

Adoption of Mobile Banking Among College Youth: A quantitative investigation

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Abstract

In recent years, mobile banking has grown in popularity as people increasingly rely on smartphones and other mobile devices to handle their accounts. Mobile banking allows users to utilise a mobile device to do financial operations such as checking account balances, moving funds, paying bills, and depositing checks. College students are more inclined to utilise mobile banking if they believe it is simple, secure, and convenient. Furthermore, students who are more financially literate and technologically competent are more likely to use mobile banking. According to the survey, perceived dangers connected with mobile banking, such as security and privacy issues, are significant hurdles to adoption. Essentially, the study adds to our understanding of the factors that drive mobile banking uptake among college students and provides useful information for banks and financial organisations aiming to target this group.

Keywords: Mobile Banking, College Students, Quantitative Research, Technological Competence, Privacy.

Introduction

Consumers stand to gain significantly from mobile banking, including enhanced convenience and accessibility, lower transaction costs, and better financial management. When it comes to mobile banking uptake, college students are a very intriguing cohort to research. College students, as digital natives, have grown up with technology and are usually more familiar with mobile devices and mobile applications than previous generations. Furthermore, because college students frequently have low financial means, they are more likely to rely on mobile banking to handle their affairs. Despite the potential benefits of mobile banking, college students' adoption rates have remained very modest.

The goal of this study is to look at the factors that impact mobile banking uptake among college students. This project specifically seeks to solve the following research questions: What variables impact mobile banking usage among college students? What is the link between financial literacy and mobile banking uptake among college students? What is the link between technical expertise and mobile banking uptake among college students? What are the perceived hazards of mobile banking among college students, and how do they affect adoption?

A quantitative research design will be employed to address these study questions. A survey of college students from several universities in the United States will be undertaken. The poll will ask students about their demographics, financial literacy, technology competence, and impressions about mobile banking. The survey results will be examined statistically utilising techniques such as regression analysis and structural equation modelling. The findings of this study will be useful for banks and financial firms aiming to attract college students. Banks and financial institutions may establish targeted marketing efforts and construct mobile banking applications that fit the particular demands and preferences of this population by knowing the variables that impact mobile banking uptake among college students. Furthermore, this study will add to the literature on mobile banking adoption and give a better knowledge of the factors that drive mobile banking adoption among young adults. Social media interaction or youth has also amplified the reach of the mobile banking (Kudeshia and Mittal, 2015).

Literature Review

In recent years, mobile banking has grown as a popular means of managing personal finances, with millions of individuals across the world utilising mobile banking applications to transfer payments, pay bills, and check account balances. The proliferation of mobile devices, advancements in mobile technology, and the convenience that mobile

banking provides to users have all contributed to the rise in mobile banking usage. While mobile banking has grown in popularity among people of all ages, it is especially popular among young adults, notably college students. When it comes to mobile banking uptake, college students are a distinct population. They are digital natives, having grown up with technology, and are more at ease with mobile devices and mobile applications than previous generations. Furthermore, because college students frequently have low financial means, they are more likely to rely on mobile banking to handle their affairs. Despite the potential benefits of mobile banking, college students' adoption rates have remained very modest.

The goal of this literature review is to offer an overview of the research on mobile banking uptake among college students that has been undertaken. This review will specifically focus on the characteristics that drive mobile banking adoption among college students, such as financial literacy, technology savvy, and perceived dangers connected with mobile banking. Financial literacy refers to an individual's capacity to successfully comprehend and manage their personal money. Financial literacy has been highlighted as a significant element influencing college students' use of mobile banking. Ozer and Unal (2018) discovered that financial literacy was positively connected with mobile banking uptake among Turkish college students in their study. The study discovered that college students with higher levels of financial literacy were more likely to use mobile banking because they were more comfortable with financial transactions and understood the benefits of mobile banking.

Similarly, Kim and Kim (2019) discovered that financial literacy was positively related to mobile banking uptake among Korean college students. According to the study, college students with higher levels of financial literacy were more likely to use mobile banking to manage their finances because they were better able to understand the features and benefits of mobile banking apps. The capacity to use technology successfully is referred to as technological savvy. Technical expertise has also been noted as a key element influencing college students' use of mobile banking. Heng et al. (2017) discovered that technical expertise was positively related with mobile banking uptake among Singaporean college students in their study. According to the survey, college students who were more technologically proficient were more likely to use mobile banking because they were more comfortable with mobile devices and mobile applications.

Similarly, Kim and Kim (2019) discovered that technical expertise was positively related to mobile banking uptake among Korean college students. According to the survey, college students who were more technologically proficient were more likely to utilise mobile banking to manage their funds because they were more comfortable with mobile devices and mobile applications. Security and privacy concerns, as well as perceived risks associated with mobile banking, have been identified as significant barriers to mobile banking adoption among college students. According to Ozer and Unal (2018), the most major obstacle to mobile banking usage among Turkish college students is security concerns. According to the findings of the study, college students who were concerned about the security of their personal information were less inclined to use mobile banking.

Similarly, Kim and Kim (2019) discovered that security concerns were a major barrier to mobile banking adoption among Korean college students. According to the survey, college students who were concerned about the security of their personal information were less inclined to manage their finances via mobile banking. Perceived hazards connected with mobile banking have been recognised as significant hurdles to mobile banking adoption among college students, in addition to financial literacy and technology expertise. Security and privacy issues, as well as fears about losing control over one's funds, are examples of perceived hazards.

Security and privacy issues are among the most often mentioned potential threats connected with mobile banking. Students who are concerned about the security of their personal information and the possibility of fraud or identity theft are less likely to use mobile banking. Venkatesh et al. (2012) discovered that security concerns were a key barrier to mobile banking uptake among college students in the United States in their study. According to the survey, college students who judged mobile banking to be hazardous or unsafe were less inclined to use it.

Similarly, Sahu and Gupta (2018) discovered that security and privacy issues were significant hurdles to mobile banking uptake among Indian college students in their study. According to the findings of the survey, college students who are concerned about the security and privacy of their personal information are less likely to use mobile banking.

Another claimed concern of mobile banking is the loss of control over one's funds. Students who are anxious about losing control of their funds or making mistakes when utilising mobile banking are less inclined to use it.

Venkatesh et al. (2012) discovered that perceived behavioural control, which comprises perceived ease of use and control over utilising mobile banking, was a significant predictor of mobile banking uptake among college students in the United States. According to the survey, college students who felt in control of their mobile banking usage were more inclined to use it. Similarly, Heng et al. (2017) discovered that reported ease of use and perceived utility were important predictors of mobile banking uptake among Singaporean college students in their study. According to the survey, college students who thought mobile banking was simple and beneficial were more likely to utilise it.

Objective of the Study

- To determine the factors of adoption of mobile banking among college youth
- To check the significance of the factors that affect the mobile banking adoption among college youth

Methodology

The present study is based on a survey conducted with a structured questionnaire. In the analysis, there were 160 participants who took part. To identify the results, statistical techniques such as mean and t-test were employed. The research employed a convenience sampling method, where participants were selected based on their availability and accessibility.

Table 1 Adoption of Mobile Banking Among College Youth

Serial No.	Statement of Survey	Mean Value	t-Value	Sig.
1.	Mobile banking offers convenience and flexibility.	4.27	9.911	0.000
2.	Mobile banking allows users to utilize a mobile device to do financial operations.	4.32	9.927	0.000
3.	Technical expertise is positively related to mobile banking.	4.37	10.271	0.000
4.	The adoption of mobile banking among college youth is a trend that is likely to continue as technology continues to evolve.	4.29	7.966	0.000
5.	Security and privacy issues may be significant hurdles to mobile banking.	3.97	4.974	0.000
6.	Mobile banking has grown in popularity as people increasingly rely on smartphones.	4.49	11.815	0.000
7.	College students are usually more familiar with mobile devices and mobile applications.	4.43	11.531	0.000
8.	Mobile banking allows users to access their accounts and perform transactions at any time and from anywhere.	4.30	9.463	0.000
9.	Mobile banking is difficult to use for college students.	3.85	4.568	0.000
10.	Financial literacy is positively connected with mobile banking.	4.41	11.952	0.000

Table 1 summarizes the mean values for various statements related to the study the adoption of mobile banking among college youth, and the highest mean score of 4.49 was obtained by the statement “Mobile banking has grown in popularity as people increasingly rely on smartphones”. The second highest mean score of 4.43 was obtained by the statement “College students are usually more familiar with mobile devices and mobile applications”. The study found that the financial literacy impacts adoption of mobile banking, as shown by the mean value of 4.41 for the statement

“Financial literacy is positively connected with mobile banking”. Another concern was technical expertise as “Technical expertise is positively related to mobile banking”, which had a mean score of 4.37, and the statement “Mobile banking allows users to utilize a mobile device to do financial operations” had a mean value of 4.32. The mean score for the statement “Mobile banking allows users to access their accounts and perform transactions at any time and from anywhere” was 4.30, while the mean value of 4.29 was obtained for the statement “The adoption of mobile banking among college youth is a trend that is likely to continue as technology continues to evolve”. And the mean value for the statement “Mobile banking offers convenience and flexibility” was 4.27. The last two statements, “Security and privacy issues may be significant hurdles to mobile banking” and “Mobile banking is difficult to use for college students”, had the lowest mean scores of 3.97 and 3.85, respectively. All statements had a significant t-value, indicating a positive impact on the adoption of mobile banking among college youth, with a significance value of less than 0.05.

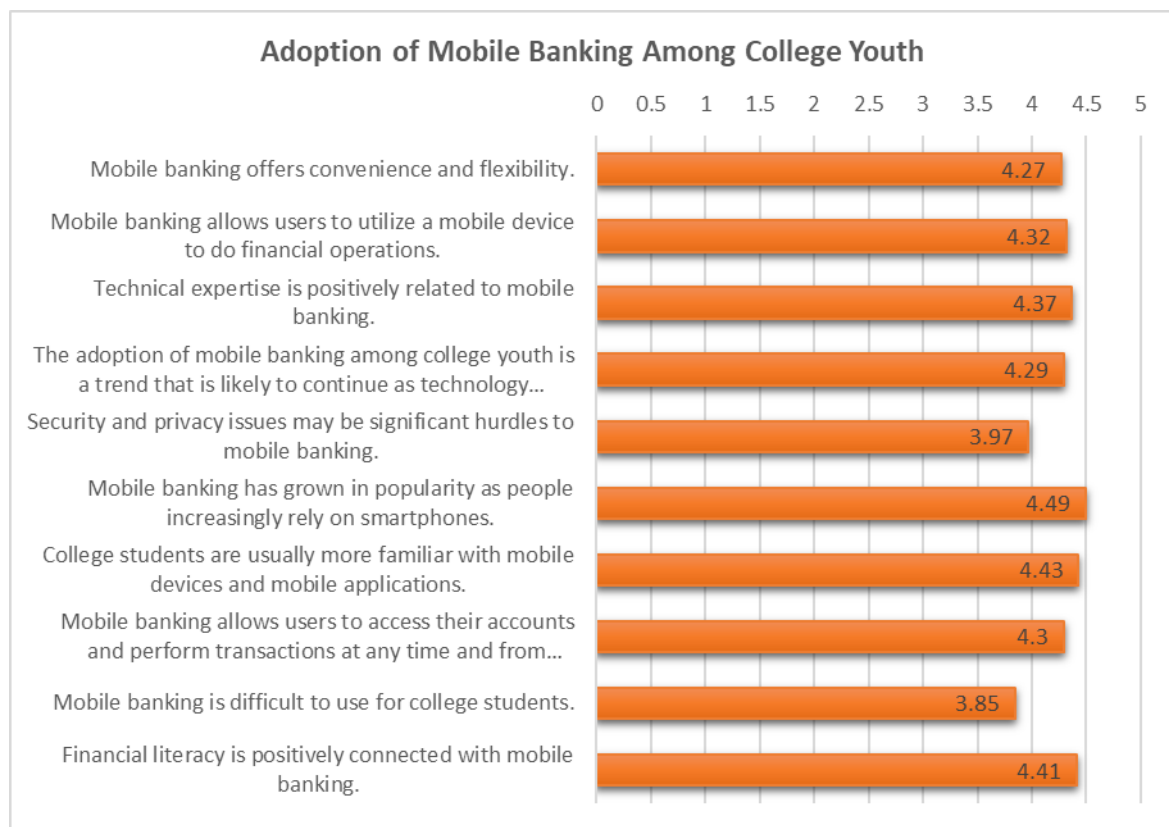


Figure 1 Adoption of Mobile Banking Among College Youth

Conclusion

To conclude, financial literacy, technological competence, and perceived dangers connected with mobile banking all impact mobile banking usage among college students. College students who are more financially literate and technologically competent are more likely to use mobile banking. Yet, perceived hazards connected with mobile banking, such as worries about security and privacy, can be substantial impediments to adoption. To encourage more college students to use mobile banking, it may be necessary to address these perceived hazards and provide education and training to make college students feel more comfortable using mobile banking applications.

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