Behavioural Intent of Indian Consumers to Accept Mobile Banking Services

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ABSTRACT

Banking system around the globe is becoming digitally advanced and India, too, has adopted the digital mode to transform the payment and settlement system. The number of mobile internet users is continuously increasing owing to the easy accessibility of mobile phones and cost efficiency of their usage. Mobile banking allows the consumers to conduct the financial transactions and other banking activities using mobile phones. Mobile banking has ensured easy and rapid accessibility of banking facility 24*7 and served as a medium to reach the unbanked, thereby becoming a gateway to financial inclusion. Digital innovations are critical for achieving and sustaining an inclusive economic growth, hence, eliminating poverty. In this paper, we have applied the extended version of the Technology Acceptance Model (TAM), originally given by Davis in 1989, to study the key determinants of behavioral intent of consumers to accept mobile banking services. TAM in itself is an adaptation of the Theory of Reasoned Action (TRA) (Fishbien and Ajzen, 1975). According to TRA, the actual action of an individual is determined by his/her behavioral intention, which, in turn, is influenced by his/her attitude and subject norm. The key constructs that have been studied in this paper are perceived ease-of-use, perceived usefulness, perceived credibility, normative pressures, self-efficacy and attitude to use. In order to achieve the objective, we have adapted a five-point Likert scale questionnaire containing 20items.The behavioral intent was then regressed against these key constructs. The study attempts to trace the causality between the behavioral intent and the main key constructs of TAM.

KEYWORDS

Mobile banking, Technology Acceptance Model, Payment and Settlement System, Theory of Reasoned Action, Behavioral Intention.

INTRODUCTION

Banking industry around the globe is going through massive technological advancements. One of its kinds is the mobile banking. Mobile banking is crucial in bringing about the transformation towards digitalization of the banking system given the specific characteristics of mobile technology viz. omnipresence, convenience and interactivity. It enables users to access banking facilities such as checking account balance, paying bills and transferring funds through a cell phone. Although traditional banking is still the most used method for transactional purposes, digital banking is expanding and becoming the main mode of transactions among common users. What has led to the growth in mobile banking is the easy accessibility to mobile phones at reasonable costs, availability of banking transaction facilities 24*7 and the option of not having to stand in long queues and wait for hours to carry out any transaction or pay any bill standing at the counter. The volume of India's mobile banking transactions has increased phenomenally from just 1.080 units million in April 2011 to a record high of 841.738 units million in Ma, 2019. If we look at the value of these transactions, the corresponding figures are 760.000 INR million in April 2011 which increased to 4,850,082.945 INR million in May 2019. Mobile banking is better than other technology-based banking and financial services in many ways. Popularity of e-commerce among common consumers is circumscribed because of two reasons: firstly, setting up such channels is quite expensive; and also, people are less familiar with computer operations. On the other hand, the use of credit and debit cards for digital transaction has also been very limited especially in non-urban areas because of the lack of proper infrastructure. As against to this, mobile banking is very popular among common people. Counterpoint Research, a technology consultancy, stated in one of its reports that 650 million people in India use mobile phones and out of this, 300 million are smart phone users. Thus, mobile banking has a greater potential to reach the unbanked and bring them under the umbrella of organized financial structure. According to Statista Research Department, 29% of the Indian population accessed the internet through mobile phones and the figure is expected to grow to 31% by 2019 end. Despite the untapped potential, India stands second in online mobile market worldwide. With the number of mobile phone users increasing in India year by year, India too stands prepared to harness the benefits of new digital technologies and discover the hidden potentials of creating more productivity.

In this paper, we have applied the extended version of the 'Technology Acceptance Model (TAM), originally given by Davis in 1989, to study key determinants of behavioral intent of people to

accept mobile banking services in India. TAM in itself is a further advancement to the "Theory of Reasoned Action (TRA)" (Fishbien & Ajzen, 1975). According to TRA, the actual action of an individual is dependent on his/her behavioral intention, which, in turn, gets affected by his/her attitude and subject norm. The key constructs that have been studied in this paper are perceived ease-of-use, perceived usefulness, perceived credibility, normative pressures, self-efficacy and attitude to use, where attitude to use has been taken as a mediating factor. TAM has an extensive application to study the users' adoption of new information technology system. This paper attempts to inspect the key determinants that direct the behavioral intent of Indian consumers in accepting the services provided by mobile banking. The causal relationship between behavioral intent with other mentioned constructs was traced using 'Structural Equation Modelling' (SEM). The paper is organized in the following manner. Section 2 delineates the theoretical framework of our proposed model. The research methodology and the data collection has been discussed in Section 3. Section 4 reports the result of the structural equation modelling followed by discussions in Section 5. Finally, Section 6 concludes.

LITERATURE REVIEW

TAM has an extensive application to study the users' adoption of new information technology system. The "Technology Acceptance Model" propounded by Davis (1989) explains the readiness of people to accept any new advancement in technical knowledge. TAM, itself, was transformed from the "Theory of Reasoned Action" (TRA). In TRA, it was envisaged that "an individual's behavioral intention, which results in actual behavior, is influenced by his/ her subject norm and attitude, and the attitude is influenced by individual beliefs" (Ajzen & Fishbein, 1980). Built upon relationship explored in TRA, Davis used two main constructs: 'perceived usefulness (PU)' and 'perceived ease-of-use (PEOU)'; to manifest users' behavioral intent to accept a new IT (Davis, 1989). 'Perceived usefulness' can be interpreted as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989) whereas, 'perceived ease-of-use' can be interpreted as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). Davis (1989) found PU and PEOU as highly effective in explaining user's acceptance of new IT with reliability of 0.98 and 0.94. Both these factors have shown strong relationship with actual usage of IT. Davis also pointed out that the impact of perceived usefulness on technology adoption is larger as compared with perceived

ease-of-use. Perceived ease of use is antecedent of perceived usefulness. An individual will recognize a technology to be useful only if it provides ease to him/her in using it.
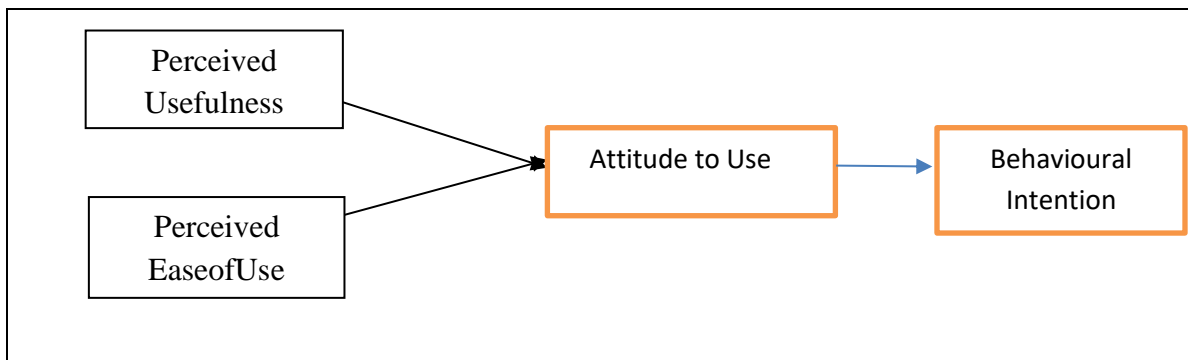

Fig. 1 – TAM

A lot of studies have used the original version or the modified versions of TAM to study and identify the factors affecting users' behavioural intention to adopt mobile banking services. Here we have reviewed some studies done in India and other developing countries. Chauhan (2015) suggested that although 'perceived usefulness', 'trust', and 'attitude towards usage' have a significant impact on user's acceptance of mobile banking. The 'perceived ease-of-use' neither impacts 'perceived usefulness' nor 'attitude towards usage'. Javiya (2017) found 'perceived usefulness', 'perceived ease-of-use', and 'attitude towards usage' to be significant factors in influencing user's adoption intention of mobile banking services. Shankar & Datta (2018) attempted to identify the factors that influences the intention of consumers to adopt mobile banking services in India and found 'perceived usefulness, perceived ease-of-use, trust and self-efficacy to be most significant in impacting the behavioural intention, whereas subjective norms and personal innovativeness seems to have no impact on m-payment adoption intention. Sharma (2020) also found 'perceived usefulness', 'perceived ease-of-use', and 'self-reliance' as significant factors influencing users' adoption intention in the Indian context. Purwanto & Mutahar (2020) found 'perceived ease-of use' as an important factor in influencing users' behavioural intention to adopt m-banking services.

Based on above causalities of TAM, this paper proposes the following hypotheses:

- H_1: PU has significant positive effect on BI.
- H_2: PU has significant positive effect on ATU.

- H₃: PEOU has significant positive effect on ATU.
- H₄: PEOU directly effects PU

i.   Perceived Credibility

Mobile banking deals with financial transactions, which involves security and privacy concerns, thus, perceived usefulness and perceived ease-of-use may not totally determine the behavioural intent of users to accept mobile banking. The significance of perceived credibility in explaining users' behavioural intention to use information system is well documented (Luarn & Lin, 2005; Wang et al., 2003). 'Perceived credibility' can be interpreted as "the degree to which a potential user believes that the service will be free of security and privacy threats" (Wang et al., 2003). According to many studies, confidentiality and safety play pivotal role in influencing people's adoption of any given banking technology. (Howcroft et al., (2002), Nui and Ekin, (2001); and Sathye, (1999); Wang et al.2003, Luarn& Lin, 200524; J.-C Gu et al. 2009; Z. Deng et al, 2010). This research proposes the following hypothesis:

H5: Perceived credibility significantly impacts attitude to use.

ii.   Self- Efficacy

"Self-efficacy is a belief that one has the capabilities to execute the particular behaviours" (Compeau& Higgins, 1995). Agarwal & Karahanna, (2000); Venkatesh& Davis, (2000); and Vijayasarathy, (2004) suggested it to be an antecedent of perceived ease-of-use. Venkatesh (2000) suggested a person's intend for advanced perception of perceived ease-of-use of a system based on some indicators (self-efficacy, anxiety, playfulness, and perceptions of external control) related to individuals' general perception regarding system use. Venkatesh (2000) argued that although with growing hands-on experience with the system, an individual will adjust his/her judgements of perceived ease-of-use, the part played by two of anchors- self efficacy and perception of external control- will continue to be strong. Gu et al. (2009) found that self-efficacy affects perceived ease-of-use further influences behavioural intention towards mobile-banking; however, it was concluded that there was statistically insignificant relationship between them. Furthermore, there is a plethora of research that provides proof of the significant effect of self-efficacy on behavioural intention to use an Information System (Agarwal et al., 2000; Venkatesh, 2000; Wang et al., 2003; Luarn & Lin, 2005).

H6: Self-efficacy would positively affect perceived ease-of-use.

H7: Self-efficacy has significant positive impact on attitude-to-use.

iii.   Normative Pressure

The impact of normative pressure on behavioural intent of users is well documented (Amin et al., 2006, Nysveen et al., 2005; Kleijinen et al., 2004; Venkatesh and Morris, 2000). 'Normative pressure' can be defined as "the person's perception that most people who are important to her or him should or should not perform the behaviour in question" (Nysveen et al., 2005). Previous research suggested that the role of normative pressure in building the behavioural intention towards adopting a new system of the form of individual-oriented technology is unsubstantial, however, it has demonstrated a strong impact on behavioural intention in group-oriented IT system (Taylor & Todd, 1995; Gefen & Straub, 1997). Venkatesh & Davis (2000) and Venkatesh et al. (2003) have demonstrated that social influence has both direct and indirect impact on behavioural intention.

H8: Normative pressure has significant positive impact on attitude to use.

iv.   Attitude-to-Use

Attitude can be explained as a person's positive or a negative evaluating effect about executing a specific behaviour (Shanmugan et al., 2014). There is a substantial amount of literature that demonstrated the influence of attitude on judgement of new technical advancements (Moon & Kim, 2001; Norazah & Norbayah, 2009; O'cass & Fenech, 2003; Vijayasarthy, 2004; Shanmugan et al., 2014). In this paper, attitude to use has been taken as mediating factor. It has been proposed that the attitude to use mediates the relationship between the independent variables (perceived usefulness (PU), perceived ease-of-use (PEOU), perceived credibility (PC), self-efficacy (SE) and normative pressure (NP)) and the dependent variable (behavioural intention (BI)). Apart from mediating the relationship between the dependent and independent variables, it also has a direct positive impact on the behavioural intention of users to accept mobile banking. The study presents following mediating effects:

- Attitude to use mediates perceived usefulness and the behavioural intention.
- Attitude to use mediates perceived ease-of-use and behavioural intention.
- Attitude to use also mediates perceived credibility and behavioural intention.

- Attitude to use mediates self-efficacy and behavioural intention.
- Attitude to use also mediates normative pressure and behavioural intention.

Based on these mediating effects, this paper proposes following hypotheses:

H9: ATU has a significant positive effect on the BI.

H10: ATU mediates PU and BI.

H11: ATU mediates PEOU and BI.

H12: ATU mediates PC and BI.

H13: ATU mediates SE and BI.

H14: ATU mediates the relationship between NP and BI.

H15: PU mediates relationship between PEOU and ATU.

v.   Behavioural Intention

'Behavioural intention' can be defined as "a measure of likelihood that a person will adopt the application" (Davis, 1989). However, it is not practically possible to measure it directly. Hence it is taken as a dependent variable in this paper. Also, there is substantial amount of research which suggest that behavioural intention of using a new technology and actual usage of the same are strongly correlated. (Dabholkar & Bagozzi, 2002; Lucas &Spitler, 1999; Vijayasarthy, 2004).

Based on above arguments, this paper integrates TAM along with some more constructs, i.e., perceived credibility, self-efficacy, normative pressures and attitude to use, so as to model the acceptance of mobile banking in India. A hypothesized research model is illustrated in fig.2.
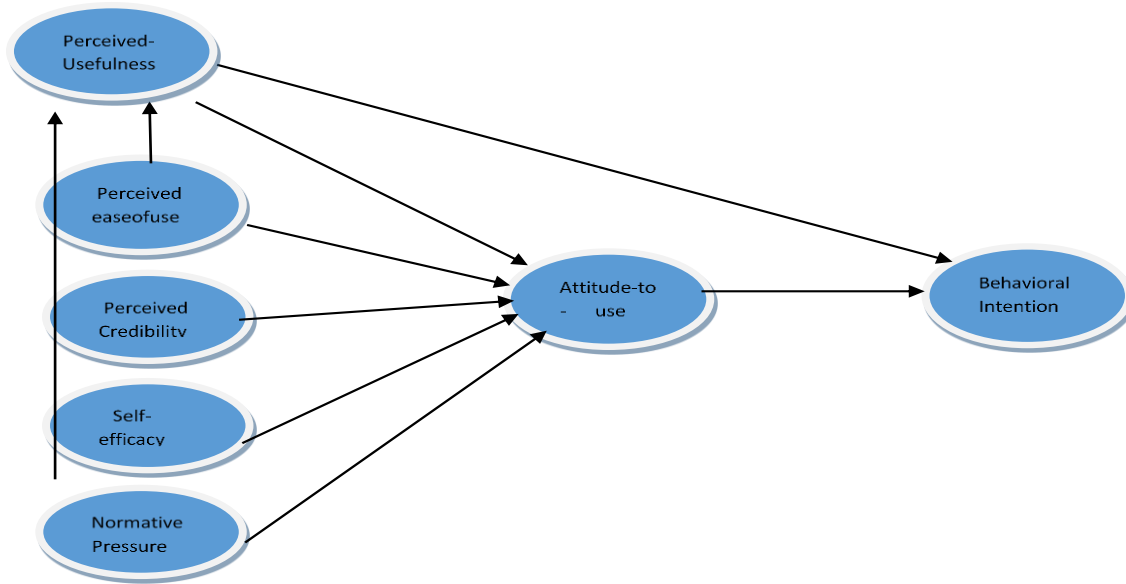
Fig.2: Hypothesized Research Model

METHODOLOGY

To collect data, we adapted a five-point Likert scale questionnaire containing twenty items. The items that were used in the study to measure perceived usefulness and perceived ease of use were adapted from Davis (1989). Items for perceived credibility and attitude to use were taken from Wu & Wang (2005) and Tayler & Todd (1995) respectively. Items for measuring self-efficacy, normative pressure and behavioral intention were adapted from J.-C.Gu et al.,(2009). These items were taken from studies done earlier, thus their content validity is acceptable. The questionnaire was then distributed randomly among different respondents, majority of them were either employees or students of the central university, i.e., Aligarh Muslim University. However, all the respondents hail from different parts of India. A total of 230 questionnaires were distributed, of which only 191 were usable as some of them were half filled and did not meet the conditions of the questionnaire. The demographic statistics indicated that the number of men who responded (60.7%) were higher than women (39.3%). Most of the respondents were of the age group 25 to 35 years. 77.5% have an education of the level of post-graduation and above. Table 1 lists the demographic profile.

Table 1: Demographic Results

Variables		Count	Percent %
Sex			
	Men	116	60.7
	Women	75	39.3
Age			
	Less than 25	53	27.75
	25 to 35	126	65.97
	Above 35	12	6.28
Education			
	High School	11	5.8
	Senior Secondary and Undergraduates	8	4.2
	Post graduate and above	148	77.5
	Professional courses	24	12.6
Total		191	100

To test the hypothesized model, this paper follows a two-step modelling approach proposed by Anderson & Gerbing (1988). In the initial step, measurement model is evaluated by examining the reliability as well as the convergent and divergent validity of the model constructs. When the measurement model is developed and found to be satisfactory, then the structural equation model is evaluated by examining the significance of the relationship between the constructs of the model.

RESULTS AND DISCUSSION

1. Measurement Model

Confirmatory factor analysis an essential part of the measurement model in SEM. "A confirmatory factor analysis, or confirmatory measurement model, specifies the posited relations of the observed variables to the underlying constructs, with the constructs allowed to intercorrelate freely" (Anderson & Gerbing, 1988). We used SPSS and AMOS for conducting the confirmatory factor analysis. There should be at least four items per latent variables (after item deletions) to enable the

measurement model to be computed by the program (Zainuddin, 2012). However, all of our constructs, except for perceived usefulness, have less than four items. So instead of conducting individual CFA for each of the constructs, we conducted a pooled CFA wherein, the measurement model for all the constructs involved in the study is assessed together at once. The pooled CFA model is more efficient and highly recommended. (Zainuddin, 2012).

To achieve uni-dimensionality, all measuring items should have a factor loading of 0.6 or higher. Result output of pooled CFA indicated that two items measuring self-efficacy, se1 and se2, had factor loadings less than 0.6. So, we had to delete these items from our study. However, there were only three items that were measuring self-efficacy. After item deletion the construct was left with a single item. Because of this, we encountered identification problem. Hence, we had to drop the construct, self-efficacy, itself. As for other items, all of them had a factor loading greater than 0.6 and they were significant at p <0.002. All the items with their factor loading have been given in Table 3. The fit statistics for the hypothesized model were not strong enough to be considered for further measurement, but the same of the revised model were acceptable. Ratio of chi-square to degree of freedom at 1.455, GFI at .920, AGFI at .878, NFI at .912, CFI at .970 and RMSEA at .049 were acceptable.

Table 2 also gives the average variance extracted (AVE) and construct reliability (CR) that measures the convergent validity of the measurement model. All of the constructs have AVEs greater than 0.5 and CR of over 0.6, thereby, establishing convergent validity and the reliability of the constructs.

Table 2: Measurement Model (Convergent Validity and Reliability)

Constructs	Factor loading	Composite Reliability (CR)	Average Variance of Error (AVE)	Cronbach's alpha
Perceived Usefulness				
PU1	.729	0.833	0.557	0.852
PU2	.717			
PU3	.780			
PU4	.832			
Perceived Ease-of-Use				
PEOU1	.818	0.799	0.665	0.799

PEOU2	.814			
Perceived Credibility				
PC1	.634	0.695	0.536	0.684
PC2	.820			
Normative Pressure				
NP1	.619	0.815	0.600	0.808
NP2	.878			
NP3	.804			
Attitude to Use				
ATU1	.677	0.819	0.604	0.813
ATU2	.785			
ATU3	.858			
Behavioural Intention				
BI1	.817	0.825	0.611	0.821
BI2	.741			
BI3	.785			

To assess the divergent validity, we followed the Fornell & Larckee (1981) criterion. They suggested using AVE and the inter-construct correlation. The square root of AVE should be greater than the corresponding inter-construct correlation. Table 3 gives the square root of AVEs and inter-construct correlation coefficients. The elements which are positioned diagonally are squared root of AVEs and the off-diagonal elements are inter-construct correlation coefficients. All square roots of AVEs in the Table are more than the corresponding inter-construct correlations, except for attitude to use, thereby, confirming divergent validity. As for attitude to use, it showed high correlation with behavioural intention. One possible explanation could be that the behavioural intention is our dependent variable, whereas, attitude to use is taken as mediating factor. That is, all other constructs impact behavioural intention through attitude to use. So, it was expected to get a high correlation between these two constructs.

Table 3: *Square Root of AVE and Construct Correlation Matrices (Divergent Validity)*

SRAVE/ Correlation matrices	Normative Pressure	Perceived Ease-of-Use	Perceived Credibility	Attitude to Use	Behavioural Intention	Perceived Usefulness
Normative Pressure	**.773**					
Perceived Ease-of-use	.214	**.808**				
Perceived Credibility	.272	.420	**.732**			
Attitude to use	.211	.389	.622	**.777**		
Behavioural Intention	.208	.431	.502	.893	**.782**	
Perceived Usefulness	.065	.789	.487	.562	.593	**.749**

2. Structural Equation Modelling (SEM)

After the measurement model is found to be well converged, we evaluated the SEM. The goodness of fit statistics with the ratio of chi-square to degree of freedom at 1.423, GFI at .918, AGFI at .882, NFI at .909, and TLI at .963, CFI at .971 and RMSEA at .047 were acceptable and indicated a good fit with a p value of 0.003. Table 4 gives the value of squared multiple correlation in the model. PU, PEOU, PC and NP explained 79.6% variance in attitude to use mobile banking. PEOU explained 68.4% variance in PU. Two endogenous variables PU and ATU explained 46.7% variance in BI.

Table 4: *Squared Multiple Correlation (R^2) Result*

Endogenous Variable	Squared Multiple Correlation (R^2)
Perceived Usefulness	.684
Behavioural Intention	.467
Attitude to Use	.796

The path coefficients and their standard error, critical ratio and p-value are given in Table 5. All of our hypotheses were supported except for H3 and H6. Fig. 2 shows the result of the structural equation model analysis.

Table 5: *Direct Impact: Standardized Factor Loadings*

Hypothesis	Endogenous	Exogenous	Estimates	S.E	C.R	P-value	Relationship
H1	BI ←	PU	.132	.072	1.802	.000	Significant*
H2	ATU ←	PU	.558	.140	3.079	.002	Significant *
H3	ATU ←	PEOU	-.232	.138	-1.245	.213	Insignificant
H4	PU ←	PEOU	.827	.083	9.603	.000	Significant*
H5	ATU ←	PC	.434	.075	3.746	.000	Significant*
H7	ATU ←	NP	.094	.043	1.248	.212	Insignificant
H8	BI ←	ATU	.814	.134	7.766	.000	Significant*

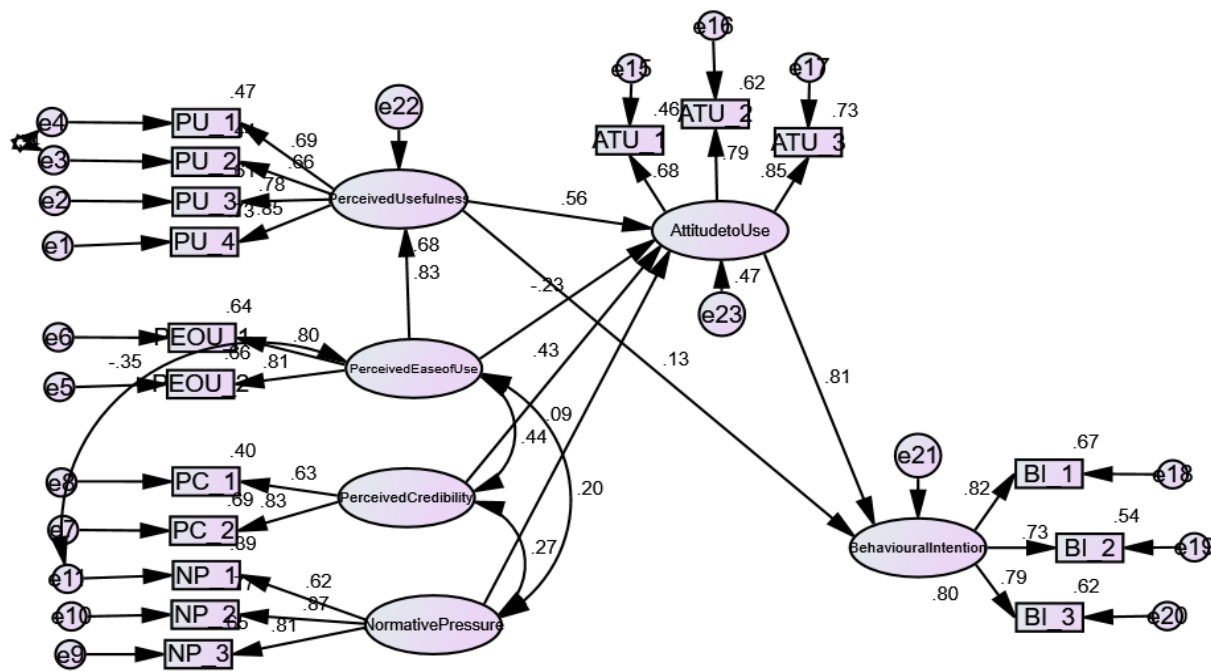- '*' indicates significant at p value= 0.01

Fig 3: Final Generated Fit Model (AMOS)

3. Mediating Effect Analysis

Table 6 gives the outcomes of mediating effect analysis. To assess the mediating effect of attitude to use, the indirect effect estimates were calculated. If the indirect impact is greater than the direct impact, there is mediation. To check the significance of these estimates we conducted Sobel (1982) test with 95 percent confidence interval. We found that only one estimate was insignificant i.e., for normative pressure. Results showed that ATU fully mediates between PC and BI and also, between PEOU and BI. And, only partially mediates between PU and BI. Also, PU acts as a mediator between PEOU and ATU. However, the mediation was only partial.

Table 6: *Mediating Effect Analysis*

Hypothesis	Exogenous	Mediated	Endogenous	Indirect Effect	Direct Effect	Mediating Hypotheses
H8	PU	ATU	BI	.454[*]	.558[**]	Partial Mediation
H9	PEOU	ATU	BI	.297[*]	-.232[+]	Full Mediation
H10	PC	ATU	BI	.354[*]	.434[**]	Full Mediation
H12	NP	ATU	BI	.76[+]	.094[+]	No Mediation
H13	PEOU	PU	ATU	.464[*]	.827[**]	Partial Mediation

- '**' indicates significant at p value= .01; '*' indicates significant at p value = .05;

- '+' indicates insignificant at p value= .05

In this paper, we have applied the extended form of TAM, which was originally given by Davis in the year 1989, to study key factors of behavioral intention of people to accept mobile banking services. TAM has been used in the paper as it has a supremacy over the TRA in terms of application in varied technologies. It has a predictive power which is not present in TRA. TAM is used extensively around different technologies as it gives a better understanding of the relationship between the constructs used. The study conducted was in the context of India. The key constructs that have been studied in this paper are perceived ease-of-use, perceived usefulness, perceived credibility, normative pressures, self-efficacy and attitude to use, where attitude to use has been taken as a mediating factor. All the constructs influence the behavioral intention of users to accept mobile banking through attitude-to-use mobile banking. Impact that attitude-to-use has on behavioral intention is found to be highly significant. Perceived usefulness is found to be the most important construct. It has largest impact on attitude-to-use in comparison with other constructs. Perceived usefulness directly impacts the behavioral intention. This finding corroborates with earlier findings (Davis, 1989; Venkatesh, 2000). Perceived ease-of-use has insignificant impact on

attitude-to-use. Nevertheless, perceived ease-of-use is the most important construct on perceived usefulness. It was found in our study that directly perceived ease of use did not influence the behavioral intentions of the people to accept mobile banking via perceived usefulness and this finding was line with the previous studies that have been done. (Agarwal & Karahanna, 2000; Hsu & Lu, 2004; Igbaria et al., 1995; Ong et al., 2004; Taylor & Todd, 1995).

After perceived usefulness, perceived credibility has the highest relative impact on user's intention to accept mobile banking. Perceived credibility is found to have positive impact on user's attitude towards mobile banking. A person would adopt mobile banking only when he/she is sure about its safety. Any threat on the privacy and safety could as act as a deterrent factor. This corroborates with previous findings (Brown et al., 2003; Riquelme & Rios, 2010; Natarajan et al., 2010; Dasgupta et al., 2011; Luarn & Lin, 2005; Amin et al., 2008; Shanmugam et al., 2014). Normative pressure is found to have insignificant impact on attitude-to-use. This is in line with earlier works (Venkatesh & Davis, 2000; Venkatesh et al., 2003, J-C. Gu et al., 2014). Thus, we can conclude on the basis of our findings that in the context of mobile banking, users are not influenced by any referent group; rather their adoption intention is based on their own individual necessity.

LIMITATIONS OF THE STUDY

However, given the results, this paper has a few shortcomings which need to be addressed in the future. The number of questionnaires distributed were 230 but some of them were incomplete with age, gender, and preferences on the Likert-scale missing here and there so we had to take a sample size of just 191. Also, we had to drop-out self-efficacy because it did not achieve the required factor loadings thereby, influencing the outcomes. The results of the structural equation modelling are sample sensitive. It is possible that one might get different result with a bigger sample size. Majority of the respondents were from urban area. We did not cover the rural areas. The main aim of mobile banking is to bank the unbanked and given that this paper did not include the rural setting, it could be furthered to rural areas.

CONCLUSION

This research paper attempts to seek and validate the determinants that affect the intention of consumers in accepting mobile banking in Indian setting. It is the behavioral intent that influences a person's usage of technology in actual terms. This study finds five significant direct paths and

four indirect paths. Perceived usefulness and perceived credibility were major elements which directed the behavioral intention that consumers had through attitude towards using mobile phone. Self-efficacy had to be dropped from the study because of low factor loadings. This study also finds that the impact of normative pressure on users' intention is insignificant. Confirming the earlier findings, our study showed perceived ease of use is the precursor of perceived usefulness. It means that if individuals find any technology easy to use, they will adopt it assuming that the technology will enhance their performance. Thus, users' intention to accept mobile banking is influenced by perceived usefulness and perceived credibility. Security along with usefulness is the key factors that form the attitude towards using mobile banking and, thereby, influence the behavioral intention of users. Perceived ease-of-use showed negative albeit insignificant effect on attitude to use. However, it is found to be an antecedent of perceived usefulness. Hence, there is a significant indirect effect of perceived ease-of-use on the behavioral intention through perceived usefulness.

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