain banking services through the provision of alternative services Platforms such as physical branch banking. Today's banks have a much more extensive customer area. I don't have much time so I prefer to use mob-banking which

saves me time to do banking business. Convenience seems to be a rational motive for mob-banking adoption and usage. Money service suppliers face challenges because of a scarcity of understanding of however on-line convenience influences client-adoption of on-line services delivery channels like mob-banking. It allows users to perform multiple type of functions only on a single device, mobile phones have become an indispensable part of human life. Despite the high demand for mobile phones, mob-banking adoption remains very low. Despite the fact that people are shifting away from cash-based transactions and toward online - platform, mob-banking app adoption is not at the required level. The issues stem from people's attitudes and perceptions of adopting technologically advanced services. Banks have an interest in learning however they will improve on-line convenience over mob-banking platforms so as to extend mob-banking adoption and usage whereas delivering banking services via the mob-banking platform. Rural India remains overpoweringly impoverished. Access problems should be self-addressed desperately so as to keep up the recent positive momentum. Rural India, specifically, has been viewed as a mere watcher and passive user of the technology and data revolution that's propulsive India's growth. Despite the actual fact that edges area unit being distributed, product area unit seldom designed with rural communities in mind. Rural India is additionally underserved financially.

MOB-BANKING

Advancement of knowledge communication technology (ICT), convenience and Accessibility to services and competition from competitors forced banks to adopt mob-banking service in India. Mob-banking falls into his two categories: Bank model and the mobile Service provider driven model. Only bank customers use bank mob-banking Services

within a bank-led model. Customers use these services to bank at will. Different mobile operator models It differs significantly from the bank-led model in that it involves mobile customers who don't have access. Traditional bank accounts are banking through mobile services provider. Mob-banking, application (software) driven, browser (Internet) based model, Mobile's apps are different types of mob-banking services. Mob-banking This is a banking service via SMS from your registered mobile phone area. Download An application developed by a bank to take advantage of its pre-existing mob-banking service Mobile phones are called application or software oriented. browser-based mob-banking Internet-based mob-banking designed to optimize communication for mobile internet application. Mobile's payments are the subset of electronic payments that allow payments for: Goods and services that do not use paper money, wireless or other forms of payment communication channel. In another words, mob-payments allow individuals to pay online Payment for all products and the services without physical distance or geographic restrictions Barriers and origins of traceability in internet-connected mobile payments. Mobile App Section Unity mobile applications built for smartphones running Android, Windows, Java, and more platform. Mob-banking services vary by bank. Of Common services include balance-inquiries, mini bank statements, money transfers, and utility bill payments.

IS RURAL INDIA READY?

Although mob-banking is very valuable in rural areas because of a scarcity of alternatives, delivery is conditional overcoming variety of impediments. The foremost pressing of those is making certain mobile network and electricity coverage. Physical security considerations area unit acute additional in rural areas, notably with branchless banking models

that accept agents. Because of the issues related to crime and bribery, oversight mechanisms should be put in at kiosks wherever physical transactions occur. Although several transactions is completed while not the employment of money, customers should still have access to notes. As a result, the protection and supplying of providers' transportation channels should take precedence. This may be particularly difficult in additional remote areas. The technical illiteracy in rural India necessitates the employment of trilingual support and voice-based services to hold out transactions. As a result, the government should take an additional active role in fostering support and inspiring analysis, maybe by utilizing the money inclusion technology fund to subsidies these comes. To summarize, it seems that, whereas there's a big unmet want for mob-banking in rural India, the region isn't nevertheless prepared for large-scale readying of this technology.

RESEARCH SPACE

Online convenience (expediency) may play a major role in mob-banking adoption intentions, but the literature needs to show that convenience influences customers' mob-banking adoption behavior in very different ways. I have. This creates a big gap in the growing literature on mob-banking recruitment behavior. This gap makes it difficult for banks to efficiently serve the growing Mob-banking market. One of the key issues banks are grappling with may be the lack of understanding that different aspects of online convenience are driving customer adoption of mob-banking. However, banks want to understand that providing online convenience through the mob-banking platform will increase the adoption rate of mob-banking. To fill this gap, we tend to explore a whole different dimension of how online expediency affects customer acceptance in the context of mob-banking.

OBJECTIVES

- To recognize the elements that prompts the adoption of mob-banking among the rural India population.
- To study the understanding of the mob-banking app in area's of rural India.
- To study the rate of use of mob-banking app in rural India.
- To find the difficulties in using mob-banking App in rural India.
- To check whether there is any relationships between age, occupation and the annual earnings on adoption of mob-banking.

PROBLEM DEFINITION

“There remains a rural-urban divide in India when it comes to Mob-banking” Total rural population in India is 64%. More than 80 % of rural households now have bank accounts according to a survey by NABARD. But only 29% had made or received digital payments using M banking. 70% of the country's rural population and 35% of the urban population have not yet adopted digital payment methods.

Mob- banking: One way to describe mob-banking is as a service provided by a bank. a financial institution that enables its customers to do several types of banking transactions via mobile devices such smartphones, tablets, and personal digital assistants.

Why Mob-Banking?

In the context of the investigation, the UTAUT-2 model's applicability was proven. Mob-banking adoption has increased in India and also the increasing urban rural divide in the Mob-banking adoption has motivated us in taking this topic for research.

Why UTAUT-2?

UTAUT-2 is a contextual theory that can better explain phenomena like Mob-banking and provide a significant extension of the theory. Therefore, it is also necessary to test the applicability of UTAUT-2 in different type of research situations.

Elements added with UTAUT in UTAUT-2 include: Pleasure motive, inexpensive and habitual. These three factors determine an individual's curiosity in using the technology. In particular, habit factor is considered to determine the real behavior of her users of technology. In order to place research on technology applications in the context of the consumer rather than the organisation, this UTAUT model was developed into UTAUT-2.

METHODOLOGY

Primary way for gathering data The questionnaire is based on the seven UTAUT-2 elements, one extended factor, and constant factor (1.

Performance Expectancy, 2. Effort Expectancy, 3. Social Influence, 4. Facilitating Conditions, 5. Hedonic Motivation, 6. Price Value, 7. Habit, and 8. Awareness). Intension

Model used: 5 Likert scale questionnaire. (1-means strongly agree, 5- means strongly disagree)

No. of questions: 35

Many of The respondents belonged to villages fulsungi, fulsunga which is located around Rudrapur city and some of the respondents belong to village area around Gadarpur and charyal areas in Udham singh nagar and Nainital district respectively, in Uttarakhand state, India and Pipara baghel, district Deoria UP and Belwa Gopalganj district Bihar etc.

No. of valid responses received: 155

Other data collection techniques used:-Literature review

A Google form based questionnaire was circulated through the internet. But many refused to respond since they didn't want to disclose banking details. Some were unable to understand the English questionnaire due to the language barrier. Most of the responses received are by directly approaching the people and explaining to them the purpose and

meaning of the questionnaire in local language and then recording their response by ourselves on the respondent's behalf. After the collected data we are going to apply correlation test to check the relation and after this discussion with based of data.

LITERATURE REVIEW

User Acceptance Theory of Technology usage

Several models of the user acceptance are using technology begin to emerge and began to colour the world of behavioral information systems research. The model of Acceptance include: Technology-Acceptance Model (T.A.M), UTAUT, PC Usage Model (M.P.C.U), and several other models. This study uses UTAUT.2 as the basis for the theory used. UTAUT.2 is his extension of UTAUT as a theory for testing user acceptance in using the technology. UTAUT itself consists of several theories: T.A.M, Theory of Reasoning, Behavior (T.R.A), Motivational Models (M.M), Theory of Planned Behavior (T.P.B), T.A.M and T.P.B. Combination (C-TAM) combinations. -T.P.B), PC Usage Model (M.P.C.U), Innovation Diffusion Theory (I.D.T), Social Cognitive Theory (S.C.T) (Venkatesh et al., 2003)

Unified Theory of Acceptance and Use of Technology 2 (UTAUT.2) ,

The UTAUT model first appeared in a research article titled "User Acceptance of Information, Technology".Towards a unified view (Venkatesh et al., 2003). The UTAUT model is showing in Figure 1 below.

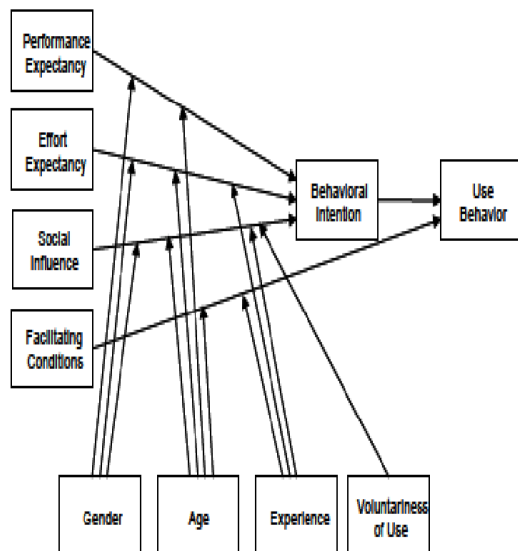


Figure 1. UTAUT Model

So, the UTAUT model incorporates components from technology acceptance and usage models. The Unified Theory model is also known as UTAUT. There are four expected parts of UTAUT, being directly and significantly involved in the real interest in and usage of technology. Building Expectations for performance, business expectations, social impact, and circumstances for facilitation. The three main adjusting factors in this model are gender, age, and experience. Using technology while volunteering. This UTAUT model eventually served as an inspiration for the construction of the subsequently model, the UTAUT-2 model (unified theory) acceptance and use of technology 2). The earlier UTAUT model served as a foundation for developing the UTAUT-2 model. It was a concept that put a lot of emphasis on how people felt about and utilized technology in an organizational setting. The modifications to his UTAUT Consumer use of technology was the model that inspired UTAUT-2 (Venkatesh et al., 2016). The model of UTAUT-2 is shown in Figure 2 below. The user context is where the UTAUT-2 and UTAUT models diverge most. The inclusion of some interest-determining structures is the primary change. the actual use of technology as opposed to just using it. Hedonic Motivation, cheapness, experience, and habit are a few of the other settings. Determinants of technology usage in consumer contexts are four more structures.

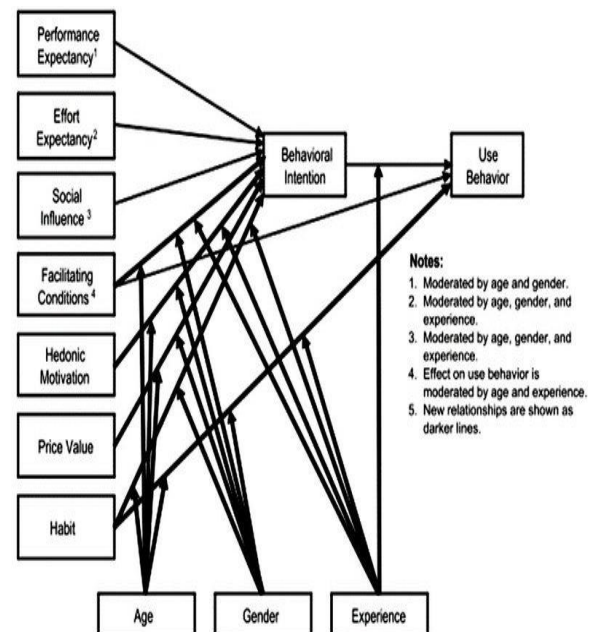


Fig -2 UTAUT-2

Mob-banking services:

As of now, just 20.26% of India's provincial populace and 64.84% of India's metropolitan populace have web access. The vast majority of the country's provincial populace and 35% of the metropolitan populace have not yet taken on computerized installment strategies, and far off towns likewise need admittance to fundamental financial offices and sufficient framework. India's provincial populace represents around 70% of the nation's absolute populace. Regardless of urbanization, the rustic populace is relied upon to represent 63% of India's complete market by 2025, as indicated by a McKinsey report. Indeed, even the country's rustic economy contributes fundamentally to public pay by around 46%. This shows the colossal potential and economical development of provincial India on the lookout. Tragically, issues like absence of framework, advanced destitution, helpless expertise improvement and lack of education present huge difficulties making progress toward development. As per the IAMAI report, at present just 20.26% of India's provincial populace and 64.84% of India's metropolitan populace have web access. Be that as it may, country Indians are not as segregated from Internet access as they used to be. The "portable first" age as of now exists in the Indian open country. As per ET insights, 80% of the country's rustic

populace and 35% of the metropolitan populace have not yet taken on computerized installment techniques. This shows the advanced gap that has existed in the Indian field for a long time. Because of the failure to take on advanced installment frameworks, the country populace of India won't become standard. Notwithstanding, during the post-exhibition time frame, the quantity of nearby clients utilizing PoS and advanced installment interfaces expanded essentially. Other than paying advanced solicitations, individuals in distant towns additionally need admittance to essential financial offices and legitimate framework. This is the reason cash stays the most famous installment strategy in the Indian open country. They like to go through their lives only in real money. In this way, without genuine endeavors, advanced and monetary consideration in provincial India appears to be a disillusioning dream. There is no question that computerized strengthening in country India is imperative to fill the advanced separation. The equivalent is clear in the current series of stunning approaches and drives by the Government of India.

User Acceptance of the Mob-Banking Service Based on the UTAUT-2 Model in Rural India

"Previously, various reception models have been consolidated with regards to versatile banking. The investigations have made use of supported theories such As a result, the UTAUT model incorporates components from models of technology acceptance and usage. The model of UTAUT is called Unified Theory. The model of UTAUT having 4 expected components. Contributing significantly and directly to the real interest in and application of technology. Building Performance Expectations, Business Expectations, Social Impact, Facilitation conditions. The model has his four key adjusters: age, gender, and experience Volunteerism in the use of technology. This model's development ultimately led to the development of the updated next model, adoption of the UTAUT-2 model, and the usage of technology. 2. The prior UTAUT model served as inspiration for the UTAUT-2 mod. It was a paradigm that put the organization's interest in and use of technology front and centre. Consumer use of technology was the update to his UTAUT model that

produced UTAUT-2 (Venkatesh et al., 2016). Figure 2 depicts the UTAUT-2 model and is located below this text. Additionally, the user context is where the UTAUT-2 and UTAUT models diverge most. The first distinction is the addition of specific structures that can distinguish between technology curiosity and real technology use.. Some of the added configurations are: hedonicMotivation, cheapness, experience, habit. Four additional structures are D-terminants of technology use in consumer contexts.. With regards to portable banking, the UTAUT model is by all accounts the most able (Carlsson et al., 2006; Park et al., 2007; Min et al., 2008;). It involves four components, including execution anticipation (PE), exertion hope (EE), social impact (SI), and working with conditions (FC) (Venkatesh et al., 2003). Notwithstanding, it neglects to catch versatile financial utilization in the shopper setting among the populace at large. All things considered broadened UTAUT or UTAUT 2. We along these lines propose to utilize the UTAUT-2 demonstration and expand it with the component of "Mindfulness factor" to analyze portable financial entrance in provincial india populace. Our refreshed model is given beneath.

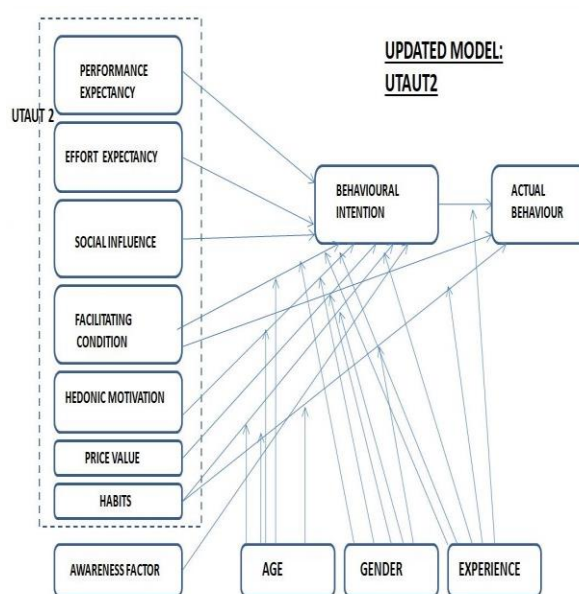


Fig -3 Proposed model for rural India

Performance Expectancy–“This is the defined as the degree of simplicity with which the system can be used” (Venkatesh et al., 2003). This is a similar to recognizing

different usability of TAM. (Lin & Luarn, Kuo & Yen, "Miltgen et al., 2013). In the case of mob-banking adoption, we measure users' perceptions of difficulty of using mob-banking (Zhou et al., 2010). Previously studies, it is very clear that effort expectations influence behavioral intentions in different contexts (Farah et al., 2018; Shen et al., 2019; Talukder et al., 2019). mob-banking user interface, content design, and functionality (Kim et al., 2009 Venkatesh et al.,) can influence mob-banking acceptance (Yu, 2012) and performance Expectancy also positively influence behaviour intention (k suma vally ,Dr. Ch. Shankar 2020) In the case of mob-banking penetration in rural india performance Expectancy play a role because positive role if rural people believe mob-banking is like a normal banking transactions ,and help to save time and they starting thought that they can manage mob-banking anything then it effect positively on mob-banking penetration in rural India .

Effort Expectancy:- It is also defined as the simplicity with which customers interact with technology (Venkatesh et al., 2003). If rural people begin to believe that learning mob-banking is too simple and that they can simply perform any transaction and grasp the procedure, it would have a favourable impact on m-banking penetration in rural India. Previous studies' findings also revealed that effort Expectancy in utilising mob-banking services have a favourable effect on the interest in using mob-banking in any person in any place, but Baptista and Olivera discovered the contrary, and Ignatius Aryono Putranto (2020) found the same. However, when someone believes that utilising technology is simple, that person is more likely to use it.

Social influence:- Studies done in the past couldn't find much influence by this factor in the adoption of technology. It refers to how much a person in a rural area perceives that other people who are significant to him believe that someone must use new technology systems (Venkatesh), but because many people in rural India are sensitive to what other people think, it's possible that it could have a positive impact..

Facilitating conditions :- Facilitating conditions means that According to Venkatesh, the degree to which a

person believes that an organisation and technical infrastructure are in place to support the use of new systems and technologies has little bearing on their intentions to use them. However, in rural India, this is not the case. if any person intention having using mob-banking then it has been also affected the mob-banking penetration in rural India and another finding states that Raza -2019 it affect positively on intention of using mob-banking this means to easy to penetration in rural India Alalwan et al., 2017 has also in positive favour .and but other paper has also state that facilitating conditions has not significant effect (Ignatius Aryono Putranto 2020) but in rural India any family have not basic android handset ,internet then it will be possible that it effect positively .

Hedonic Motivation:- It is also defined as enjoyment received from the use of technology. This is an essential aspect in determining technological use and acceptance. Such hedonic incentive has been utilised in study to predict customer intention to use a specific technology. If a person's intention to use mob-banking is strong, and the consumer is satisfied with the technology (Alalwan et al. 2017), then if any individual in rural India is satisfied with technology, it will have an effect on rural banking penetration.

Price Value:- The price of technology can has a substantial impact on customers' use of the technology. Price value, according to UTAUT, is customers' cognitive transaction between perceived benefits and financial cost. When the benefits of a technology are seen to outweigh the monetary cost of employing it, the price value is positive. However, if rural people own a smartphone, the price-value construct has no impact on their intention or penetration of mob-banking (Baptista, and Olivera, 2015)..

Habit :- Prior studies on technology usage has established habits. The degree to which a person may believe that a behaviour must be automatic defines it. It is frequently operationalized as the lapse of time after an

individual's initial usage and also reflected as a chance to use the target skill. According to some academics, a habit is a person's tendency to exhibit behaviour (using information systems) automatically as a result of the learning process (Limayem et al., 2007). Habit formation has a spectacular, big, and very beneficial effect on the use of mob-banking (mob-banking acceptance Indonesia), and it also has an effect on rural India penetration.

Awareness factor :- No one is responsible for educating every customer about mob-banking, which results in a large number of people not knowing how to use mob-banking. Mobile banks should be responsible for educating every customer about mob-banking and hiring a trainer to educate every age group, including men, senior citizens, and people in rural areas, as 41.5% of people do not know how to use mob-banking. (A Study on Awareness of Mob-banking App in Rural Areas of Jalgaon District Authors Asst. Prof. Sadhana S. Thatte 2020) 35.4% of individuals find it difficult to use, and 30.8% have no faith in these transactions.

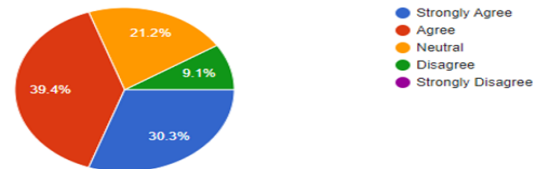
RESULTS

Demography of the respondents

Gender	Male: 70.9% Female: 27.3% Prefer not to say : 1.8%
Monthly Income (in Indian Rupees)	<20000 : 50% 20000-40000 : 19.2% 4.0000-60000 : 13.5% 60000-80000: 15.4% >80000 : 1.9%
Bank account holders:	94.5%
Area of domicile:	Rural: 80% Urban: 20%

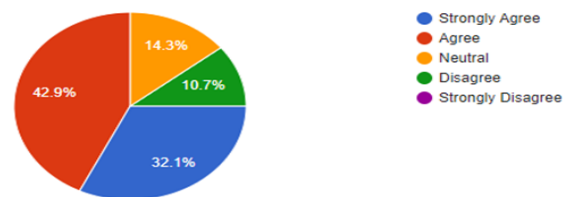
Response to the questions

1) I will use mob-banking for my normal banking transactions.



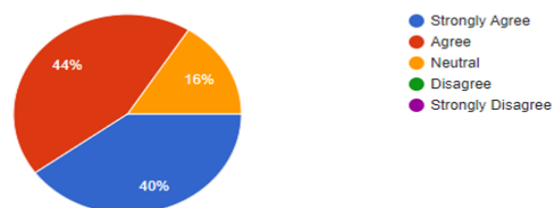
Almost more than half of the population responded is normally using the mob-banking for normal transactions. Only 23% of the population is either not sure of using or not using it.

2) Using mob-banking helps in saving time.



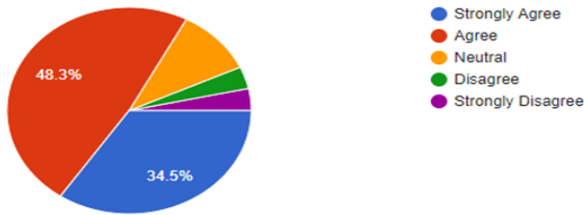
Almost 70% of respondents have experienced that the mob-banking helps in saving time and only 10% are not sure.

3) Using of mob-banking can improve the banking transaction convenience.



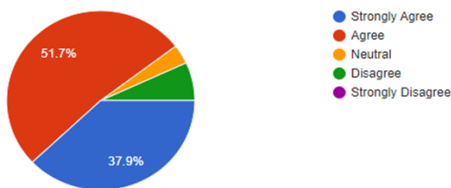
Almost 44% respondent feels convenience while using the mob-banking in transactions and 16% are not sure whether it is more convenient using mob-banking transactions.

4) I can manage my money online anytime.



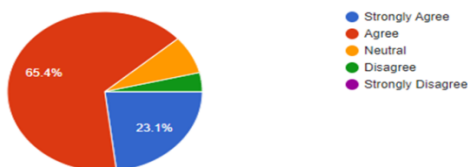
More than 35% respondents experience that they can manage their money online anytime whenever they want easily.

5) I believe that when I use mob-banking service, process of its will be the simple and easily understandable.



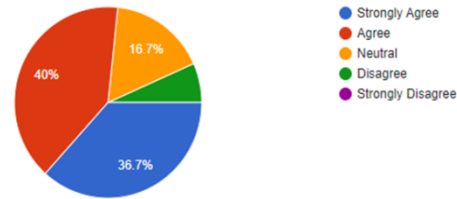
Almost all the respondents feel that if they use the mob-banking it is really simple for them to use and they can easily understand the process and they can use it.

6) It would be easy for me to become skillful at using mob-banking.



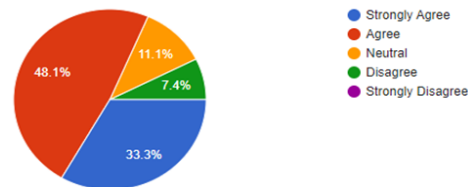
Majority of the respondents feel that by using mob-banking they can become skillful using it.

7) I would find mob-banking easy to use for any transaction.



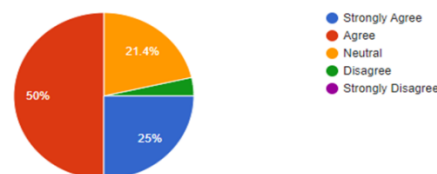
Almost 37% respondents feel that for any type of transaction using mob-banking transactions are easy as compared to other forms of transactions.

8) The learning of how to operate mob-banking is very easy for me.



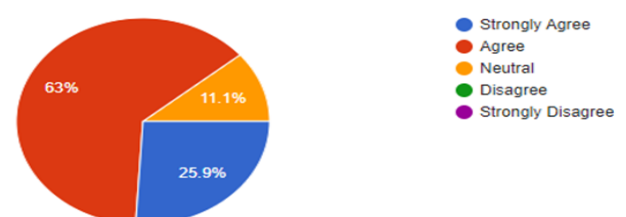
Almost 33% respondents think that learning to operate mob-banking easy for them.

9) Public who influence mine behavior thinks that I should easily use the mob-banking.



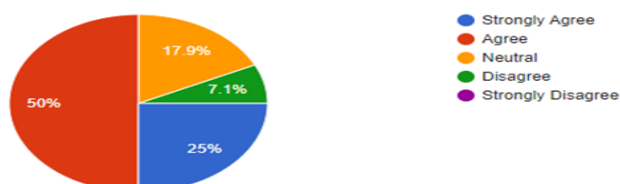
More than 20% respondents feel that the person who influences their behavior think that they should use mob-banking services.

10) The People who are the important for me think that I should able to use the mob-banking.



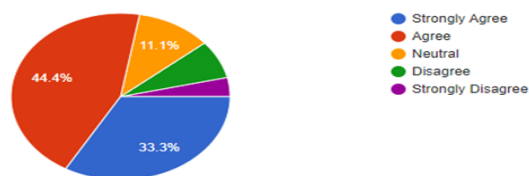
Almost 26% people who are respondent experience that person who are the important to them feel that they should able to use the mob-banking and few respondents remained neutral to this.

11) The People that opinion I value insist that I make use of mob-banking.



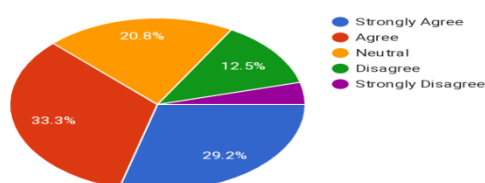
Majority of the respondents have responded that others are insisting them to use the mob-banking for their transactions and banking related services.

12) In the general, society or surrounding has support the make use of the mob-banking service.



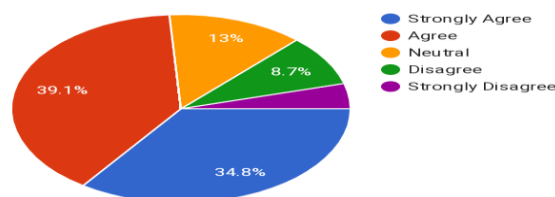
More than 33% respondents got support from others in using mob-banking and very few are not getting support or help from their surroundings.

13) It is fun for me to use Mob-banking.



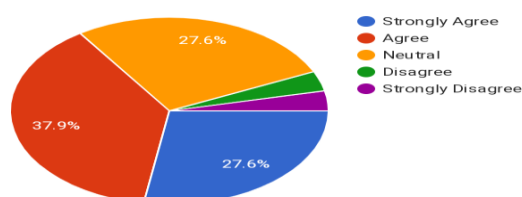
More than 29% of the respondents thought using mob-banking is fun for them and few are not agree .

14). I feel excited using mob-banking.



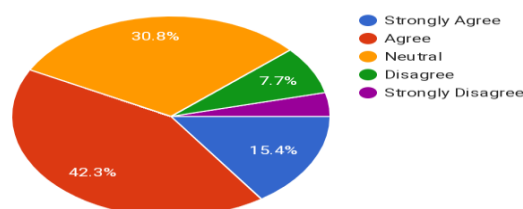
More than 34.8% of respondents feel excited in using mob-banking and some have not in favoured .

15). Features of mob-banking entertain me.



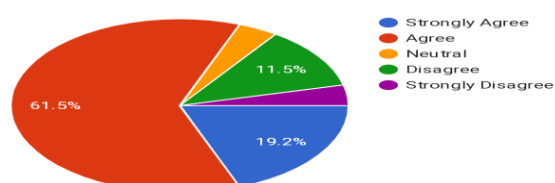
More than 27.6% of respondents are in favour that features of mob-banking are entertaining them but only few people don't agree with this .

16). Mob-banking is enjoyable.



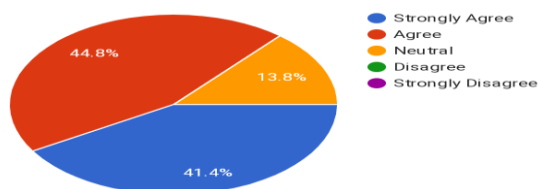
Less than 20% of respondents prefer that mob-banking is enjoyable but very few respondents prefer mob-banking is not enjoyable .

17) My families' member has basic android mobile handset for the using basic mob-banking-service.



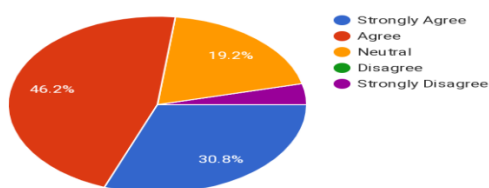
More than 80% of respondents' agree that they have an Android mobile handset for the using basic Mob-banking-service but some do not.

18) I have the basic knowledge of S.M.S and OTP and login to the use of basic mob-banking-service.



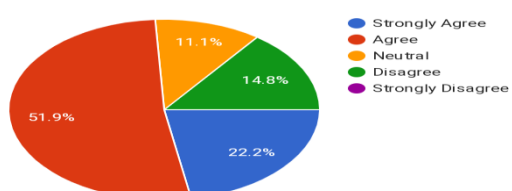
Almost every (41% +) of the respondents strongly agree that they have knowledge of sms -service ,otp-service ,login to the use basic Mob-banking .

19) 24 x 7 availability is supported by the my mobile network service for banking services through S.M.S ,call and login , e.t.c.



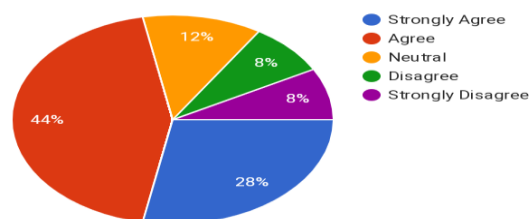
More than 75% of the respondents supported that their mobile network accessibility for mob-banking services through the sms, call and login e.t.c available 24*7 .

20) You need a specific person (or group) for assistance for mob-banking difficulties.



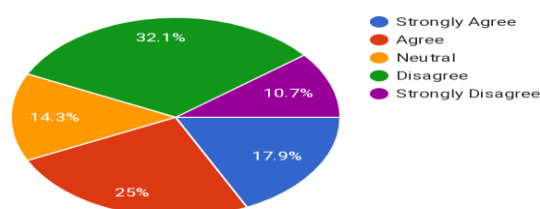
About 72% of the respondents supported needing a specific person or employee for assisting with the banking difficulty .But around 15% are not supported.

21) Using mob-banking reduces travel cost



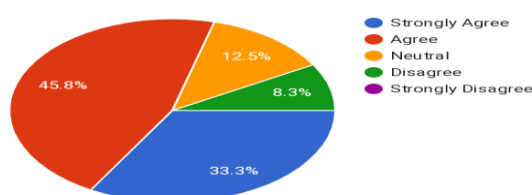
28% strongly agrees & 44% agrees that using M banking reduces travel cost. But 16% (strongly) disagree the same.

22) Registering for mob-banking is expensive.



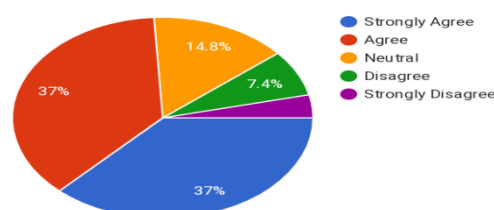
17.9% strongly agrees and 25% agrees that mob-banking is expensive. 42% (strongly) disagrees that mob-banking is expensive.

23) Cost of using mob-banking is very less as compared to other channels.



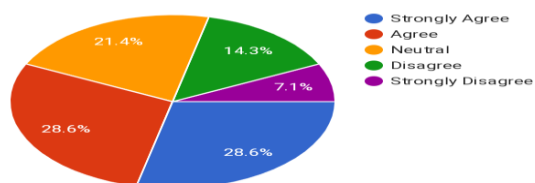
33.3% strongly agrees and 45.8% agrees that mob-banking is very less as compared to other channels. Only 8.3% disagrees this statement.

24) Offers save my money.



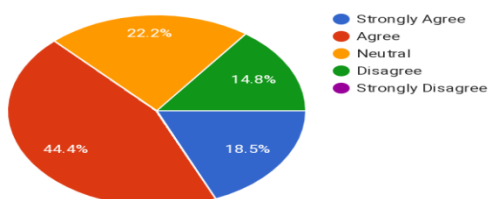
37% strongly agree and another 37% agree that offers like cash back provided by M banking companies saves money. Only 11% (strongly) disagrees on this.

25).Using Mob-banking became a habit for me.



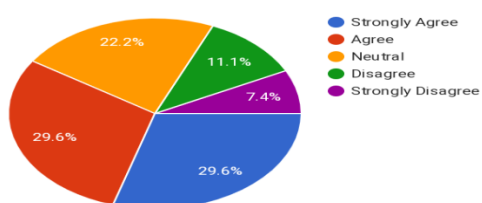
Around 29% of the respondents strongly agreed that mob-banking has become a habit for them .Only few are not agree around 20% .

26)Using mob-banking is something that I do without thinking for any payment.



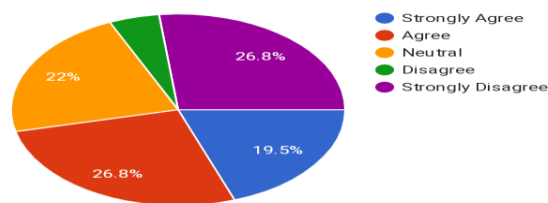
Around 18.5% of the respondents totally agree that using mob-banking without thinking for any payment but around 15% respondents were neutral .

27) Using mob-banking is a part of daily life.



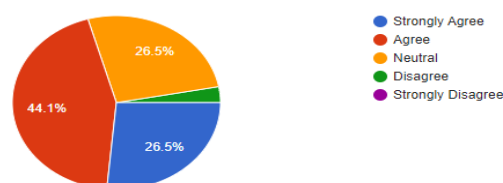
29%+ respondents strongly agreed that using mob-banking services is a part of their daily life ,very few disagree .

28) I am addicted to using mob-banking on occasion of any payment.



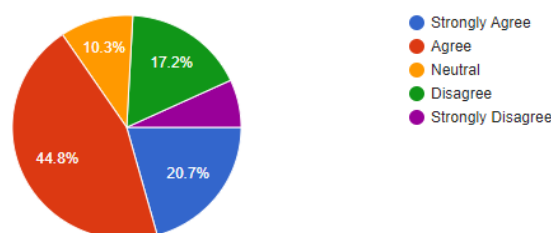
More than 19% of the respondents support that they are addicted to mob-banking on occasion of any payment but around 22% are neutral but around 27 % totally disagree.

29) I know about the Mob-banking Apps available in India ?



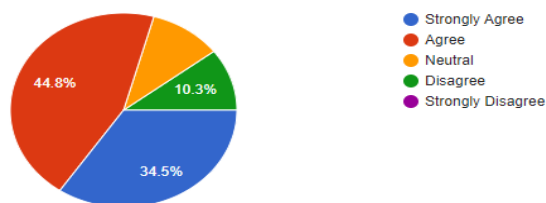
26.5% strongly agree and 44% agree that they know about the Mob-banking Apps available in India. But 29.4% of the respondents (strongly) disagree that they know about M banking apps in India.

30)I need a training for using Mob-banking service or app



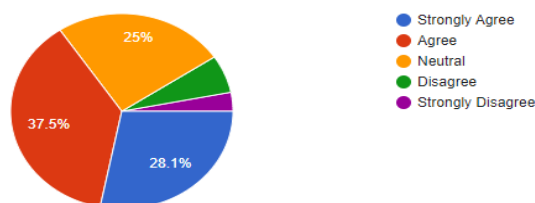
20.7% strongly agree and 44.8% agree that they need training for using mob-banking in India. 7% strongly disagree and 17% disagree with this statement. 10.3% gave a neutral response.

31)I have heard about the Mob-banking App of my Bank



79.3% (strongly) agree that they have heard about the Mob-banking app of their bank. 10.35 % disagreed with this statement.

32)I operate my bank transactions through Mob-banking App



28.1% strongly agree and 37.5% agree that they operate their transactions through mob-banking App. 9.4% (strongly) disagree with this statement.

33)I have been using Mob-banking service for more than one year.



Almost one third of respondents are using mob-banking for more than 2 years and almost the same population is using it for more than a year.

CORRELATION:

1. Correlation between intention to use and Performance Expectancy

Parameter	Value
Pearson correlation coefficient (r)	0.4303
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant low positive relationship between X and Y, ($r(153) = .4303, p < .001$)

2. Correlation between intention to use and Effort Expectancy

Parameter	Value
Pearson correlation coefficient (r)	0.5102
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant medium positive relationship between X and Y, ($r(153) = .5102, p < .001$)

3. Correlation between intention to use and Social influence

Parameter	Value
Pearson correlation coefficient (r)	0.5502
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant medium positive relationship between X and Y, ($r(153) = .5502, p < .001$)

4. Correlation between intention to use and Hedonic Motivation

Parameter	Value
Pearson correlation coefficient (r)	0.6201
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant large positive relationship between X and Y, ($r(153) = .6201, , p < .001$)

5. Correlation between intention to use and Facilitating conditions:

Parameter	Value
Pearson correlation coefficient (r)	0.6809
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant large positive relationship between X and Y, ($r(153) = .6809, , p < .001$)

6. Correlation between intention to use and Price value

Parameter	Value
Pearson correlation coefficient (r)	0.6803
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant large positive relationship between X and Y, ($r(153) = .6803, , p < .001$)

7. Correlation between intention to use and Habits

Parameter	Value
Pearson correlation coefficient (r)	0.5407
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant medium positive relationship between X and Y, ($r(153) = .5407, , p < .001$)

8. Correlation between intention to use and Awareness

Parameter	Value
Pearson correlation coefficient (r)	0.8403
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant very large positive relationship between X and Y, ($r(153) = .84, , p < .001$)

Correlation between intention to use and UTAUT-2 FACTORS (including added factor)

Parameter	Value
Pearson correlation coefficient (r)	0.6066
Sample size (n)	155

Results of the Pearson correlation indicated that there is a significant large positive relationship between X and Y, ($r(153) = .6066, , p < .001$)

MAJOR FINDINGS

Performance Expectancy :- It is the amount of willingness to adopt new technology or the % to which the person feels that utilizing the system will enable them to obtain rewards linked to their employment..

The construct of performance expectancy has been operationalized with four questions.

- More than 30% agree to use mob-banking for transaction
- Almost 80% agree that mob-banking saves time
- Almost 40% agree that mob-banking improves transaction convenience.
- 35% respondents agree that they can manage money online anytime.

Effort Expectancy : It is defined as the level of simplicity connected with using a system

The factor effort expectancy is valued based on four questions.

- 38% respondents agree that process is simple and understandable.
- 23% agree that they gain skill using mob-banking
- 37% people agree that it is easy for using mob-banking
- 33% people agree that they learn easily using mob-banking

Social influence:- Four questions form the basis of the social influence concept. These inquiries also reveal the extent to which an individual believes that the other individuals who are the significant to him agree that the new system must be implemented.

- 50% of respondents concur that those who have the power to affect their decisions believe they should utilise mob-banking.
- More than 63% of respondents claim that those who are significant to them believe they should utilise mob-banking.

- Almost 50% of respondents claim that they are forced to use mob-banking by persons whose opinions they respect.
- More than 77% of respondents concur that using mob-banking has been promoted by society or the environment.

Hedonic Motivation: It is also described as being eager to start actions that might improve positive experiences (pleasant or nice) and actions that can decrease (-ve) experiences.

The construct of hedonic motivation is based on four questions.

- More than 62% agree mob-banking use is fun them.
- Almost 74 % respondent feel excited in using mob-banking.
- More than 27% say that features of mob-banking entertaining them.
- Almost 50% accepted with mob-banking is enjoyable.

Facilitating conditions: The degree to which a person believes that the organisation and technological infrastructure are always there to support the system is known as the level of belief.

The construct of facilitating conditions is based on four questions

- More than 61.5% agree that their family have a android mobile handset for using mob-banking .
- More than 50% replied that they have the basic knowledge of the SMS & OTP, login to the use of basic mob-banking .
- 73% agree with their mobile network supported 24*7 for banking service.
- Almost 73% want to a specific person availability for assisting MB difficulties.

Price value : To evaluate the perceived advantage to the financial expense of utilising an exacting novel service is referred to as a cognitive tradeoff study. The construct of price value has been operationalized with four questions.

- More than 72% (strongly) agree that using mob-banking reduces travel cost.
- 43% thinks that registering for mob-banking is expensive.
- 78.3% agrees that cost of using mob-banking is very less as compared to other channels.
- 74% respondents agrees that offers in m banking apps save their money.

Habits: The construct of habits is operationalised with four questions. Habit means automating behavior from the preliminary learning to regular the use of a technology

- 57.2% respondents agrees that using Mob-banking became a habit for them.
- 63% agrees that using mob-banking is something that they do while thinking of any payment.
- 59% people agrees that using mob-banking is a part of daily life.
- 46.3% people agrees that they are addicted to using mob-banking on occasion of any payment.

Awareness factor: It is the knowledge or perception of a technology.

The construct of awareness has been operationalized with five questions.

- More than 70% (strongly) agree that they know about the Mob-banking available in India
- The construct of awareness has been operationalized with four questions.
- 65.5% think that they need training for using Mob-banking service or app.
- 66.6% agree that they have been using Mob-banking service for more than one year.
- 65.6% respondents agrees that they operate their bank transactions through Mob-banking apps.

DISCUSSIONS

The findings of the study show that the intention to the use of mob-banking services is determined by all seven UTAUT-2 components and the one extended variable.. More precisely speaking, effort expectancy, performance expectancy, social influence, hedonic motivation, price value, facilitating conditions, habit & awareness is having a positive(+ve) impact on the intention for adopting mob-banking- service.

According to the research, the more habituated a consumer is to a mob-banking service, the more likely they are to use the service. On the other side, more customers will be interested in using the mob-banking service if it is regarded to function better. These results support the UTAUT-2 hypothesis, which is used in this work as a grounded theory and states that people's motivation to utilise technology is influenced by their habits and performance expectations (Venkatesh et al., 2016). In terms of the pricing value, this conclusion differs from the earlier research cited as references in this article. The majority of researches come to the conclusion that because mob banking is often free, price value has little impact on customer behaviour. But this research study tells a different story. Customers are benefited in many implicit ways, like avoiding travelling cost for bank transactions, receiving cash back or other monetary benefit through offers provided by the mob-banking service providers.

Another major difference that we can notice is in the rural mob-banking adoption. Approximately 66% of the rural respondents are agreed that they use mob-banking services for more than one year. This is more than double the national rural Mob-banking adoption rate. The reason for this can be traced to the research region chosen. The Kumaun, nainital regions of Uttarakhand state, the geographical region chosen for this research, is a tourist spot. Most of the natives of this region make their living from the tourists who arrive there. This has influenced even the illiterate people to adapt to M banking services for seamless trade with the tourist customers. If we had done the research in some other rural population the M banking adoption rate would have been very much lower.

Coming to the awareness factor. It was found out that almost 70 - 80 % of the respondents are aware about the existence of M banking facilities in India and about the mob-banking application of their bank. And about 66% of people have been using the Mob-banking service for more than an year. But still about 65.5% of the respondents (strongly) agreed that they require training for using mob-banking service. Why does people who use M banking for almost a year require training? The

reason can be traced down to the facilitating condition. Almost 73% of the respondents have agreed that they require a specific person to assist them in the M banking process. Which means that though they use M banking service they are not aware about how to operate the service. Then what about the remaining 40% of the people who haven't yet used any M banking service? The reason is lack of proper awareness about the service itself, but just not about the operation only but even the basic idea of M banking. Under the price value construct 43% of the respondents think that registering for M banking is expensive, which is baseless, because registering for M banking is absolutely free.

In this research, it has been found that all 7 factors of UTAUT 2 model and one added factor and user intention to use(Constant factor) have been found to have almost positive correlation, but the highest correlation between edit factor-awareness factor and intention to use is in and then found between price value and facilitating condition which shows highly positive correlation.

One more thing that could be found from the research is that there is no relationship between income and adoption of M banking. The research included 50% of respondents belonging to very low income group and remaining respondents spreaded into next level income groups. But the adoption of Mob-banking seems to be uniform in all the income groups.

CONCLUSION

According to the survey, individuals in rural regions are aware of the presence of mob-banking. Despite having a Smartphone, 65.5% of consumers are unaware of how to use mob-banking for their financial operations. The number of people who do not use mob-banking in a month is significant, at 54%. In this research, it has been found that all 7 factors of UTAUT 2 model and one added factor and user intention to use(Constant factor) have been found to have almost positive correlation, but the highest correlation between edit factor-awareness factor and intention to use is in and then found between price value and facilitating condition which shows highly positive correlation. It is also portrayed that the main reason for people not adopting mob-banking is a lack of information about how to use mob-banking on their own. It also demonstrates that there is no association between yearly income and awareness and frequency of utilizing mob-banking. If they are told about how to use mobile banking and its applications, then all factors from motivation, habit, etc. can easily increase in them. Keeping all these things in mind, the banking sector may select some employees who trained the rural people, how to use mob-banking to increase their skill and awareness. who can give training to people on how to use banking in mobile, if they need it,

mostly this suggestion is useful for rural areas. Given the above result, it is advised that training on the use of mob-banking services is required to enhance the acceptance of Mob-banking in the rural population. Attempts must be made.

LIMITATIONS

The limitations of this study include under-representation in all parts of the Kumaun region of Uttarakhand, east UP and west Bihar and some part of the country due to the restrictions of disseminating surveys using Google Form. The surveys were distributed through the internet network to numerous groups.. But many refused to respond since they didn't want to disclose banking details. Some were unable to understand the English questionnaire due to language barrier. Most of the responses received are by directly approaching the people and explaining to them the purpose and meaning of the questionnaire in local language and then recording their response by ourself on the respondents behalf.

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- CONSUMER ACCEPTANCE AND USE OF INFORMATION TECHNOLOGY: EXTENDING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY1 Viswanath VenkateshSam M. Walton College of Business, University of Arkansas, Fayetteville, AR 72701 U.S.A. {vvenkatesh@vvenkatesh.us}
- James Y. L. Thong Department of ISOM, Hong Kong University of Science and Technology, Clear Water Bay,Kowloon, HONG KONG {jthong@ust.hk}
- .Mob-banking Adoption Among Rural Consumers: Evidence from IndiaAmerican Business ReviewNov. 2020, Vol.23(2) 300 - 315© The Authors 2020, CC BY-NCISSN: 2689-8810 (Online)ISSN: 0743-2348 (Print)Malaya Ranjan Mohapatra a, Nirmalkumar Singh Moirangthem a, andPankaj Vishwakarma
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APPENDIX

Research instrument: Questionnaire

1.Performance Expectancy

- Q.1-I will use mob-banking for my normal banking transactions.
- Q.2- Using mob-banking helps in saving time.
- Q.3- Using of mob-banking can improve the banking transaction convenience..
- Q.4.I can manage my money online anytime.

2.Effort Expectancy

- Q.1- I believe that when I use mob-banking service, process of its will be the simple and easily understandable..
- Q.2-It would be to easy for me to become skilful at using the mobile banking.
- Q.3- I Would find mob-banking easy to use for any transaction?
- Q.4- The Learning how to operate mob-banking is very easy for me.

3.Social Influence

- Q .1- Public who influence mine behavior think that I should easily use mob-banking.
- Q.2- People who are important to me think that I should able to use the mob-banking..
- Q.3- People whose opinions I value insist that I use mob-banking.
- Q.4- In general, the society or surrounding has supported the use of mob-banking sector.

4.Facilitating Conditions

- Q.1- I/My family have basic android mobile handset for using basic mobile banking .
- Q.2- I have basic knowledge of SMS, OTP, and login to use the basic mob-banking.
- Q.3- My mobile network is supported with 24 x 7 availability for banking services through SMS,call and login , etc.
- Q.4- A specific person (or group) is available for assistance with mobile banking difficulties.

5.Hedonic motivation

- Q1. It is fun for me to use Mob-banking.
- Q2. I feel excited using mob-banking.
- Q3. Features of mob-banking entertain me.
- Q4. Mob-banking is enjoyable

6.Price Value

- Q1 Using mob-banking reduces cost burden.
- Q2 Registering for mob-banking is expensive
- Q3 Cost of using mob-banking is very less as compared to other channels.
- Q4 Offers save my money

7.Habit

- Q.1.Using Mob-banking became a habit for me.
- Q.2-Using mob-banking is something that I do without thinking of any payment.
- Q.3- Using mob-banking is a part of daily life.
- Q.4- I am addicted to using mob-banking on occasion of any payment.

8.Awareness (Extended variable)

- Q..1 I know about the Mob-banking Apps available in India ?
- Q.2. I have heard about the Mob-banking App of my Bank
- Q.3. I operate my bank transactions through Mob-banking App
- Q.4 . I have been using Mob-banking service for more than one year
- Q.5. I need a training for using Mob-banking service or app