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# FACTORS INFLUENCING THE SHIFT FROM TRADITIONAL BANKING TO MOBILE BANKING: AN EMPIRICAL STUDY

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**Abstract**—*In the context of rapid digitalization, this study investigates the factors influencing customers' shift from traditional banking to mobile banking. The research integrates the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) to examine how convenience, ease of use, perceived security, and trust affect behavioral intention and subsequent adoption of mobile banking. Data were collected via a structured questionnaire from 221 bank customers and analyzed using SmartPLS. Structural model results reveal that behavioral intention significantly predicts mobile banking adoption ($\beta \approx 0.73$, $p < 0.001$). Among hypothesized factors, ease of use ($\beta = 0.286$, $p < 0.001$), perceived security ($\beta = 0.210$, $p < 0.01$), and trust ($\beta = 0.291$, $p < 0.001$) significantly influence intention to use mobile banking, whereas convenience shows no significant effect. Indirect effect analysis confirms that ease of use, security, and trust positively impact adoption via intention. These findings underscore the importance of app usability and robust security in promoting mobile banking usage. The study provides empirical support to acceptance theory in the mobile finance context and suggests that banks should prioritize user-friendly app design and strong security measures to foster greater adoption of mobile banking services.*

***Keywords:*** *Mobile Banking, Traditional Banking, TAM [Technology Acceptance Model], customer adoption, Smart PLS.*

## Introduction

In the world of banking sector technology playing an important role in transmitting banks from traditional services to innovative services. Traditional banking services require involvement of customer for various financial services like deposites, wihdrawls, balance enquiries, bill payments and fund transfer, which consumes more time and sometimes it is inconvenience to the customer. Banks are the backbone of financial sector and an inetemediatory between lender and creditor. Now a day's customers are considered the king of banking sector also and they are more addicted to personalization of banking services, when they are satisfied. To sustain in the todays competitive world banks has merged with fintech firms to remain innovative and unique. It has reshaped banking services in most efficient manner by introducing services like e- banking or m-banking.

In banking sector m-banking is considered as milestone for shifting the customers from traditional banking services to mobile banking services due to the widespread use of smartphone. Mobile banking helps the customer to perform all the financial activities transferring funds, checking bank balance, making bill payments, and managing the accounts as well as opening the bank account. This has enhanced the banking efficiency and customers engagement, convenience and satisfaction.

Mobile banking refers to use of smartphone in rendering various banking services from anywhere and anytime. Mobile banking is a part of fintech and considered as revolution in the banking industry. Revolution in the sense every bank has developed their mobile banking apps through which is user friendly and customers can perform wide range of banking services which enhances their experience fulfill their essential banking needs.

However mobile banking has brought drastic change in the banking world due to the positive factors like convenience, ease of use, time saving & 24*7 accessibility. On the other hand ii is also facing certain pitfalls or challenges such as technology awareness, customer literacy, security and trust also affects the customers negatively.

Therefore it is important to study the factors and their role in financial inclusion by shifting the customers preference from traditional banking to mobile banking. The study aims to examine the factors enhancing positive attitude of the

customers towards mobile banking. Overall it helps to analyse the customer banking behavior by taking into account major factors responsible for shaping their attitude.

**Review of literature**

**1) N Saxena, N Gera, M Taneja (2022)**

The article highlights how mobile banking has given liberty to banking customers to perform nemuourous financial transactions. To propose a conceptual model for m- banking in India the study uses Unified Theory of Acceptance and Use of Technology [UTAUT] and Technology Readiness [TR] and integrates it with cognitive resistance of customer. The study is undertaken in Delhi/NCR by taking 536 sample of mobile banking users using convenience sampling technique. To analyse the collected data structural equation modeling is used. The study founds that positive factors like efforts expectance, performance expectancy social influence, innovativeness and optimism has more impact on customer behavior towards m-banking rather than negative factors like discomfort, insecurity and cognitive resistance.

**2) Arezo ahmadi danyali (2018)**

The study focuses on changing customer behavior from online banking to mobile banking due to influencial factors like peer group, conditions of source facilitator as well as technological innovation. They have undergone through practical research by taking overall 400 samples out of which 384 participants were selected using random sampling technique. The article also suggests that the mobile banking app should be developed in such way that it should be easy to use to all the customers. As well as awareness about m-banking should be created among the customers by training the staffs and employees.

**3) L. Balakrishnan, V. Sudha (2016)**

The study investigates the transformation of banking industry from traditional way of servicing to the modern way of servicing from anytime and anywhere without barriers. They highlights the role of technology in the field of banking services. They traced on phases of development of fintech from time to time like ATM has got popularity after the decades but mobile banking has taken half time of ATM to get famous. They explored the factors that are helping mobile banking to provide personalized and convenient banking services to the customers which in turn changing their preference from traditional banking services to mobile banking services.

**4) Mirza M. D. Alam (2014)**

The study highlights tremendous growth in usage of mobile phones among the peoples in Bangladesh and this has laid an opportunity for banks to influence them for adoption on mobile banking facilities or services. The study reviews that more than 95 percent of customers have mobile phones but the acceptance of banking services is very less. The study uses the Unified Theory of Acceptance and Use of Technology [UTAUT] model to analyse the factors affecting customer behavior towards mobile banking in Bangladesh. The study found that effort expectancy, social influence, perceived financial cost and performance expectancy has strong influence on customer attitude towards adoption of mobile banking.

**5) Ching Mun Cheah1 , Aik Chuan Teo2 , Jia Jia Sim3 , Kam Hoe Oon4 and Boon In Tan5 (2011)**

The study investigates acceptance of mobile banking in Malaysians customers due to technology advancement and it is been studied by using Technology Acceptance Model [TAM]. The study has been undertaken by developing a questionnaire and distributed the same to 400 banking customers but only got 175 respondents. Multiple regression and factor analysis were used to analyse the data. They found higher positive factors than negative one to adopt mobile banking. Also highlighted certain implications to banking staffs and employees regarding overcoming the negative factors creating obstacles in adoption of mobile banking services.

**Need for the study**

Digital transformation and development of financial technology has brought innovative changes in the field of banking industry. In fintech phase 2.0 [1967-2008] launch of ATM and internet banking is considered beginning of modern fintech where customer can perform various banking activities by sitting at one place but having certain difficulties and these drawbacks are overcome by use of mobile phone. We can perform number of activities through it from anywhere and at any place.

In the era of digitalization and globalization mobile banking is considered as milestone in the wide reach of innovative and convenient banking services to the customers. In banking world mobile banking enables the unbanked population in financial inclusion.

**Statement of the problem**

In recent years growth of financial technology leads to digitalization in banking services due to which banking sector has experienced significant technological change. For customers mobile banking is the efficient and convenient way to perform various transactions without physically visiting the bank. Many customers prefer mobile banking platform rather than traditional banking method due to use of smartphones.

Though mobile banking has gained popularity many people hesitate to adopt it because of certain limitations such as technological challenges, security and lack of awareness. Therefore the present study helps to understand the factors influencing customer behavior towards adoption of mobile banking. And change in customer preference from traditional banking to modern banking.

**Significance of the study**

The study helps in understanding changing customer preferences towards banking services as today's world is full of digitalisation. Mobile banking is mutual beneficial for both the bank and the customer. The bank getting benefit by reducing its cost and reaching its customers in isolated areas with lesser efforts also helps to form good relationship with customer. As well as it assist the bank in enhancing security features, improving digital services and designing user-friendly mobile banking applications to increase customer satisfaction and adoption. Customers are getting the benefit of performing the banking transactions from any place at anytime with the help of mobile phone. And the need for standing in the queues for enjoying the banking services is been reduced. Therefore it is considered as mobile banking is cost effective for both banks and the customers.

**Objectives of the study**

1. To identify the key factors determining adoption of mobile banking
2. To analyse the perception of customers about mobile banking.
3. To assess the challenges faced by m users after implementation of m banking
4. To give suggestions based on study.

**Conceptual Theory and Model**

This study is based on two well-established theories, namely the **Technology Acceptance Model (TAM)** and the **Unified Theory of Acceptance and Use of Technology (UTAUT)**, to understand how key factors such as **Convenience, Ease of Use, Perceived Security, and Trust** influence **Behavioural Intention (BI)** and, in turn, the **Adoption of Mobile Banking (AMB)** among the banking customers.

**1) Technology Acceptance Model (TAM; Davis F. D., 1989)**

TAM explains that based on usefulness and ease of use, user accepts the technology which in turn influence their behavioural intention and actual usage. In the era of mobile banking, ease of use enhances convenience, while convenience reflects its usefulness in saving time and efforts. Also TAM highlights trust and security plays a crucial role in digital financial services. These factors together increases their behaviourial intention which results in adoption of mobile banking.

Supports H1–H4 (factors → Behavioural Intention) and H9 (Behavioural Intention → Adoption)

**2) Unified Theory of Acceptance and Use of Technology (UTAUT; Venkatesh V. et al., 2003)**

UTAUT describes people adopt technology based on ease of use, benefits and available support. In this study convenience enhances efficiency and ease of use simplifies operations of financial services. While security and trust builds confidence among the users. These factors collectively shape behaviourial intention, which leads to actual adoption of mobile banking.

Reinforces H1–H4 (factors → Behavioural Intention) and H9 (Behavioural Intention → Adoption)

Therefore, both TAM and UTAUT provide a strong theoretical basis for understanding how key factors influence customer's behavioural intention, which in turn leads to the adoption of mobile banking services.

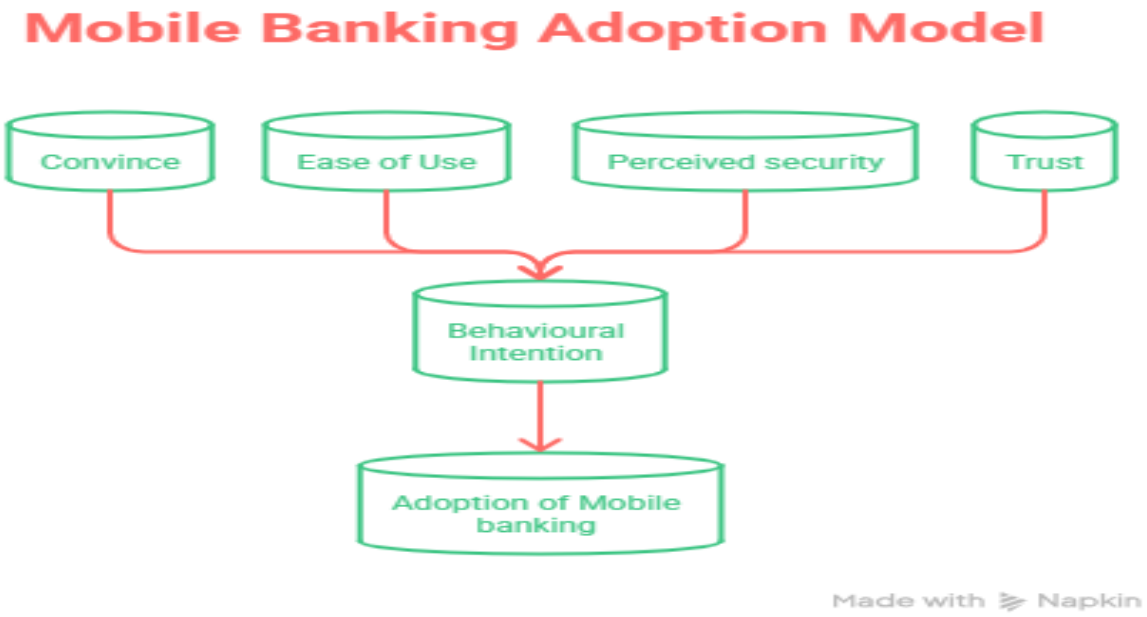


**Fig. no. 1Authors proposed conceptual Model**

**Proposed Hypothesis**

Based on the conceptual framework and the objectives of the study, the following hypotheses have been formulated for empirical testing. These hypotheses are designed to examine the relationships among the study variables and to validate the proposed research model.

**1. Direct Hypotheses**

H1: Convenience significantly influences the adoption of mobile banking.

H2: Ease of use significantly influences the adoption of mobile banking.

H3: Perceived security significantly influences the adoption of mobile banking.

H4: Trust in mobile banking significantly influences the adoption of mobile banking.

**2. Indirect Hypotheses**

H5: Convenience significantly influences behavioural intention to use mobile banking.

H6: Ease of use significantly influences behavioural intention to use mobile banking.

H7: Perceived security significantly influences behavioural intention to use mobile banking.

H8: Trust significantly influences behavioural intention to use mobile banking.

**Research Methodology**

The present study examines relationship between the factors and behaviourial intention which leads to adoption of mobile banking. The study is conducted among 221 bank customers, representing users of mobile banking. The study includes convenience, ease of use, perceived security and trust as independent variables, behaviourial intention is considered as mediating variable and while adoption of mobile banking is treated as dependent variable. A convenience sampling technique is used to choose the respondents. A structured questionnaire is designed using validated statements. Five Point Likert Scale is used to measure each variable through multiple statements. Smart PLS is used to analyse the entire data.

**Data analysis and interpretation**

**Table no 1: Demographic profile**

| Variable | Category | Counts | % of Total | Cumulative % |
|---|---|---|---|---|
| **Age** | Below 25 years | 16 | 7.2% | 100% |
| | 25-35 years | 107 | 48.4% | 48.4% |
| | 36-50 years | 83 | 37.6% | 86.0% |
| | Above 50 years | 15 | 6.8% | 92.8% |
| **Gender** | Female | 118 | 53.4% | 53.4% |
| | Male | 101 | 45.7% | 99.1% |
| | Other | 2 | 0.9% | 100.0% |
| **Occupation** | Business | 60 | 27.1% | 27.1% |
| | Others | 5 | 2.3% | 29.4% |
| | Professional | 60 | 27.1% | 56.6% |
| | Salaried Employee | 87 | 39.4% | 95.9% |
| | Student | 9 | 4.1% | 100.0% |
| **Monthly Income** | Above Rs. 80,000 | 23 | 10.5% | 10.5% |
| | Below Rs. 20,000 | 24 | 10.9% | 21.4% |
| | Rs. 40,001 - Rs. 60,000 | 76 | 34.5% | 55.9% |
| | Rs. 60,001 - Rs. 80,000 | 46 | 20.9% | 76.8% |
| | Rs.20,000 - Rs. 40,000 | 40 | 18.2% | 95.0% |
| | Rs.20,001 - Rs. 40,000 | 11 | 5.0% | 100.0% |
| **Education Level** | Graduate | 63 | 28.5% | 28.5% |
| | Others | 15 | 6.8% | 35.3% |
| | Postgraduate | 132 | 59.7% | 95.0% |
| | Undergraduate | 11 | 5.0% | 100.0% |
| **Type of Bank Account** | Both | 11 | 5.0% | 5.0% |
| | Private Sector Bank | 67 | 30.3% | 35.3% |
| | Public Sector Bank | 143 | 64.7% | 100.0% |
| **Awareness of Mobile Banking Services** | Yes | 221 | 100.0% | 100.0% |
| **Use of Mobile Banking Applications** | No | 3 | 1.4% | 1.4% |
| | Yes | 218 | 98.6% | 100.0% |
| **Frequency of Mobile Banking Usage** | Daily | 123 | 55.7% | 55.7% |
| | Monthly | 29 | 13.1% | 68.8% |
| | Rarely | 5 | 2.3% | 71.0% |

| | | | | |
|---|---|---|---|---|
| | Weekly | 64 | 29.0% | 100.0% |

**Source: Authors calculation**

The demographic profile of respondents represents majority of respondents belong to the age group of 25–35 years (48.4%), followed by 36–50 years (37.6%), indicating that mobile banking is more popular among young and middle-aged customers. Female respondents (53.4%) slightly outnumber male respondents (45.7%). Most respondents are salaried employees (39.4%), while business persons and professionals each account for 27.1%. A large proportion are postgraduates (59.7%), showing higher educational awareness. Public sector banks are preferred by 64.7% respondents. All respondents are aware of mobile banking services, and 98.6% actively use them, with daily usage reported by 55.7%.

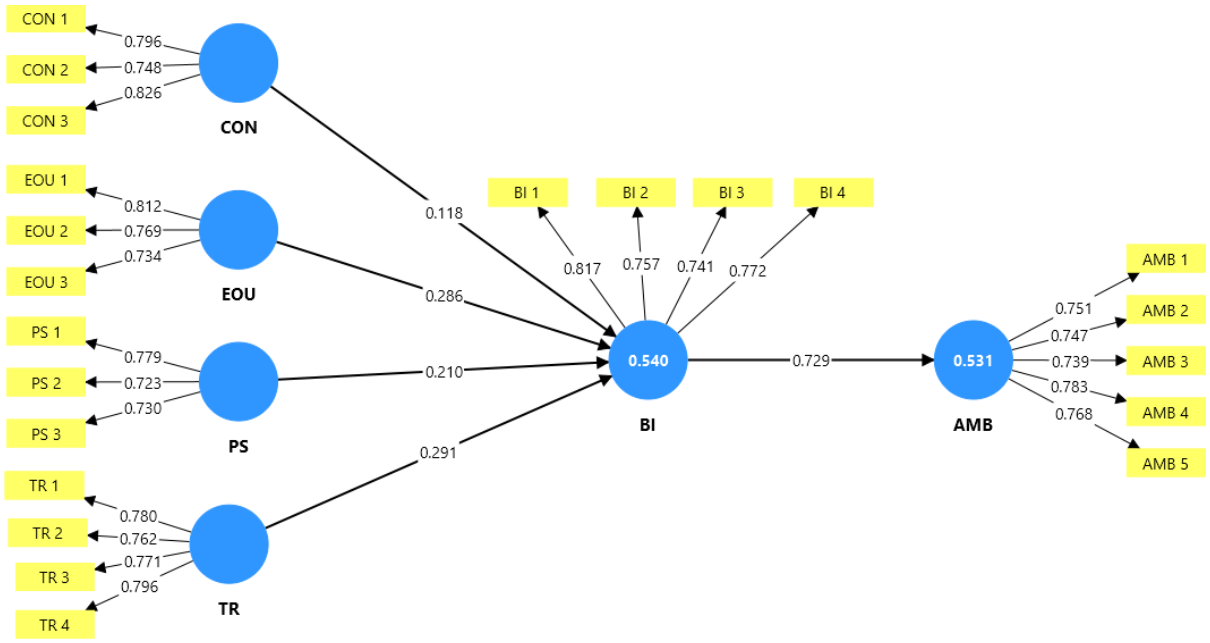


**Fig. no. 2 Output of Proposed conceptual Model**

**Table No. 2: Outer Loader**

| | **Outer loadings** |
|---|---|
| **AMB 1 <- AMB** | 0.751 |
| **AMB 2 <- AMB** | 0.747 |
| **AMB 3 <- AMB** | 0.739 |
| **AMB 4 <- AMB** | 0.783 |
| **AMB 5 <- AMB** | 0.768 |
| **BI 1 <- BI** | 0.817 |
| **BI 2 <- BI** | 0.757 |
| **BI 3 <- BI** | 0.741 |
| **BI 4 <- BI** | 0.772 |
| **CON 1 <- CON** | 0.796 |
| **CON 2 <- CON** | 0.748 |
| **CON 3 <- CON** | 0.826 |

| | |
|---|---|
| **EOU 1 <- EOU** | 0.812 |
| **EOU 2 <- EOU** | 0.769 |
| **EOU 3 <- EOU** | 0.734 |
| **PS 1 <- PS** | 0.779 |
| **PS 2 <- PS** | 0.723 |
| **PS 3 <- PS** | 0.730 |
| **TR 1 <- TR** | 0.780 |
| **TR 2 <- TR** | 0.762 |
| **TR 3 <- TR** | 0.771 |
| **TR 4 <- TR** | 0.796 |

**Source: Authors Calculation**

The outer loadings for all constructs—AMB, BI, CON, EOU, PS, and TR—range from 0.723 to 0.826, exceeding the recommended threshold of 0.70. This indicates strong indicator reliability and adequate convergent validity, suggesting that all items significantly contribute to their respective constructs and can be retained for further analysis (Hair et al., 2021).

**Table No. 3: Construct Reliability**

| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|---|---|---|---|---|
| **AMB** | 0.815 | 0.815 | 0.871 | 0.574 |
| **BI** | 0.774 | 0.778 | 0.855 | 0.597 |
| **CON** | 0.799 | 0.799 | 0.833 | 0.625 |
| **EOU** | 0.763 | 0.761 | 0.816 | 0.597 |
| **PS** | 0.705 | 0.714 | 0.788 | 0.554 |
| **TR** | 0.782 | 0.783 | 0.859 | 0.604 |

**Source: Authors Calculation**

The construct reliability indicates satisfactory construct reliability and convergent validity. All constructs report Cronbach's alpha values above 0.70, confirming internal consistency. Composite reliability values exceed the recommended 0.70 threshold, while AVE values are above 0.50, demonstrating adequate convergent validity of the measurement model (Hair J. F. et al., 2019).

**Table No. 4: Fornell larcker criteria**

| | AMB | BI | CON | EOU | PS | TR |
|---|---|---|---|---|---|---|
| **AMB** | 0.758 | | | | | |
| **BI** | 0.729 | 0.772 | | | | |
| **CON** | 0.603 | 0.536 | 0.791 | | | |
| **EOU** | 0.599 | 0.627 | 0.534 | 0.772 | | |
| **PS** | 0.491 | 0.551 | 0.486 | 0.506 | 0.745 | |
| **TR** | 0.623 | 0.627 | 0.562 | 0.592 | 0.480 | 0.777 |

**Source: Authors Calculation**

The Fornell–Larcker criterion confirms discriminant validity of the constructs. The square root of AVE for each construct (diagonal values) is greater than its correlations with other constructs, indicating that each variable is distinct and measures its intended concept effectively within the model (Claes Fornell & David F. Larcker, 1981).

**Table No. 5: HTMT Criteria**

| | AMB | BI | CON | EOU | PS | TR |
|---|---|---|---|---|---|---|
| **AMB** | | | | | | |
| **BI** | 0.818 | | | | | |
| **CON** | 0.798 | 0.724 | | | | |
| **EOU** | 0.808 | 0.866 | 0.781 | | | |
| **PS** | 0.689 | 0.789 | 0.722 | 0.798 | | |
| **TR** | 0.780 | 0.799 | 0.758 | 0.826 | 0.697 | |

**Source: Authors Calculation**

The HTMT results indicate satisfactory discriminant validity, as all values are below the recommended threshold of 0.90. This shows that the constructs are empirically distinct from one another and there is no serious issue of multicollinearity or overlap among the variables in the measurement model (Joerg Henseler et al., 2015).

**Table No. 6: Direct path**

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values | Remarks |
|---|---|---|---|---|---|---|
| **BI -> AMB** | 0.729 | 0.724 | 0.061 | 11.858 | 0.000 | Significant |
| **CON -> BI** | 0.118 | 0.112 | 0.074 | 1.586 | 0.113 | Not Significant |
| **EOU -> BI** | 0.286 | 0.291 | 0.081 | 3.522 | 0.000 | Significant |
| **PS -> BI** | 0.210 | 0.210 | 0.082 | 2.553 | 0.011 | Significant |
| **TR -> BI** | 0.291 | 0.290 | 0.085 | 3.406 | 0.001 | Significant |

**Source: Authors Calculation**

The structural model shows that behavioural intention significantly influences adoption of mobile banking ($\beta = 0.729$, $p < 0.001$). Ease of use, perceived security, and trust have significant positive effects on behavioural intention, whereas convenience has no significant effect ($p > 0.05$). Hence, most proposed paths are supported (Hair J. F. et al., 2019).

**Table No. 7: Indirect Path**

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (\|O/STDEV\|) | P values | Remarks |
|---|---|---|---|---|---|---|
| **CON -> AMB** | 0.086 | 0.083 | 0.057 | 1.509 | 0.131 | Not Significant |
| **EOU -> AMB** | 0.208 | 0.211 | 0.062 | 3.370 | 0.001 | Significant |
| **PS -> AMB** | 0.153 | 0.150 | 0.056 | 2.738 | 0.006 | Significant |
| **TR -> AMB** | 0.212 | 0.211 | 0.070 | 3.046 | 0.002 | Significant |

**Source: Authors Calculation**

The structural model shows that behavioural intention significantly influences adoption of mobile banking ($\beta = 0.729$, $p < 0.001$). Ease of use, perceived security, and trust have significant positive effects on behavioural intention, whereas convenience has no significant effect ($p > 0.05$). Hence, most proposed paths are supported (Hair J. F. et al., 2019).

**Findings and suggestions**

Based on the findings of the study, it is suggested that banks should regularly update mobile banking applications and improve app performance to ensure smooth and efficient services. Mobile banking services should be safe, fast, simple, and user-friendly, with stronger security features such as biometric authentication to build customer trust and confidence. Banks should organize training sessions and awareness programs to educate customers about the usage and security aspects of mobile banking. Faster transaction processing, low service charges, quick customer support, and solutions for technical problems can further enhance customer satisfaction. Improving internet connectivity and accessibility will also encourage greater adoption of mobile banking services. Clear rules and regulations by RBI regarding mobile banking can strengthen trust among customers. Banks should continuously innovate their digital services according to customer needs and expectations. Regular feedback from users should also be considered to improve the overall mobile banking experience.

**Theoretical implication and managerial implications**

**Theoretical Implications**

This study reinforces key TAM/UTAUT insights in the mobile banking context. Perceived ease-of-use (effort expectancy) and trust emerged as significant drivers of customers' intention to adopt mobile banking, consistent with prior findings[1]. Behavioral intention, in turn, strongly predicted actual adoption ($\beta \approx 0.73$), echoing meta-analytic evidence that usage intention is the primary determinant of use[2]. Perceived security (capturing risk/trust) also boosted intent, highlighting the importance of risk mitigation in digital finance models. Interestingly, convenience (similar to perceived usefulness) did not have a direct effect here, suggesting some predictors may vary by context or market maturity. Overall, these results extend acceptance theory by confirming that in m-banking, app usability and security/trust factors are paramount, thereby enriching TAM/UTAUT-based models with fintech-specific considerations[1][2].

**Managerial Implications**

For practitioners, the findings point to clear action areas. Banks should leverage mobile channels' cost-effectiveness and reach[3] by ensuring their apps are fast, reliable and easy to use. Strong security features (e.g. biometric authentication, encryption) and 24/7 availability will build user confidence. As [28] notes, these insights offer "practical guidance for banks" to enhance digital services[1]: banks should regularly update and optimize app interfaces, streamline transaction flows, and minimize charges. Customer education campaigns and staff training can raise awareness of m-banking features and security, mitigating literacy barriers. Quick support and responsive troubleshooting will further improve satisfaction. By continuously innovating mobile offerings and soliciting user feedback, banks can deepen customer relationships and financial inclusion – capitalizing on mobile banking's efficiencies[3][1].

**Limitation and future scope**

This study has several limitations common to technology-acceptance research. The sample was drawn from a single region using convenience sampling, which limits generalizability beyond the urban customers surveyed. The cross-sectional survey design also precludes strong causal inferences and may not capture changes in attitudes over time. In our model, the independent variables explain only about half of the variance in adoption intention, indicating that other factors (e.g. service quality, perceived cost, system credibility or broader cultural norms) were not captured.

Future research should address these gaps. Expanding the study to different regions, countries or rural populations would test the model's robustness across contexts. Incorporating additional constructs (such as social influence, digital literacy, or regulatory environment) and demographic moderators (age, gender, income, education) could improve explanatory power. Longitudinal or experimental designs would better reveal how usage evolves. Qualitative methods (interviews or focus groups) could uncover underlying attitudes and barriers. Overall, extending and enriching the model and sampling diverse populations will deepen understanding of why customers shift from traditional banking to mobile services.

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