ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

Use of Mobile Banking By Millennials in A Specific Non-Metro Area

Ajay Kumar Ganguly[1], Subrata Chattopadhyay[2]

[1]Ph.D Research Scholar, Department of Management, University of Engineering and Management, Kolkata, India.

[2]Professor, Department of Management, University of Engineering and Management, Kolkata, India

DOI: https://doi.org/10.51583/IJLTEMAS.2026.150800029

Received: 27 August 2026; Accepted: 01 September 2026; Published: 05 September 2026

ABSTRACT

The rapid growth and widespread acceptance of digital applications have encouraged organisations, particularly the banking sector, and consumers alike to embrace diverse technology-enabled channels for communication and financial transactions. Among the most significant developments is smartphone-oriented, Android-based mobile banking (m-Banking). This study investigates the challenges and determinants of m-Banking adoption among millennials, with particular emphasis on Generation Z within a defined non-metro area. Although extensive research has examined m-Banking through various theoretical models, limited attention has been devoted to understanding its influence on millennial satisfaction, particularly among Generation Z in non-metro contexts. Addressing this research gap, the study examines three key independent constructs—Reliability, Perceived Ease of Use, and Perceived Usefulness—alongside Behavioural Intention as an intervening construct and Consumer Satisfaction as the dependent construct. The findings demonstrate satisfactory covariance and statistically significant relationships at the 99% confidence level, supporting all proposed hypotheses and revealing a strong inclination among Generation Z towards app-based digital banking.

Keywords: Reliability, Perceived ease of Use, Perceived Usefulness, Behavioural Intention, Consumer Satisfaction

INTRODUCTION

Typically, the process of developing and improving relationships was conducted via direct contact between the consumer and the executives of a bank (Pont and McQuilken, 2005). However, the internet and telecommunications revolutions have offered possibilities and new methods for building and sustaining these partnerships **(**Lam and Tang, 2023). Digital-based applications have quickly proliferated and become widely accepted, so many organisations now want to use numerous technological channels for engagement and dissemination, and most of the individuals are also inclined towards these types of alternative technology-based channels**(**Ma and Mo, 2023). The latest inclusion of this technological diffusion is smartphone-oriented android-based mobile banking(m-Banking) **(** Shaikh et al., 2015). Consumer contentment is a critical indication of consumer loyalty, and various studies have demonstrated the advantages associated with consumer loyalty (Jreisat and Paul, 2015). The majority of marketers and consumer analysts believe consumer contentment and satisfaction is the most essential practical problem in today's cutthroat atmosphere (Reddy et al., 2023)In addition, a bank's long-term sustainability and success rely heavily on consumers' satisfaction and loyalty - these are also acting critical factors in developing market- and consumer-oriented strategies (Tomiuk and Pinsonneault, 2001) Consumers may now access numerous bank services 24 hours a day through the internet, enabling banks to dramatically reduce expenses (Robinson, 2009) Different research has shown that Online digital banking is the cheapest way to supply numerous financial services at the retail and corporate levels (Salim et al., 2016; Polatoglu and Ekin, 2001). Numerous studies show advantages for bank clients, including reduced expenses and more freedom from location constraints (Tarhini et al , 2015; Jalal et al., 2011; Bouwman

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

et al., 2007). Online digital banking as well as m-Banking has proven popular among young people, especially in millennial segments more specifically Generation Z(Karin et al., 2010; Sulaiman et al., 2007). Mobile phones which were previously used mostly for voice conversations, are now often utilised for data transmission and business transactions through its constant evolution and right now it becomes smart phone(Abdullah et al., 2022).Mobile phones have recently grown increasingly popular, with several regions of India's metro reaching 100% penetration. Customers can use mobile devices to check their bank account balances and make payments through m-banking(Neilson and Chadha,2008).Mobile phones will certainly turn into omnipresent or prevalent payment devices as the breadth of mobile services expands (Matar and Alkhawaldeh, 2022).

This study looks at the challenges to mobile banking adoption especially towards millennial segments more specifically Indian Generation Z. Numerous research has been undertaken on m-Banking using a variety of models. The S-D logic model advocates for consumers and businesses to collaborate in order to collaboratively identify attractive solutions to emerging market demands (Cova et al., 2015). Numerous research has been conducted on SERVQUAL**(**Shankar and Rishi,2020; Baabdullah et al., 2019; Wu et al., 2023) and SERVCON(Jebarajakirthy and Shankar,2021) framework and based on their constructs in the urban context **(**Karjaluoto et al., 2021; Baabdullah et al., 2019**)**with diverse population. But there is a dearth of studies that may indicate how m-banking has an impact on the satisfaction of Generation Z and millennials in the specified and semi-urban location in the Indian context. This gap sparked our research. Our research seeks to understand how m-Banking consumers actively engage in the process of adopting technological competencies to make their banking procedure more convenient than the brick-and-mortar traditional banking procedure.

As a result, the study's research questions (RQs) are:

RQ1: What role do reliability and Behavioural Intention in the semi-urban Indian setting play in determining customer satisfaction, especially among Generation Z and millennials?

RQ2: Is there a correlation between Consumer Satisfaction in the semi-urban Indian environment on Generation Z and millennials and Ease of Use vis-à-vis behavioural intention?

RQ3: How do Generation Z and millennials' perceived usefulness and their Behavioural Intention impact their level of satisfaction as consumers in a semi-urban Indian setting?

Thus, the present research study investigates the propensity of millennial's consumers especially Generation Z consumers' perceived attitude towards Mobile Banking (m-Banking) concerning different frameworks. Here the authors tried to explore different antecedents extracted from different frameworks to explain the attitude of millennial consumers [especially Generation Z] towards digital banking or m-Banking. The research also contemplates how reliability, perceived utility and perceived simplicity of usage i.e., ease of use of m-banking play a mediation role in enhancing the link between consumers' expectation fulfilment and attachment vis-à-vis fidelity in the context of the target segment consumer group.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Mobile Banking

Consumers may conduct financial transactions on their smartphones or tablets using different mobile banking apps(Gu et al., 2009). Unlike connected internet banking (Xue et al., 2011), it uses software, or "apps," provided by the financial institution to conduct transactions (Eneizan et al, 2019). In many cases, mobile banking may be accessed seven days a week, twenty-four hours a day. Transferring money from one bank account to another, paying bills online, depositing checks from another, and performing point-to-point (P2P) payments are all examples of mobile banking operations that are reliant on the app's functionality(Faniran and Odumeru, 2015).

Contextual relevance, perceived utility, and perceived usability

The Technology Acceptance Model (TAM) was created by Davis (1989) to foresee how people would decide to accept new technologies. The suggested research paradigm extends TAM**(**Soon et al., 2016) and extended

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

TAM. Many empirical studies of consumer adoption of new technology have employed these notions (Lule et al., 2012). They have been widely used to investigate e-commerce and m-commerce adoption, thus, these ideas give a solid theoretical framework form-banking(AlSoufi and Ali, 2014).As a result, these ideas serve as an appropriate theoretical framework for the investigation of mobile banking.

According to the Theory of Reasoned Action (TRA), a person's behaviour is a direct result of their motive to do something in the first place(Mortimer et al, 2015). TAM states that a user's sentiments about a product or service are influenced by its perceived utility and ease of use(Sinha and Mukherjee, 2016).

Using a product's perceived utility or perceived ease of use measures how much an individual feels the product aids him or her in achieving his or her goals (Francis and Davis, 1989). According to research, Perceived usefulness and perceived ease of use are key components of mobile service acceptability (Arcand et al., 2017). The target segment surely wants to achieve their fintech objectives by utilizing online digital banking or m-Banking apps easily and in a convenient way. Thus, there might be some relationship between these two constructs. Thus, our first hypothesis is:

H_1: Perceived Ease-of-Use and Perceived Usefulness are related to each other.

Reliability

The SERVQUAL model (Parasuraman et al., 1985) is still widely utilized in research **(**Kansra and Jha, 2016), in the context of digital banking and m-Banking. SERVQUAL has been adapted into numerous models in the context of online commercial activities by several studies. WebQual, created by Barnes and Vidgen (2002), eTailQ, created by Wolfinbarger et al., (2003), E-S-Qual, created by Parasuraman et al. (2005), and the most recent hierarchical model of e-service quality provided by Blut et al (2015). From the e-SERVQUAL framework, the authors have extracted the "Reliability" factor which confers the competence to deliver the given service consistently and correctly (Kansra and Jha, 2016). If consistency and accuracy merge with ease of use and consumers can achieve their financial transactional goals in a very convenient way which will lead to positive vibration in their behavioural intention which confirms increased satisfaction level. Thus, there might be some relationship between reliability & perceived usefulness and reliability & perceived ease of use. Thus, our next hypothesis should be:

H_2: Both Reliability and Perceived Ease of Use are linked with each other.

H_3: Reliability and Perceived Usefulness is related to each other.

It is well perceived from the above discussion that Reliability the latent construct might be some impact on behavioural intentions. Research has shown that, if reliability will lead to a positive vibration in respect of behavioural intention (BI) when it is merged with perceived eases of use (PEU) and Perceived usefulness (PU), it has a significant influence on customer satisfaction (Agarwal and Karahanna, 1998). In respect of convenience which leads to an increased level of satisfaction in the target consumer segment. Thus, our next hypothesis should be:

H_4: Behavioural Intention is being influenced positively by Reliability.

Perceived usefulness and perceived ease of use describe the psychological variables that impact an action, such as intention and desire (Lin et al., 2000) all affected behavioural intention **(**Submitter et al., 2021**),** which lead to the following hypothesis:

H5: A favourable impact on Behavioural Intention is exerted by the perception of ease of use.

H6: The perception of usefulness has a favourable influence on a person's behavioural intention.

Here only the authors have extracted and used the satisfaction factor as a dependent variable and behavioural intention has been portrayed as an intermittent dependent construct which has a direct impact on Consumer

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

Satisfaction **(**Hu et al ., 2022**)**. Because of the socioeconomic underpinning for customer contentment, management believes that greater levels of consumer satisfaction boost retention, stimulate consumption, and enable organizations to charge more for their services(Bolton, 1998; Bhandari and Sharma,2017). The proposed hypothesis in this respect has been mentioned here**:**

H7: Positive behavioural intention is having a positive impact on the satisfaction level of targeted consumers.

Proposed model for the present research

The above hypotheses have helped the current research study to develop a suitable framework that is expected to be useful for the analysis of some antecedents and consequents relating to online digital banking especially m-Banking. The proposed model intends to explore the connection among different independent constructs like perceived utility or usefulness, perceived ease-of-use and reliability – their relationship among themselves and their impact on Behavioural Intention which is an intermittent dependent variable having a direct impact on consumer satisfaction specifically for the assigned discussed segment**.**

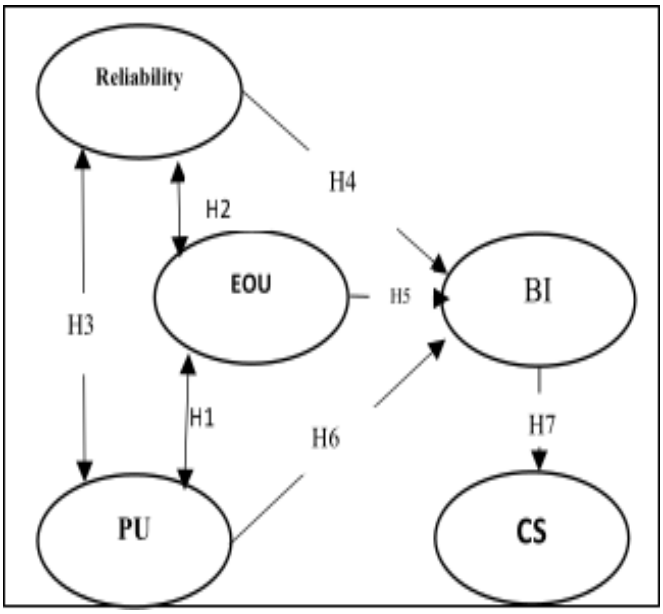

Figure I: Proposed Conceptualized model

Source: Created by Authors

EOU- Ease of Use; PU-Perceived Usefulness; BI- Behavioural Intention; CS- Consumer Satisfaction

METHODOLOGY

This empirical study is centred on the Indian millennials segment, especially Generation Z consumers of the semi-urban segment. A standardised structured questionnaire was used to gather data and we have used the convenience and purposive sampling approaches(Acharya et al., 2013). To prepare the questionnaire we have followed the existing scales used in the different literature related to the marketing of banking services. A total of 311 valid sample responses were accumulated comprise of 189 male and 122 female respondents. Major respondents were the millennials and Generation Z segment who are the prominent users of internet-based online banking. During the survey, responders' voluntary and personal judgments were captured. A five-point Likert scale was used to collect empirical data. The data analysis was done by following structural equation modelling (SEM)**(** Malek,2011 **)**and path analysis(Al-Sharafi et al, 2016) by using SPSS-AMOS 17.0 software.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

RESULTS AND FINDINGS

Table I: Factor analysis outputs

Factors	Items	Factor loading (Standardized value)	Cronbach's a co-efficient	Average Vari ance [Extracted]	Composite Reliability
Reliability of Digital Banking Service	R1	0.813	0.903	0.581	0.874
	R2	0.792			
	R3	0.717			
	R4	0.75			
	R5	0.736			
Ease-of-Use	EOU1	0.729	0.892	0.628	0.871
	EOU2	0.808			
	EOU3	0.774			
	EOU4	0.844			
Perceived Utility or Usefulness	PU1	0.783	0.861	0.577	0.845
	PU2	0.755			
	PU3	0.738			
	PU4	0.762			
Behavioural Intention	BI1	0.846	0.856	0.635	0.839
	BI2	0.752			
	BI3	0.79			
Customer Satisfaction	CS1	0.762	0.873	0.596	0.855
	CS2	0.721			
	CS3	0.803			
	CS4	0.808			

Source: Created by Author Based on Primary Data

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

How much a factor contributes to a variable's explanation is shown by factor loading. Some loadings can go from -1 to 1 on their own. Take a look at the loading pattern to figure out which factor has the most impact on each variable. With a load of -1 or 1, the component is having an enormous effect on the variable. Loadings near to zero indicate that the factor has a little impact on the variable, but it still has an impact. In our case, From Table I it might confer that, the items of all the factors are very close to +1 which confers that the factor has a strong impact on that construct.

From Table I it has also been conferred that, Cronbach's values for all latent constructs ranged from 0.856 to 0.903, considerably surpassing the threshold value of 0.70(Wadkar, 2016) indicating greater scale reliability.

Table II: Model Fit Indices

Fit index	**Value**	**Cut-off value**
$\chi^2/_{df}$	2.57	close to or less than 3 specifies a good fit
Normed_Fit_Index (NFI)	0.942	NFI ≥ 0.95
Comparative-Fit-Index (CFI)	0.925	CFI ≥ 0.90
Goodness-of-Fit Index (GFI)	0.939	GFI ≥ 0.95
Adjusted Goodness-of-Fit Index (AGFI)	0.878	AGFI ≥ 0.90
Tucker_Lewis_Index (TLI)	0.940	TLI > 0.90
Relative Fit Index (RFI)	0.873	RFI close to 1 specifies a good fit
RMSEA	0.0682	RMSEA < 0.08
PCLOSE	0.002	close to zero specifies a good fit

Source: Created by authors based on Primary Data

CFA was used to determine the measurement model's convergent validity. The factor loadings of all twenty latent construct items were more than 0.5 (Table I), and the composite reliability value (CR) of all latent construct was greater than 0.8 (Table I), indicating satisfactory findings(Hair et al., 2020).

For models with 75 to 200 samples, the chi-square test is a suitable measure of fit. The chi-square, on the other hand, is almost always statistically relevant for models with 400 or more cases. The amount of correlations in the model also has an effect on Chi-square: the stronger the correlations, the poorer the fit. As a result of these factors, different metrics of fit have been created. The chi-square to df ratio is a historically widely accepted measure of fit value. The chi-square to df ratio of 2.57 as per the result received (Table II) indicates that a good fit because it is less than or close to 3 (Hooper et al.,2008)

For the chi-squared test and the normed fit index, CFI values range from 0 to 1, with larger values signifying a better match(Fan, 1999). The CFI measures model fit by looking at the discrepancy between the data and the hypothesized model, while also taking sample size considerations into account. In our study, it has been found that we have got the CFI value 0.925 which is considered as a very good one.

This statistic evaluates the degree to which the hypothesized model and observed covariance matrix agree with one another (goodness of fit). The adjusted goodness of fit index (AGFI) corrects the goodness of fit

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

index (GFI), which is influenced by the number of indicators for each latent variable in the model. The GFI and AGFI have values ranging between 0 and 1. In our research study, it has been observed that we have got the GFI value 0.95 and AGFI value is 0.878 which is considered as a fair one. The Tucker-Lewis Index (TLI) measures how well a model fits the data. The Non-Normed Fit Index (NNFI), also known as the Total Fit Index (TLI), was established in response to the drawback of the Normed Fit Index in that it is impacted by sample size**(**Browne, 1995) In our study, it has been found that we have calculated the TLI value 0.940 which is considered as a good one. Relative fit indices, also known as incremental fit indices, are indices that incorporate a factor that indicates deviations from a null model. RFI is less than 0.08 and ideally less than .05. In our research, it has been found that we have calculated the RMS value 0.873 which is considered as a fair fit.

The RMSEA is a measure of the disparity due to approximation per degree of freedom(Acharya et al, 2013)We have extracted the value of RMSEA 0.0682 which is well below than 0.08 and considered as a good fit.PCLOSE (p of Close fit) values extracted in our research study 0.002 which is close to zero specifies a good fit.

Table III. Testing covariance between factors for the base model

Hypothesis	**Description**	**Estimate**	**S.E.**	**t-value**	**p-value**	**Results**
H1	Perceived Usefulness <--> Ease of Use	0.177	0.038	4.697	**	**Supported**
H2	Reliability <--> Ease of Use	0.211	0.041	5.181	**	**Supported**
H3	Reliability <--> Perceived Usefulness	0.267	0.042	6.391	**	**Supported**

Note: *: $p < 0.05$; **: $p < 0.01$

Source: Created by Author based on Primary Data

Table IV. Significance testing of path coefficients for the base model

Hypothesis	**Description**	**Standardized path co-efficient**	**S.E.**	**t-value**	**p-value**	**Results**
H4	Perceived quality → Behavioural Intention	0.355	0.052	6.876	**	**Supported**
H5	Ease of Use→ Behavioural Intention	0.406	0.043	9.439	**	**Supported**
	Reliability → Behavioural Intention	0.225	0.038	5.837		

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

H6					**	**Supported**
H7	Behavioural Intention → Consumer Satisfaction	0.331	0.088	3.739	**	**Supported**

Note: *: $p < 0.05$; **: $p < 0.01$

Source: Created by Author

From Table III, It has been observed that covariance between factors for the base model is satisfactory and the p-value is less than 0.01 (99% significance level). Thus H1, H2 and H3 are supported. Table IV also confers that, the p-value of H4, H5, H6, and H7 is less than 0.01 (99% significance level). From the above discussion and the result obtained from the hypothesis testing, it has been found that the outcome has supported all hypotheses H1, H2, H3, H4, H5, H6, and H7.

The R-square value of Behavioural Intention (BI) and Consumer Satisfaction (CS) in the suggested Structure Equation Model (SEM) also showed the percentage of the variance for a dependent variable in the proposed model that is explained by an independent variable. All the R-square values are more than the value of 0.50 (Table V).

Table V: Estimation of squared multiple correlations

Dependent Variables	**Squared multiple correlations (R^2)**
Behavioural Intention	0.674
Consumer Satisfaction	0.631

Source: Created by Author

From the above tables and discussion, it can be claimed that the model fit indices have proved the model fit and verified the model as an appropriate one.

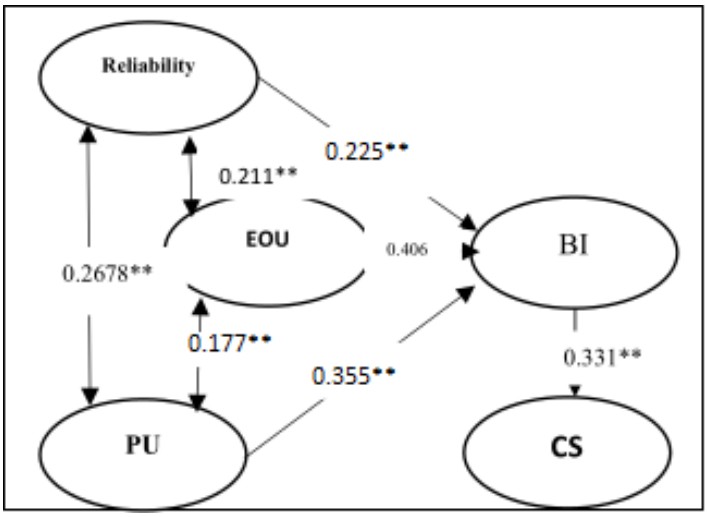

Figure II: Statistically Proved Model

Source: Created by Authors

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

EOU- Ease of Use; PU-Perceived Usefulness; BI- Behavioural Intention; CS- Consumer Satisfaction

DISCUSSION AND FINDINGS

The result of this study unfolds that the millennials segment especially Generation Z of the semi-urban area near Kolkata is very much inclined to online digital banking especially app-based m-Banking. The key latent independent factors Reliability, Ease -of-use and Perceived Usefulness are related to each other and they have a positive impact on Behavioural Intention (BI) and BI has a statistically significant impact on Consumer Satisfaction (CS). That means the millennials segment especially Gen Z of semi-urban area of Kolkata feel relaxed when doing app-based m-Banking and they are doing it in a stressless manner; they are also very much motivated because they can avail this facility 24x7 and in this way, they can effectively manage their time. The target segment is very much dynamic to learn the features of m-Banking and they can easily understand the existing and updated features of m-Banking and they perceive that this m-Banking facility is very consumer friendly and easy to operate. The target segment also perceives that the m-Banking apps are very consistent, and reliable and they are confident that these apps are protected, and transaction risk is also minimum. These positive vibrations create a positive BI which significantly impacts Consumers' satisfaction on a positive note. Thus, all the research questions i.e., RQ1, RQ2, and RQ3 have been statistically addressed here.

CONCLUSIONS

All the latent independent constructs examined here are shown to be interconnected and to have a substantial positive influence on Behavioural Intention, which in turn has a favourable impact on customers' expectations, leading to a higher level of consumer satisfaction, as shown in this research. Here the authors have assorted three independent factors Reliability, Ease of Use and Perceived Usefulness statistical evidence shows that they are linked and have a strong favourable influence on Behavioural Intention and a positive Behavioural Intention creates a positive vibration which has a significant influence on Customers' Satisfaction.

Theoretical Implications

The current study examines the aspects that have a substantial influence on the BI of millennials, particularly Gen Z consumers in semi-urban areas, using the theoretical lens of several frameworks. Furthermore, in order to answer RQ1 or satisfy research objective 1 (RO1), the current study used statistical analysis to demonstrate the interdependence of the elements or factors. Furthermore, in order to assess the RO2 and RO3, the authors collected several essential aspects from various models and frameworks and used structural equation modelling to assess their major influence on BI vis-à-vis fidelity in the context of Indian millennials and Generation Z consumers. By solving these research gaps, this study increases our understanding of m-banking in a specific section.

Practical Implications

The present research contributes to the understanding of the acceptability and behavioural intention aspect of online digital banking especially m-Banking of Indian millennials and Generation Z consumers, which ultimately have a strong influence on the satisfaction aspect of the target segment. Here we have studied a semi-urban area. We have come across several research papers that are focused on specifically the urban population. In this context, this study is very unique because the authors have tried to focus on the semi-urban segment – more specifically the semi-urban millennials segment. The findings of the study can facilitate managers and frontline executives as well as the customer support executives to formulate the appropriate strategy so that the target segment would be much more inclined towards their offerings, and they can acquire more customers on the basis of their feedback and word-of-mouth communication. Consumers' internet literacy drive will improve the consumers' understanding of quality service and attachment to app-based m-Banking. Higher customer attachment and engagement are more likely to turn engaged consumers into co-promoters, which implies marketers and engaged consumers will collaborate to promote app-based bank

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

marketing, resulting in a more favourable emotional link between online digital banking and engaged consumers.

Major Limitations and Scope of future research

The study focuses on the adoption of app-based m-Banking within a specific target demographic, namely Indian millennials, and Generation Z customers in the context of the emerging economy. For better generalization of the study, the proposed model of the current study can be replicated in another developing country context. We have only considered only three latent constructs which have been extracted from the TAM model, there are other constructs related to SERVQUAL and SERVCON framework, but those factors or constructs might be included in future research work to explore new findings. The mediation effect of TRUST and RISK factors are not considered also. That might be included in the future for better understanding and results. The present study is only confined to a specific segment i.e. semi-urban segment but there is ample scope to extend this current study to different rural and urban segments also. So, spreading this study to the different segments in different locations might be a great scope of future research. Finally, we have not considered any demographic factors - the moderating effect of different demographic variables can also be studied in future research.

Scales used in the research study

Reliability:

R1: ... The App provides a consistent, reliable, and trusted service.

R2: ... safeguards the user's private and personal data

R3: … all transactions made via this App are protected and accurate.

R4: … transactional risk is minimum

R5: … site or app updated continuously to provide reliability and security.

Ease of Use:

EOU1: ... app-based m-banking is easy to learn and use

EOU2: ... app-based m-banking is easy to understand

EOU3: ... app-based m-banking practically Customer friendly

EOU4: … app-based m-banking is easy to operate and straightforward.

Perceived Usefulness

PU1: …Feel relaxed when doing app-based m-banking

PU2: ...app-based m-banking services allow me to complete financial operations stressless manner

PU3: ... app-based m-banking services allow me to perform the financial transaction at any point in time [24x7]

PU4: ... app-based m-banking is practically helpful to me to manage the time

Behavioural Intention:

BI 1: … I will keep utilizing internet banking phone-based apps for most of my transactions in future

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

BI 2: … To me using the m-banking app is an easier option than physical bricks and mortar banking opportunities

BI 3: … I use the bank's m-banking facility more frequently than my family members.

Consumer Satisfaction:

CS1: … m-Banking satisfies my expectations

CS2: … m-Banking serves my purpose

CS3: … I am quite contented and prefer to use m-Banking

CS4: …. I will recommend others to use m-banking because of its greater usefulness

REFERENCES

1. Pont M, McQuilken L. An empirical investigation of customer satisfaction and loyalty across two divergent bank segments. Journal of Financial Services Marketing. 2005 Jun 1;9:344-59.
2. Lam HY, Tang V. Digital transformation for cold chain management in freight forwarding industry. International Journal of Engineering Business Management. 2023 Feb 23;15:18479790231160857
3. Ma CY, Mo DY. Integrating internet of things in service parts operations for sustainability. International Journal of Engineering Business Management. 2023 Mar 16;15:18479790231165639.
4. Shaikh AA, Karjaluoto H. Mobile banking adoption: A literature review. Telematics and informatics. 2015 Feb 1;32(1):129-42.
5. Jreisat A, Paul S. Banking efficiency in the Middle East: A survey and new results for the Jordanian banks. International Journal of Applied Business and Economic Research. 2010 Oct 31;8(2):191-209.
6. Reddy KP, Chandu V, Srilakshmi S, Thagaram E, Sahyaja C, Osei B. Consumers perception on green marketing towards eco-friendly fast moving consumer goods. International Journal of Engineering Business Management. 2023 Apr 13;15:18479790231170962.
7. Tomiuk D, Pinsonneault A. Customer loyalty and electronic banking: a conceptual framework. Journal of Global Information Management (JGIM). 2001 Jul 1;9(3):4-14.
8. Robinson WS. Ecological correlations and the behavior of individuals. International journal of epidemiology. 2009 Apr 1;38(2):337-41.
9. Salim BF, Mahmoud MH, Khair HM. Perceived factors affecting the internet banking implementation in sudan: an application of (UTAUT2). International Journal of Applied Business and Economic Research. 2016;14(1):1-6.
10. Polatoglu VN, Ekin S. An empirical investigation of the Turkish consumers' acceptance of Internet banking services. International journal of bank marketing. 2001 Jul 1;19(4):156-65.
11. Tarhini A, Mgbemena C, Trab MS, Masa'Deh R. User adoption of online banking in Nigeria: A qualitative study. Journal of Internet Banking and Commerce. 2015 Dec 1;20(3):1-8.
12. Jalal A, Marzooq J, Nabi HA. Evaluating the impacts of online banking factors on motivating the process of e-banking. J. Mgmt. & Sustainability. 2011;1:32.
13. Bouwman H, Carlsson C, Molina-Castillo FJ, Walden P. Barriers and drivers in the adoption of current and future mobile services in Finland. Telematics and Informatics. 2007 May 1;24(2):145-60.
14. Karin S, Matthijs M, Nicole T, Sandra G, Claudia G. How to support innovative behaviour? The role of LMX and satisfaction with HR practices. Technology and investment. 2010 Mar 1;2010.
15. Sulaiman A, Jaafar NI, Mohezar S. An overview of mobile banking adoption among the urban community. International Journal of Mobile Communications. 2007 Jan 1;5(2):157-68.
16. Abdullah NN, Prabhu M, Othman MB. Analysing driving factors of customer satisfaction among telecommunication service providers in Kurdistan region. International Journal of Engineering Business Management. 2022 Jun 24;14:18479790221111436.
17. Neilson LC, Chadha M. International marketing strategy in the retail banking industry: The case of ICICI Bank in Canada. Journal of Financial Services Marketing. 2008 Dec 1;13:204-20.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

18. Matar A, Alkhawaldeh AM. Adoption of electronic cards using Wi-Fi platform services by clients of banking sector during COVID-19 pandemic. International Journal of Engineering Business Management. 2022 Jul 7;14:18479790221112797.
19. Cova B, Pace S, Skålén P. Brand volunteering: Value co-creation with unpaid consumers. Marketing Theory. 2015 Dec;15(4):465-85.
20. Shankar A, Rishi B. Convenience matter in mobile banking adoption intention?. Australasian Marketing Journal. 2020 Nov;28(4):273-85.
21. Baabdullah AM, Alalwan AA, Rana NP, Patil P, Dwivedi YK. An integrated model for m-banking adoption in Saudi Arabia. International Journal of Bank Marketing. 2019 Mar 18;37(2):452-78.
22. Wu CH, Lam HY, Kong A, Wong WL. The design and evaluation of a digital learning-based English chatbot as an online self-learning method. International Journal of Engineering Business Management. 2023 May 10;15:18479790231176372.
23. Jebarajakirthy C, Shankar A. Impact of online convenience on mobile banking adoption intention: A moderated mediation approach. Journal of Retailing and Consumer Services. 2021 Jan 1;58:102323.
24. Karjaluoto H, Glavee-Geo R, Ramdhony D, Shaikh AA, Hurpaul A. Consumption values and mobile banking services: Understanding the urban–rural dichotomy in a developing economy. International Journal of Bank Marketing. 2021 Mar 19;39(2):272-93.
25. Baabdullah AM, Rana NP, Alalwan AA, Islam R, Patil P, Dwivedi YK. Consumer adoption of self-service technologies in the context of the Jordanian banking industry: Examining the moderating role of channel types. Information Systems Management. 2019 Oct 2;36(4):286-305.
26. Gu JC, Lee SC, Suh YH. Determinants of behavioral intention to mobile banking. Expert Systems with Applications. 2009 Nov 1;36(9):11605-16.
27. Xue M, Hitt LM, Chen PY. Determinants and outcomes of internet banking adoption. Management science. 2011 Feb;57(2):291-307.
28. Eneizan B, Mohammed AG, Alnoor A, Alabboodi AS, Enaizan O. Customer acceptance of mobile marketing in Jordan: An extended UTAUT2 model with trust and risk factors. International Journal of Engineering Business Management. 2019 Dec 11;11:1847979019889484.
29. Faniran AO, Odumeru JA. Acceptance of mobile banking in Nigeria: A modified TAM Approach. InInternational Conference on eBusiness, eCommerce, eManagement, eLearning and eGovernance 2015 [IC5E 2015] 2015 (Vol. 1, pp. 39-49).
30. Davis FD. Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS quarterly. 1989 Sep 1:319-40.
31. Soon KW, Lee CA, Boursier P. A study of the determinants affecting adoption of big data using integrated Technology Acceptance Model (TAM) and diffusion of innovation (DOI) in Malaysia. International journal of applied business and economic research. 2016;14(1):17-47.
32. Lule I, Omwansa TK, Waema TM. Application of technology acceptance model (TAM) in m-banking adoption in Kenya. International journal of computing & ICT research. 2012 Jun 1;6(1).
33. AlSoufi A, Ali H. Customers perception of mbanking adoption in Kingdom of Bahrain: an empirical assessment of an extended tam model. arXiv preprint arXiv:1403.2828. 2014 Mar 12.
34. Mortimer G, Neale L, Hasan SF, Dunphy B. Investigating the factors influencing the adoption of m-banking: a cross cultural study. International Journal of bank marketing. 2015 Jun 1;33(4):545-70.
35. Teka BM. Factors affecting bank customers usage of electronic banking in Ethiopia: Application of structural equation modeling (SEM). Cogent Economics & Finance. 2020 Jan 1;8(1):1762285.
36. Sinha I, Mukherjee S. Acceptance of technology, related factors in use of off branch e-banking: an Indian case study. The Journal of High Technology Management Research. 2016 Jan 1;27(1):88-100.
37. Francis S, Davis LL. Effect of consumer socialization on clothing satisfaction. The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior. 1989;2:63-6.
38. Arcand M, PromTep S, Brun I, Rajaobelina L. Mobile banking service quality and customer relationships. International Journal of Bank Marketing. 2017 Oct 2;35(7):1068-89.
39. Parasuraman A, Zeithaml VA, Berry LL. A conceptual model of service quality and its implications for future research. Journal of marketing. 1985 Sep;49(4):41-50.
40. Kansra P, Jha AK. Measuring service quality in Indian hospitals: an analysis of SERVQUAL model. International Journal of Services and Operations Management. 2016;24(1):1-7.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VIII, August 2026

41. Barnes SJ, Vidgen RT. An integrative approach to the assessment of e-commerce quality. J. Electron. Commer. Res.. 2002 Jan;3(3):114-27.
42. Wolfinbarger M, Gilly MC. eTailQ: dimensionalizing, measuring and predicting etail quality. Journal of retailing. 2003 Jan 1;79(3):183-98.
43. Blut M, Chowdhry N, Mittal V, Brock C. E-service quality: A meta-analytic review. Journal of retailing. 2015 Dec 1;91(4):679-700.
44. Agarwal R, Karahanna E. On the multi-dimensional nature of compatibility beliefs in technology acceptance. InProceedings of the 19th annual international conference on information systems 1998 Sep 1 (Vol. 1, No. 1, pp. 13-16).
45. Lin JC, Lu H. Towards an understanding of the behavioural intention to use a web site. International journal of information management. 2000 Jun 1;20(3):197-208.
46. Submitter, G.A.T.R., Peong, K.K., Peong, K.P. and Tan, K.Y., 2021. Behavioural Intention of Commercial Banks' Customers towards Financial Technology Services. Journals and Peong, Kwee Kim and Peong, Kwee Peng and Tan, Kui Yean, Behavioural Intention of Commercial Banks' Customers Towards Financial Technology Services (March 31, 2021). Reference to this paper should be made as follows: Peong, KK, pp.10-27.
47. Hu M, Chaudhry PE, Chaudhry SS. Linking customized logistics service in online retailing with E-satisfaction and E-loyalty. International Journal of Engineering Business Management. 2022 Apr 16;14:18479790221097528
48. Bolton RN. A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. Marketing science. 1998 Feb;17(1):45-65.
49. Bhandari RS, Sharma H. Impact of Social media on Brand Loyalty: Study of Buying Behaviour. International Journal of Applied Business and Economic Research. 2017;15(1):297-308.
50. Acharya AS, Prakash A, Saxena P, Nigam A. Sampling: Why and how of it. Indian Journal of Medical Specialties. 2013 Jul 7;4(2):330-3.
51. Malek AL. Modeling the antecedents of internet banking service adoption (IBSA) in Jordan: A Structural Equation Modeling (SEM) approach. Journal of internet banking and commerce. 2011 Apr 1;16(1):1.
52. Al-Sharafi MA, Arshah RA, Abo-Shanab EA, Elayah N. The effect of security and privacy perceptions on customers' trust to accept internet banking services: An extension of TAM. Journal of Engineering and Applied sciences. 2016;11(3):545-52.
53. Wadkar SK, Singh K, Chakravarty R, Argade SD. Assessing the reliability of attitude scale by Cronbach's alpha. Journal of Global Communication. 2016;9(2):113-7.
54. Hair Jr JF, Howard MC, Nitzl C. Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. Journal of Business Research. 2020 Mar 1;109:101-10.
55. Hooper D, Coughlan J, Mullen M. Evaluating model fit: a synthesis of the structural equation modelling literature. In7th European Conference on research methodology for business and management studies 2008 Sep 25 (Vol. 2008, pp. 195-200).
56. Fan X, Thompson B, Wang L. Effects of sample size, estimation methods, and model specification on structural equation modeling fit indexes. Structural equation modeling: a multidisciplinary journal. 1999 Jan 1;6(1):56-83.
57. Browne RH. On the use of a pilot sample for sample size determination. Statistics in medicine. 1995 Sep 15;14(17):1933-40.