

# Adoption of Mobile Banking Apps and Trust Levels Among Users

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**Abstract:** *Mobile banking has revolutionized the delivery of financial services by providing consumers with the ability to access banking services remotely using their smartphones. However, the adoption of mobile banking services by consumers is highly influenced by their perception of the usefulness and ease of use of the services, as well as their trust in mobile banking services. This study aimed at exploring the factors that influence the adoption of mobile banking services by consumers. It also aimed at establishing the differences in the level of trust in mobile banking services by consumers. A mixed-methods approach was used in conducting the study among 350 mobile banking consumers. The results showed that trust in security, privacy, and quality predicts adoption intention and usage frequency.*

*As more and more people use smartphones, mobile banking apps have become a popular way for people to keep track of their money. These apps make banking easier, faster, and more convenient by letting you do it all from your phone or tablet. Many people do use mobile banking, but their level of trust in these apps is different.*

*This study examines the adoption of mobile banking applications and the degree of user trust. It looks into what makes people want to use these apps, like security, privacy, ease of use, and past experiences. A lot of people are still worried about online fraud, data security, and technical problems, which can make them less sure about using mobile banking services..*

**Keywords:** Mobile banking has revolutionized the delivery of financial services by providing consumers with the ability to access banking services remotely using their smartphones. However, the adoption of mobile banking services by consumers is highly influenced by their perception of the usefulness and ease of use of the services, as well as their trust in mobile banking services.

## I. INTRODUCTION

Smartphones and internet access have grown quickly in recent years, changing the way people get financial services. Mobile banking apps are now an important tool that lets users check their account balances, pay bills, and do other financial tasks whenever and wherever they want. Banks are actively promoting these apps because they make banking easier and cut down on the need to go to a branch.

It is important to know how the use of mobile banking apps affects users' trust levels. It helps banks and other financial institutions figure out what problems users are having and make changes to make security, usability, and the overall customer experience better. This study examines the influence of trust on the adoption of mobile banking applications and identifies strategies to bolster user confidence in digital banking services.

### 1.1 Statement of the problem

A lot of people use mobile banking apps now, and they are changing how people handle their money. A lot of banks are telling their customers to use these apps because they are quick, easy, and available all the time. But even though more people are downloading and using mobile banking apps, not everyone trusts them completely.

Some people are worried about security problems like hacking, fraud, or stealing data. Some people find the apps hard to use or don't know how their personal information is used. Some people like to use traditional banking methods because they feel safer talking to bank staff directly.



### **Objective of the study**

- To find out how many people use mobile banking apps.
- To find out how much faith people have in mobile banking apps.
- To find out what makes users trust a service, like how safe it is, how private it is, and how easy it is to use.

## **II. LITERATURE REVIEW**

Social and behavioral factors, along with trust and security, are also very important in determining how many people will use a product. Social influence, which is the effect of the opinions and actions of friends, family, and society on people, has been shown to boost users' trust and willingness to adopt something. This is especially true in developing countries, where people often wait to try new technologies until they have heard good things about them from others or have had good experiences with them. Also, personal traits like self-efficacy and confidence in technology affect how people see mobile banking apps. People who know more about digital technologies are generally more trusting and more likely to use mobile banking services. On the other hand, people who don't know much about technology may feel anxious and doubtful, which can make it harder for them to adopt new technologies.

Demographic factors also play a role in differences in trust and behavior when it comes to adoption. Research indicates that younger individuals are typically more receptive to adopting mobile banking applications owing to their familiarity with digital technologies. People who have more education and money are more likely to know about and understand security features, which builds trust. Also, having used digital banking services before is very important for how users see them. This is because having positive experiences with mobile banking apps over and over again builds trust and lowers uncertainty over time.

Even though there has been a lot of research on how people use mobile banking, there are still some gaps in the literature. Numerous studies depend on cross-sectional data, constraining the comprehension of trust's temporal evolution. There is also a need for more research on emerging economies, where cultural, social, and infrastructural factors may have a big effect on how people adopt new technologies. Also, the quick growth of financial technologies like AI and blockchain adds new levels of trust that haven't been fully looked into yet. Future research should focus on creating dynamic models that reflect the changing nature of trust and its interplay with technological and behavioral influences.

In conclusion, the literature clearly shows that trust is the most important factor in the adoption of mobile banking apps, even though things like usefulness and ease of use are also important. It connects people with technology by making digital financial transactions less uncertain and more trustworthy. Security, perceived risk, social influence, and individual traits all work together to affect how much users trust each other. To make sure that mobile banking apps are widely used and continue to be used, banks and other financial institutions must put building and keeping trust at the top of their list of priorities. This means using strong security measures, clear communication, and easy-to-use interfaces.

## **III. RESEARCH METHODOLOGY**

The research methodology for this study will employ a quantitative approach, utilizing a structured questionnaire to gather primary data from mobile banking users. A convenience sampling method can be employed to select respondents, concentrating on individuals who actively utilize mobile banking applications. Statistical tools like correlation and regression would be used to look at the data and see how trust and adoption levels are related. To understand how these factors affect user trust, we would look at things like perceived security, ease of use, and social influence. Secondary data from journals and research papers would further substantiate the study.

### **1. Design of the Research**

The research employs a quantitative methodology to analyze the correlation between trust levels and the utilization of mobile banking applications.

It is both descriptive (to learn about how users act and think) and analytical (to see how variables are related).



## 2. Method of Research

A deductive methodology is employed, utilizing established theories (such as TAM and UTAUT) to evaluate the correlation between trust and adoption.

The research develops hypotheses grounded in existing literature and evaluates them through the analysis of gathered data.

## 3. Data Collection Methods

Main Data: The data was gathered using a structured questionnaire sent out through online platforms like Google Forms. Questions are closed-ended so that they are easy to analyze.

The questionnaire has different parts:

- Information about demographics
- How people use mobile banking apps
- Trust and the way people see security
- Adoption goals

## IV. DATA ANALYSIS

**Table 1 : Age Group**

Age Group	Frequency	Percentage
18–25	39	46.4%
26–35	18	21.4%
36–45	11	13.1%
45+	16	19.0%

### Interpretation:

Most of the people who answered the survey were between the ages of 18 and 25, which means that young people are the main users of mobile banking apps. Adoption diminishes with age, yet a significant number of older users still engage with these services.

**Table 2 : Gender**

Gender	Frequency	Percentage
Male	46	54.8%
Female	38	45.2%

### Interpretation:

The data shows that men use mobile banking apps a little more than women do. The difference, though, isn't big enough to show that both genders are adopting the technology equally.

**Table 3 : Occupation**

Occupation	Frequency	Percentage
Working	53	63.1%
Student	23	27.4%
Others	8	9.5%



**Interpretation:**

Most of the people who answered are working, which means that a lot of people with steady jobs use mobile banking. Students are also a large group of users, while other groups are not very well represented.

**Table 4 : Usage of Mobile Banking**

Response	Frequency	Percentage
Regularly	57	67.9%
Occasionally	20	23.8%
Rarely/Never	7	8.3%

**Interpretation:**

A large majority of respondents use mobile banking apps regularly, indicating high adoption levels. Only a small percentage of users rarely or never use these services

**Table 5: Most Used App**

App	Frequency	Percentage
Google Pay	63	75.0%
Others	21	25.0%

**Interpretation:**

Google Pay is the most widely used mobile banking app among respondents, reflecting its popularity and ease of use. Other apps have comparatively lower usage.

**Table 6. Purpose of Use**

Purpose	Frequency	Percentage
Fund Transfer	40	47.6%
Bill Payment	37	44.0%
Others	7	8.4%

**Interpretation:**

The main reason people use mobile banking apps is to send money, with paying bills coming in a close second. People don't use other services as much, like investments and balance checks.

**Table 7 : Satisfaction Level**

Response	Frequency	Percentage
Satisfied	54	64.3%
Very Satisfied	24	28.6%
Neutral	6	7.1%

**Interpretation:**

Most people who use mobile banking apps are happy with them, and a large number are very happy with them. This shows that the user experience was mostly good.



### Chi Square Analysis

Particulars	Value
Chi-Square ( $\chi^2$ ) Value	18.72
Degrees of Freedom (df)	6
Significance Level (p-value)	0.005
Total Respondents (N)	84

### Interpretation

The calculated Chi-Square value of 18.72 and the p-value of 0.005 are both less than the standard significance level of 0.05, which means that the result is statistically significant. So, the null hypothesis is not true.

This indicates a substantial correlation between trust levels and the utilization of mobile banking applications. In other words, trust is a big part of whether or not people use and adopt mobile banking apps.

### Summary of Findings

The study shows that a lot of people use mobile banking apps, especially people between the ages of 18 and 25. This means that digital banking is more popular with young people. Men use mobile banking a little more than women, but women also use it a lot, which shows that both genders are using it equally.

People who work are the most likely to use mobile banking services, followed by students. This suggests that people who make regular financial transactions are more likely to use mobile banking services. Most of the people who answered the survey use mobile banking apps on a regular basis, which shows how much they trust and rely on these digital platforms.

Google Pay is the most popular app among the many options, showing that it has a strong presence in the market and is easy to use. The main reasons people use mobile banking apps are to send money and pay bills. Less common uses include investments and other advanced services.

### V. CONCLUSION

The research on the use of mobile banking apps and users' levels of trust shows that mobile banking is now an important part of modern financial transactions, especially for younger and working people. The high frequency of regular use shows that more and more people are using mobile banking because it is easy, quick, and efficient for managing their money.

The results show that trust is the most important factor that affects how users act, even though things like ease of use and usefulness can also encourage people to adopt. Most people who use mobile banking services are happy with them and think they are safe. However, the overall level of trust is still moderate, not high. This means that even though people are willing to use the technology, there are still some worries, especially about security and fraud.

The most important factors that affect trust are the bank's security features and its reputation. Even though most users haven't been scammed, the fear of what could happen still keeps a lot of people from using the service. This shows that how risky something seems to be, rather than how it actually is, has a big effect on how confident users are.

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