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### **Investigating the Determinants Impacting Adoption of Mobile Banking: Evidence from Jammu and Kashmir**

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#### **Abstract**

Innovative insurgency and monetary advancements have cut a path for the improvement of new, successful, productive and solid conveyance and preparing channels. It has prompted the presentation of creative items and administrations in the banking industry. The plot of internet banking/web banking is losing its hold and relentlessly, the consumers are moving towards M-banking. Regardless of the fact that the idea of mobile banking is moderately new in Jammu and Kashmir when contrasted with Internet banking, it is fundamental to inspect what a user looks forward before adjusting to the innovative headway and what are the essential advances that ought to be taken, to guarantee that clients continue lining up with this innovation since every user is not prepared to acknowledge mobile banking services. This investigation was completed in the state of Jammu and Kashmir and using purposive sampling method, 460 respondents were focused on which finally resulted in 403 functional responses. The results uncovered that six dimensions (perceived usefulness, perceived ease of use, facilitating conditions, relative advantage, trust and awareness) have a positive influence on users intention to acknowledge mobile banking while as two determinants (social influence and perceived risk) have a negative influence. Considering the developing significance of mobile banking in users' day to day affairs, this investigation is a substantial contribution. The outcomes of this investigation will provide useful insights to the academicians, policymakers as well as to marketers. Future analysts can concentrate on stretching out this investigation to different enterprises by including additional determinants.

**Keywords: Mobile banking, Relative advantage, Social influence.**

## Introduction

The mobile business has been mounting swiftly in the world by way of extending its application from mere communication to a lifestyle gadget. It has materialized a novel platform for fulfilling the diverse habitual wants of consumers'. Keeping into thought the significance of this marvel in the consumers' lifestyle, financial institutions have consistently invested significant resources in this business as a result of which "mobile banking applications" are sprouting as a novel retail medium for banks. It has offered various standards such as omnipresence, personalization, adaptability, spread and other imperatives that were less predominant in the customary digital banking channels. Mobile banking has endorsed users' to use a portable smartphone to perform banking errands. In spite of these advantageous facilities, not as much of one percent Smartphone users' are exploiting M-banking facilities. It reflects with who opined that regardless of expanded availability of M-banking and innovative advancement, the magnitude of users' doesn't coordinate with the prospects thereby, warrants for further examinations. Keeping into thought the importance of this advancement, financial institutions all over the world have consistently attempted to render their services through this technology including the banks operating in India [1]. As of now, more than 450 banks have been recognized to make available M-banking services in "India" ("Reserve Bank of India (RBI) the mobile 2018a).

Mobile banking has the inherent advantage of making the lives of people comfortable in the social and economic context. This way of banking is of recent emergence in underdeveloped and developing countries and in an effort to promote less cash economies, these countries are pestering for use of mobile banking to cultivate better results out of it. Despite its intrinsic recompenses, the number of M-banking users' isn't indicating an urging pattern in J and K driving us to explore the factors that have a bearing on its adoption. The present study has been conducted in the State of Jammu and Kashmir to comprehend the response of users towards M-banking particularly in view of the absence of proper banking services particularly in hard-to-reach topography and also in view of the breakdown of banking services due to varied reasons from time to time [2]. The present study has a special significance in view of the fact that Jammu and Kashmir is a strife-torn place hit by turmoil over the last three decades witnessing frequent strikes and closure of banking and other business establishments from time to time.

To overcome this disconcerting situation, the customers have a choice of switching to mobile banking to avail uninterrupted banking services as per their convenience. The problem needs a thorough investigation to establish the reasons for any kind of possible inhibition, reluctance, internet problems or lack of awareness among the mobile users' towards the adoption of mobile banking whatsoever and thereby address the issues. As such the present study was rightly intended to conceptualize a model that can be introduced as a strategic intervention to address the adoption intention of mobile users towards mobile banking for socio-economic transformation of the landscape.

## **Materials and Methods**

The rising advances and innovations within the banking sector are revolutionizing and have created some kind of uncertainty and excitement among an individual's banking mindset who continues to remain on toes so as to see what these technologies have to offer him. However, there is no unified position from the user's end in terms of the success or failure of these developments [3]. In that capacity, the subject of elements that tend to have a bearing on the consumer's mindset has received considerable attention from the last few years. Through their study uncovered that a colossal number of elements create a notion within the mind of a user which was contended by Mukherjee and Nath, who opined that in online-based financial setting four things determines to what extent an individual will acknowledge an innovation which includes reliability, protection, safety and trustworthiness of the procedure. Usually, users option for technologies that add some value to their lives. Conversely, some could rule in opposition to it in case they see the development to be flighty and difficult to utilize. In a similar way some another portion may be worried about their safety and protection in terms of information as well as money and may build up an absence of trust towards the technological advancement, whilst any other section may perhaps be worried about the transaction cost. In the past years, much attention has been given to explore internet banking adoption as it was the lone way of conducting financial transactions without being present at a virtual place [4]. However, the emergence of smartphones created a new era in the field of innovations and researchers began looking it as a possibly robust medium for regulating financial offerings and started doing research on the consumers i.e., how, when, where they use such an advanced innovation. With this theme, researches started exploring different dimensions of mobile banking. As on date, more than 50 variables have been used by researchers in different studies however, for this investigation just 9 factors that were having adequate literature support were recognized and utilized. Based on the literature overview of different studies by various authors, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) which are the assembles of the TAM (Technology Acceptance Model), Social Influence (SI) which is a key construct of TPB (Theory of Planned Behavior), Facilitating Conditions (FC) which is a build of UTAUT (Unified Theory of Acceptance and Use of Technology), Relative Advantage (RA) which is a construct of IDT (Innovation Diffusion Theory), Trust, Perceived Self-Efficacy (PSE) which is a develop of SCT (Social Cognitive Theory), perceived risk, awareness, were the key and predominant motives that impact in selection and acknowledgement of mobile banking and were used for this study [5].

## **Research framework and hypotheses**

From the literature point of view, the impact of PU is broadly acknowledged and various examinations have verified its association empirically and found that PU serves as a valuable function in acknowledging mobile banking [6]. It was established to be one of the key variables influencing continued usage of M-banking facilities. In Jordan, reported PU as the driver that encourages the aim of embracing M-banking in a positive manner which was further supported by the study undertaken in Australia by who uncovered that PU tends to have a strong constructive impression on adoption intention of using M-banking. Similarly in India, PU was determined to have a constructive influence on M-

payment acknowledgment intention. As such, it is hypothesized that:

**H<sub>1a</sub>:** Perceived usefulness has a significant impact on users' intention to adopt mobile banking services in Jammu and Kashmir”.

Within the framework of TAM, “PEOU” is asserted as one of the contributing features that encourage the adoption intention of a user in terms of using a system. A superfluity of investigations on mobile banking has demonstrated the noteworthy influence of PEOU on consumers adoption intention and utilization of M-banking. In Iran, found that PEOU significantly impacts in case of selecting the mobile banking and serves as a base for users' as far as acceptance or rejection of mobile banking is concerned. In a similar way, observed that PEOU is a standout amongst the critical drivers which generally effect in acknowledgment of mobile banking. The investigation performed revealed that PEOU influences the users' unrelenting usage intention while using mobile financial services. Subsequently, it is hypothesized that:

**H<sub>1b</sub>:** “Perceived Ease of Use (PEOU) has a significant impact on users' intention to adopt mobile banking services in Jammu and Kashmir”.

“Social influence also known as social norms”, endeavors to comprehend the modifications introduced in a consumer's habit by the outside sources involving the individuals who are close to him, the perception of whom can lead to acceptance or denial of a technology. Within the framework of mobile banking and internet banking studies, its significance has been largely acknowledged [7]. Through their study revealed that SI significantly affects user adoption. However, a study of empirically found out that social influence has an instantaneous effect on the mobile banking adoption intention which was validated by the study undertaken in Portugal who observed that social influence impacts M-banking users' directly as well as indirectly and recommendation intention of this technology [8]. In the Indian context, empirically examined the m-banking intention of customers whereby it was reported that Social Influence has a stirring disposition towards M-banking. Subsequently, it is hypothesized that:

**H<sub>1c</sub>:** “Social influence has a significant impact on users' intention to adopt Mobile Banking services in Jammu and Kashmir”.

Facilitating Conditions reflects the assets and knowledge possessed by an individual including the support provided by the Bank round the clock. It is a considerable factor that influences the users' adoption argued that facilitating conditions directly sways the users' aim of acknowledging of M-banking which was further acknowledged, and uncovered that facilitating conditions have a critical relationship with the intention of embracing M-banking. However opined that in case of an encouraging environment, there is a greater chance that users will embrace headway. Subsequently, it is hypothesized that:

**H<sub>1d</sub>:** “Facilitating conditions have a significant impact on users' intention to adopt mobile banking services in Jammu and Kashmir”.

The construct relative advantage is a discussion of every person in the present times. It is quite apparent from our day to day lives that each and everything is being compared with its forerunner and it is being assessed what edge a product, service or a particular technology provides than its precursor. As such

the construct has been under the lense of researchers and a number of studies in the past under the domain of technology have incorporated this. The research conducted in China indicated that relative advantage is a very robust predictor of the intention to adopt and use a particular innovation” whereas through his study revealed that relative advantage significantly influences the attitude, which in turn leads to mobile banking adoption intention. Similarly, in Zimbabwe found that relative advantage significantly impacts M-banking acknowledgment intention. Consequently, it is hypothesized that:

**H<sub>1e</sub>:** “Relative advantage has a significant impact on users’ intention to adopt mobile banking services in Jammu and Kashmir”.

Acceptance of M-banking is an outcome of the trust that a customer possesses. It serves as the decisive factor as far as reception or dismissal of innovation is concerned. Through their study expressed that trust essentially and emphatically influences behavioral intention while in Iran it was reported as the most basic forerunner illuminating the recognition of M-banking [9]. In like manner, the investigation led in Korea has shown that Trust is altogether connected with the mobile banking adoption intention. While contended that trust is one of the crucial indicators which help in dipping the risk that a consumer perceives about mobile banking. Therefore, it is hypothesized that:

**H<sub>1f</sub>:** “Trust has a significant impact on users’ intention to adopt mobile banking services in Jammu and Kashmir”.

In terms of the dimension self-efficacy, earlier studies have proven that it is one of the principal beliefs that impact in acknowledging an innovation. Through their investigation in Taiwan found that PSE has a massive impression on customers’ social aim. The finding was further supported who found that perceived self-efficacy impacts the user’s adoption intention of M-payments in a positive manner. Similarly in Chinhoyi, Zimbabwe it was recorded that PSE has an optimistic impact on the acknowledgment of M-banking offerings. Subsequently, it is hypothesized that:

**H<sub>1g</sub>:** “Perceived Self-Efficacy has a significant impact on users’ intention to adopt Mobile Banking services in Jammu and Kashmir”.

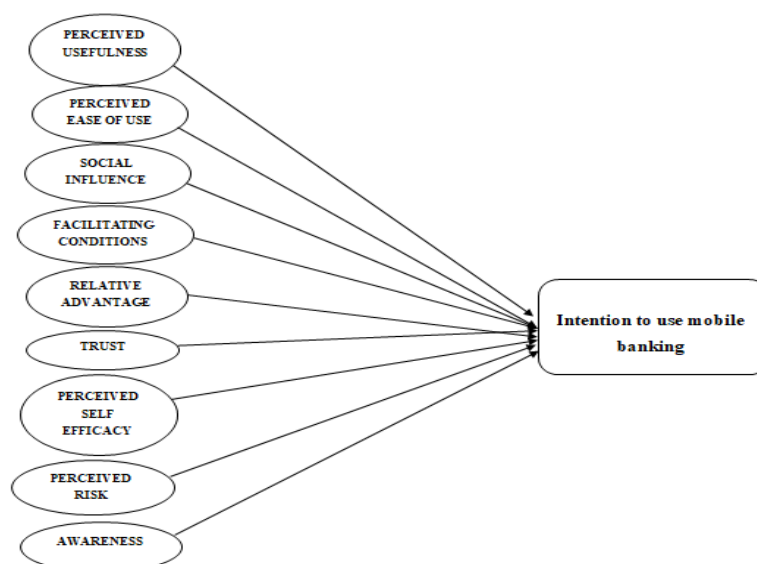
Risk and uncertainty are the inherent properties that cannot be separated from any transaction. While performing a transaction a user can experience different types of issues that may occur due to technical breakdown, inaccessibility of account, password breakdown and so on. Risk in the past has been studied to a greater extent under different domains. In the perspective of M-banking, it has been viewed as a key construct of user’s adoption intention. A considerable number of investigations have reported a noteworthy impact observed that risk is the principal obstruction that impedes a user’s adoption intention of mobile banking. Similarly, found that greater part of users’ do not oppose for mobile banking services and rationale behind it being the risk which was upheld by the study results of which revealed that perceived risk adversely influences a user’s adoption intention. Through their study concluded that a user can face as many as three risks including; “security risk, privacy risk and monetary risk”. Subsequently, it is hypothesized that:

**H<sub>1h</sub>**: “Perceived risk has a negative impact on users’ intention to adopt mobile banking services in Jammu and Kashmir”.

Awareness is without any doubt, one of the crucial reasons that help in the development of trust among users. It is one of the significant exogenous components associated with the attitude and intention of acknowledging M-banking [10]. Through their study revealed that the information which is possessed by users optimistically affects the acknowledgment of online banking. Similarly, through his study empirically explored that it is the awareness which prompts the acknowledgment of a new innovation since it limits the vulnerability that is related to it. In Malaysia examined the factors which prompt the achievement of mobile banking whereby he found that mobile banking realization has an enormous result on the consumers’ frame of mind and in turn, it impacts the behavioral intention of a user. Consequently, it is hypothesized that:

**H<sub>01i</sub>**: “Awareness (AW) has a significant impact on users’ intention to adopt mobile banking services in Jammu and Kashmir” (Figure 1).

**Figure 1:** Conceptual Framework.



**Pilot study:** Before approaching the main study, a pilot study was conducted whereby 80 respondents were selected judgmentally. Initially, the validity of the instrument was established followed by reliability.

## Results

A quantitative research design was used for the purpose of this study. In order to infer the reaction about the facets associated with the intent of acknowledging mobile banking, a structured questionnaire was disseminated between 470 banking customers from the State of Jammu and Kashmir. Purposive sampling method was adopted and the respondents were reached through various approaches (direct contact, referrals, visiting workplaces).

Respondents were first asked whether they have an account with any bank plus whether they use mobile banking or not and questionnaires were distributed to those customers only who had some involvement with mobile banking. Out of 470 questionnaires dispersed 427 questionnaires were returned, indicating a response rate of 92.82 percent. The elevated retort rate can be credited to the fact that mobile banking has stretched out a helping hand to customers in catering of different needs and as of result of this every customer who was approached eagerly recorded his responses. Out of 427 questionnaires honored, only 403 questionnaires were deemed to be fit for analysis [11].

### Data analysis

The demographic distinctiveness of the respondents' was scrutinized. Out of the 403 respondents, 67.24 percent constituted the male population and 33.49 percent were females. (3.47) percent belonged to the age gathering of up to 20, (22.33) in the age gathering of 20-28, (45.65) in the age gathering of 28-36, (21.83) in the age gathering of 36-44 and (6.69) in the age gathering of 44 or above. The greater part of respondents were employees (49.57), followed by businessmen (20.84), students (15.63), professionals (12.15) and others (1.4).

### Regression analysis

In order to establish whether the "independent variables" are statistically momentous in foreseeing the adoption of the users', the following regression equation was designed:

$$\text{Intention} = \alpha_0 + \beta_1 \text{PU} + \beta_2 \text{PEU} + \beta_3 \text{SI} + \beta_4 \text{FC} + \beta_5 \text{RA} + \beta_6 \text{TR} + \beta_7 \text{PSE} + \beta_8 \text{PR} + \beta_9 \text{AW} + \epsilon_i$$

Regression analysis applied on the dependent variables and independent variable produced results which summarizes our regression model (Table 1).

**Table 1: Model Summary.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.78a	0.6084	0.537	0.40973

The regression summarizes the mannequin of the adoption dimensions with respect to the intention of users. R represents the correlation coefficient, the value of which is 0.78 that can be deciphered as the intention has a positive relationship with the "PU, PEU, PSE, social influence, facilitating conditions, relative advantage, trust, awareness and Perceived Risk" while as  $R^2$  is the coefficient of determination, the value of which was found to be 0.6084, representing that 60.8% of the variation in adoption intention of users' is explained by the "PU, PEU, PSE, social influence, facilitating conditions, relative advantage, trust, awareness and perceived risk. Moreover, the model was found to be fit (Table 2).

**Table 2:** Coefficient table for variables predicting intention.

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	3.478	0.427		8.143	0		
PU	0.112	0.048	0.107	2.346	0.019	0.722	1.384
PEU	0.391	0.168	0.19	2.329	0.021	0.842	1.188
Social influence	0.072	0.032	-0.102	2.242	0.025	0.821	1.219
Facilitating conditions	0.072	0.043	0.085	1.674	0.013	0.816	1.226
Relative advantage	0.71	0.028	0.2	2.551	0.012	0.803	1.245
Trust	0.123	0.05	0.129	2.482	0.013	0.804	1.244
PSE	0.034	0.051	0.035	0.669	0.504	0.789	1.267
Perceived risk	0.019	0.054	-0.021	0.358	0.021	0.619	1.617
Awareness	0.91	0.043	0.095	2.111	0.035	0.713	1.402

This shows that the model equation for our analytical model can be written as:

$$\text{Intention} = \alpha_0 + (0.112) \text{ Perceived Usefulness} + (0.391) \text{ Perceived Use of Ease} - (0.072) \text{ Social Influence} + (0.072) \text{ Facilitating Conditions} + (0.71) \text{ Relative Advantage} + (0.123) \text{ Trust} + (0.034) \text{ Perceived Self Efficacy} - (0.019) \text{ Perceived Risk} + (0.910) \text{ Awareness} + \text{Error Term } (\epsilon_i)$$

The parameter estimates of multiple regression show that “perceived usefulness, perceived ease of use, facilitating conditions, relative advantage, trust, perceived self-efficacy and awareness” positively influence the adoption intention of users’ while as the “social influence and perceived risk” negatively affects the adoption intention of users’. As reported in the model, the value of the beta coefficient ( $\beta_1$ ) for the variable PU is 112 ( $p=0.019$ ), statistically significant at 5% level and implies that PU has a positive and statistically significant influence on adoption intention of users’. Similarly, the value of the beta coefficient ( $\beta_2$ ) reported for the independent variable PEU is 0.391 ( $p=0.021$ ) which is statistically significant at 1% level of significance deciphering that PEU has a positive and statistically significant bearing on adoption intention of users’. However, the value of the beta coefficient ( $\beta_3$ ) for the independent variable Social Influence as reported in this model is -.072 ( $p=.025$ ) which is statistically significant at 5% level of significance which can be interpreted as “social influence” has statistically a negative significant influence on adoption intention of users’ [10]. It is very interesting to note that the value of the beta coefficient ( $\beta_4$ ) reported for the variable facilitating conditions is 0.072. As such we can conclude that the availability of better services and facilities positively influences the use of M-banking since it was reported to be statistically significant at 5% level of significance ( $p=0.013$ ). Similarly, for the independent variables relative advantage and trust, the beta



coefficient values ( $\beta_5=0.71$ ) ( $p=0.12$ ) and ( $\beta_6=0.123$ ) ( $p=0.013$ ) were found to be statistically significant at 1% level of significance which implies that “Relative Advantage” and trust have a positive and statistically significant influence on adoption intention of users’. However, the beta coefficient ( $\beta_7=0.034$ ) reported in the model for the independent variable PSE was reported to be statistically insignificant. In the context of the variable Perceived Risk, the value of beta coefficient ( $\beta_8$ ) in the model equation is  $-0.019$  ( $p=0.021$ ) which is statistically significant at 5% level of significance which can be interpreted as Perceived Risk optimistically affects the intention of a user in terms of acknowledging M-banking. While for the independent variable awareness, the beta coefficient ( $\beta_9$ ) reported is  $0.910$  ( $P=0.035$ ) which implies that awareness has a positive and statistically significant influence on adoption intention of the users’ since the value of the beta coefficient was found to be statistically significant at 5% level of significance. A number of canny outcomes can be abridged from every hypothesis tested in this study. In the proposed model nine “independent variables” and one “dependent variable” were used to test the relationship with the proposed hypotheses. A detailed discussion on relationships between exogenous and endogenous variables is given underneath [12].

Results of the study exhibit that PU has an optimistic and statistically colossal influence on the adoption intention of the users in Jammu and Kashmir. Consequently, we acknowledge the hypothesis ( $H_{1a}$ ). In other words, users’ seem to be increasingly motivated to acknowledge the mobile banking, if they recognize it as a progressively compelling, dynamic and valuable addition in their everyday lifestyles. Perceived usefulness significantly contributes to explaining an individual’s intention to adopt mobile commerce as such higher the users perceive mobile banking as a useful banking channel, higher will be their intention to use it. This could be ascribed to the capacity of Mobile Banking as an advantageous method for enabling clients’ to admittance to a wide scope of the most significant fiscal services with no time or spot limitations. Among the many experiences, who substantiate with the comparative findings include. However, in contradiction to the findings of the present, has uncovered that “perceived usefulness” no longer impacts on users’ mobile banking adoption intention [13].

### **Perceived ease of use**

The present study finding affirms that “perceived ease of use” has a positive and statistically momentous impact on the user’s adoption intention in Jammu and Kashmir. As such, we accept the Hypothesis ( $H_{1b}$ ). This, in turn, infers that users seem to be increasingly driven to acknowledge M-banking if they recognize that the utilization of such innovation was not troublesome and required less exertion. In addition, this finding can be ascribed to the truth that a person adopts mobile banking when he finds it convenient in contrast with other customary techniques of performing fiscal exchanges. Moreover, the users’ of the present time do not expect to spend considerable exertion in figuring out the ways of acknowledging this technology, they tend to embrace it more probable on the off chance that they trust it isn't hard to utilize. The fallout of the present study are in sync with previous findings.

### **Social influence**

Despite the fact that social influence was proposed as a positive considerable forecaster of intention in the preceding literature, the present outcome uncovers that social influence poses a negative but statistically significant influence on

adoption intention of the users in Jammu and Kashmir. As a result of which we acknowledge the Hypothesis ( $H_{1c}$ ). This fact can be ascribed to the fact that mobile banking users rely more on their possess opinions and convictions with the reason being that users remain conservative due to the psychological and social risks arising from the social interplay since their valuable money is at stake. In addition, the users' do not depend extraordinarily on the referent opinions and know-how of the peer group with m-banking. One more reason that could be ascribed to this fact can be that diverse sections of the society have distinctive feelings with respect to mobile banking (for example one segment may see just innovative factors enough for alluding use of the versatile banking while others won't). However, the earlier literature exhibits that "social influence" has no significant/negative impact on the users' adoption intention thereby, contradicts the current finding [14].

### **Facilitating conditions**

The analysis of the factor facilitating conditions also turned out to be pertinent along with an optimistic relationship in the prediction of the M-banking users' adoption intention in Jammu and Kashmir. As such, the Hypothesis ( $H_{1d}$ ) is accepted. This outcome can be credited to the way that users demonstrate inimitable eagerness for the presence of services and assets which are required to utilize M-banking productively and adequately. Moreover, users recognize M-banking services to be handy to use when they recognize that there are environmental stipulations to enable them to figure out how to utilize mobile banking services. As such a user's impression of the support services and assets that a bank possesses are the key elements for the acknowledgment of this innovation. These results are validated by the previous finding in the literature. However, in contradiction to the findings of the present, the studies, have uncovered that Facilitating Conditions do not significantly impact the users mobile banking adoption intention.

### **Relative advantage**

The present finding affirms that Relative Advantage has a positive and significant impact on the adoption intention of the M-banking users' in Jammu and Kashmir. As a result, we accept the Hypothesis ( $H_{1e}$ ). The possible explanation of this finding can be ascribed to the fact that users' view offerings of the M-banking progressively useful when compared with the standard methods of performing financial exchanges. Furthermore, M-banking has set up a convenient platform in the hectic lifestyle of the banking users in terms of performing transactions, account checks, Bill payment, recharge, statements and so on. Users' who have progressively positive convictions about the relative advantage of mobile banking, form an extra favorable form of mind towards making use of mobile banking continuously. This outcome is in line with innumerable past investigations supporting the positive assessment of relative advantage. However, the findings of the studies are not supported in terms of the current findings.

### **Trust**

Results exhibit that trust has an optimistic and statistically colossal impact on users' adoption intention in Jammu and Kashmir. Consequently, we acknowledge the Hypothesis ( $H_{1f}$ ). This result can be ascribed to the verity that users' trust in the services being rendered by the banks since a number of measures have been undertaken by the banks to safeguard the money as well

as the privacy of the users'. It follows the suit that users' who view mobile banking embedded with all the quintessential protocols are more likely to grasp it while the others who don't aren't likely to receive the advancement. Better the level of trust among the users', higher will be their intention to adopt the mobile banking and same has been acknowledged by various past studies.

### **Perceived self-efficacy**

The finding of the study demonstrates that perceived self-efficacy has no significant impact on the adoption intention of the M-banking users' in Jammu and Kashmir (statistically insignificant) which has also been recounted by the study who opined that regarding mobile banking applications, Self-efficacy does not flaunt an immediate effect on a user's intention. As a result of which we reject the Hypothesis ( $H_{1g}$ ). This finding could be interpreted as an impression of the inclination that the M-banking users' are considerably embedded with the adequate skills and essential information that is required for the handling of this technology. However, a number of studies repudiate this figuring out.

### **Perceived risk**

The findings of the investigation revealed that "perceived risk" is having a negative but significant impact on users' intention to acknowledge mobile banking in Jammu and Kashmir which is in accordance with the findings of the past investigations. Along these traces, we accept the Hypothesis ( $H_{1h}$ ). This outcome can be accredited to the actuality that users' are increasingly worried and fear about losing their money when performing exchanges with mobile banking as various electronic money related violations have been accounted for by the mass media over the last 3 years. Additionally, they feel that their privacy is dependably in question while utilizing mobile banking. Hence, the more the users' perceive the risk, the less will be their intention to adopt or use mobile banking continuously.

### **Awareness**

The multiple regression analysis affirms that the factor Awareness has a positive and significant impact on the adoption intention of the M-banking users' in Jammu and Kashmir which is in accordance with the findings of the previous investigations. Therefore, we accept the Hypothesis ( $H_{1i}$ ). This affirms the significance of awareness in explaining the adoption of M-banking if it has to be acknowledged by the users'. The bank has to be certain that users are mindful of the benefits, enough information is passed to them and the service is compatible with their requirements. However, the studies contradict the finding of the present study [15].

### **Discussion**

The equanimity of mobile banking adoption is on the upward push after the nation experienced the wave of demonetization. As a result of which new platforms in terms of wallets are on the rise. In view that India and particularly Jammu and Kashmir were being an emerging capabilities marketplace for M-banking; this investigation presents a comprehension of the user-driven variables influencing the users' adoption intention. These research "investigating the determinants impacting adoption of mobile banking; evidence from Jammu and Kashmir" examined the affiliation amid nine "independent" and one "dependent variable".

The present study has also attempted to empirically test the relation of various variables. From a theoretic viewpoint, this investigation has made some imperative offerings. The findings of this research are the foremost contribution to the under-researched domain. The contribution of this research is multifold. 1<sup>st</sup> for researchers, this investigation provides an establishment to the additional headway of the acknowledgment and utilization of innovation. Besides, the proposed model gives a comprehensive methodology since it has incorporated builds of well-known theories.

2<sup>nd</sup>, the outcomes of this examination will offer a course to the banking institutions regarding the understanding of user needs in J and K. 3<sup>rd</sup> the current model adds to the existing body of literature on technology adoption. 4<sup>th</sup> this study will persuade and prompt the banks to take critical consideration while implementing mobile banking, particularly in J and K. 5<sup>th</sup> applicability of the findings may be generally stretched to other technological sectors. 6<sup>th</sup> the outcomes of this investigation provide satisfactory proof to the banks in J and K to additionally patch up their rehearses in context of M-banking so as to upgrade the general incursion of mobile banking.

## **Conclusion**

From the administrative point of view, the outcome of this study holds several ramifications for the up liftman of mobile banking services. The findings of the study uncovered that there is a significant positive relationship between PU and intention to adopt mobile banking among the users in Jammu and Kashmir which indicates that users will adopt this service when they perceive this headway to be helpful.

For this reason, the banks should come up with some ingenious strategies that may build up a conviction among the users that this new framework is more valuable than the customary payment procedure. Second, PEU has been found to have a significant positive impact on the users' intention to adopt mobile banking in Jammu and Kashmir which construes that users will acknowledge mobile banking only when they find it easy in terms of usage. For this rationale, the banks should have to think about the design of mobile banking apps. It ought to be developed according to the needs of the users and should be user-friendly. Third, it was also found that facilitating conditions have a positive and significant impact on the users' intention to adopt mobile banking in Jammu and Kashmir which surmises that users will adopt mobile banking when they have an impression that bank possesses enough help administrations and assets. Keeping into thought this result, the banks should enlarge and highlight their support services and assets so that users keep on adopting mobile banking. Other than this the banks should attempt to reach the clients at regular intervals.

Fourth, the relative advantage was accounted for having a positive and significant impact on the users' intention to adopt mobile banking in Jammu and Kashmir which suggests that users will adopt mobile banking when they perceive something distinctive in comparison to the traditional methods of performing transactions. Fifth, trust also stands among the factors which impact the adoption intention of users in Jammu and Kashmir in a positive and significant manner.

It implies that users who believe that mobile banking is embedded with all the vital conventions will adopt mobile banking. Trust serves as the base of mobile banking. Banks should give priority towards building trust among the users by providing hassle-free and quick exchange administrations at whatever point performed regardless of the time and spot to the users along with support from the Bank-side in terms of customer support. Sixth, awareness likewise stood among the factors which impact the adoption intention of users in Jammu and Kashmir in a positive and significant manner. It induces that users, who have an appropriate understanding of mobile banking, will intend to use mobile banking continuously.

The banks for this purpose should keep on instructing the users by way of texts or emails about the structure and advantages of mobile banking. In order to deal with risk and social influence, the bank should keep on attempting to enhance the security measures and safeguard the personal information of the users. Moreover, they should try to spread the word of mouth and increase referral promotion schemes in society.

### **Limitations/Future Directions of the Study**

The main limitation of the study was that respondents were selected from the urban areas; future studies should take account of accomplices from both urban and rural areas. The proposed model explained only 60.84% of the variance in the aim to utilize mobile banking due to the proposed constructs. Further investigations can mull over other imperative factors that would have an impact on the users' adoption intention of mobile.

Likewise, only the users of mobile banking were considered while non-users' were not considered. Moreover, the current study found that "social influence" has an unconstructive but significant impact on the usage of M-banking. This outcome does not conform to some of the investigations that have scrutinized the significance of this factor on the behavior of citizens worldwide. As such, investigators are aggravated to revise the indispensable role of "social influence" and the last being that the findings drawn from this investigation are based on cross-sectional data. Future studies should implement longitudinal studies.

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