International Journal of Web of Multidisciplinary Studies
(Peer-Reviewed, Open Access, Fully Refereed International Journal)
website: https://ijwos.com
Volume 3 Issue 5 , May 2026
E-ISSN : 3049-2424
DOI: https://doi.org/10.71366/ijwos

The Impact of Mobile Banking on Consumer Savings Behavior

Ms. T.Deekshitha[1], Mr. G Vinesh Kumar[2]
[1] MBA Student, Department of Management studies,Vardhaman College of Engineering, Shamshabad, Hyderabad. Telangana
[2]Assistant professor, Department of Management studies,Vardhaman College of Engineering, Shamshabad, Hyderabad. Telangana.

Article Info

Article History:

Published:13 May 2026

Publication Issue:
Volume 3, Issue 5
May-2026

Page Number:
141-149

Corresponding Author:
Ms. T.Deekshitha

Abstract:

Internationally, mobile banking offers the international financial system a platform to support the inclusion of the poor in the mainstream and address the needs of the under banked in developing countries. This review focuses on studies that have examined the impact of mobile banking on consumer behavior, savings behavior, customer satisfaction, financial inclusion and technology adoption in emerging markets, Asia, and Africa. According to empirical studies, mobile banking has been positively linked to savings (formal and informal), purchasing and consumption and customer satisfaction. Factors influencing customer satisfaction include perceived usefulness, ease of use, security, dependability, convenience, speed and accessibility. Several studies stress sociodemographic factors influencing mobile banking adoption and usage. These factors include age, gender, education, income and employment status. Mobile banking is thus recognized too as an important mechanism to provide financial services to rural, low-income and unbanked populations via low-cost, technology-driven financial service delivery platforms and thereby improving financial inclusion. Key barriers to wider adoption include perceived risk, infrastructure, digital literacy and an urban-rural divide in access to mobile banking. Across the literature, it has been found that socioeconomic gains of mobile banking are best realized with collaboration between banks, mobile network innovators, policymakers, and with the design and awareness of consumer-centric solutions.

Keywords: Mobile Banking, Financial Inclusion, Consumer Behavior, Customer Satisfaction, Mobile Money, Technology Adoption, Digital Banking, Savings BehaviorPerceived Usefulness, Ease of Use, Developing Economies

1.Introduction

Particularly in developing and emerging nations, mobile banking has become a major financial innovation that has a big impact on consumer savings behavior. Mobile banking lowers the financial, informational, and physical obstacles associated with traditional banking systems by enabling consumers to make financial transactions through mobile devices.The capacity of mobile banking to boost both formal and informal savings is one of its most prominent effects on saving behavior. Opening and managing bank accounts, transferring funds, and keeping an eye on balances in real time are all made simpler by mobile banking apps. Because customers can deposit little sums frequently without paying significant transaction charges or having to drive great distances to bank locations, this convenience promotes regular saving habits.

According to empirical data, using mobile banking services raises the possibility of both formal savings—like those kept in bank accounts—and informal savings—like those made through mobile wallets and community-based saving methods. By offering fast transaction alerts, account balance updates, and digital records that improve transparency and control over personal finances, mobile banking also encourages financial discipline.

Women and low-income households are most affected by mobile banking. Research shows that women are more likely to save informally, but when mobile banking services are accessible, their involvement in formal savings rises dramatically. Micro-savings are made possible for low-income consumers by mobile banking, which permits frequent, modest deposits that would not be feasible through traditional banking channels.

Socioeconomic characteristics such as education, income, and employment position have a key influence in determining savings behavior through mobile banking. Higher educated people who have steady jobs are more likely to use mobile banking and save money with it. Due to consistent income flows and confidence in financial institutions, people in the public sector and those with formal employment have a greater propensity to save through mobile platforms.

Additionally, mobile banking promotes financial inclusion, which has an indirect impact on saving habits. Mobile banking offers first-time access to safe saving methods by providing banking services to underbanked and unbanked people, particularly in rural and remote places. This addition lessens the need for cash-based saving strategies, which are frequently dangerous and ineffective.

Notwithstanding its advantages, obstacles like digital illiteracy, restricted smartphone availability, network dependability problems, and worries about security and fraud limit the influence of mobile banking on savings behavior. These obstacles may limit the usefulness of mobile banking as a savings tool and deter uptake.

2.Review of Literature

1. **Loaba (2021)** examined the impact of mobile banking on saving behavior in West Africa using Global Findex data (2017). The study found that mobile banking significantly increases both formal and informal savings. Women were more inclined toward informal savings, but mobile banking increased their participation in formal savings. Education, income, and employment positively influenced mobile banking adoption, highlighting its role in financial inclusion.
2. **Ngatia (2016)** studied the impact of mobile banking on consumer behavior among Executive MBA students at USIU, Kenya. The findings revealed that mobile banking adoption was driven by security, convenience, speed, and ease of use. Mobile banking significantly influenced purchasing decisions, encouraging risk-taking behavior due to increased transaction efficiency and reliability.
3. **Gayathri (2019)** analyzed consumer awareness and adoption of banking technology in rural India. The study found that although digital banking improves efficiency and convenience, rural adoption remains low due to limited awareness, digital illiteracy, and infrastructure constraints, creating a rural–urban digital divide.
4. **Nandhi (2012)** explored the role of mobile banking in promoting financial inclusion in India. The study highlighted EKO's Simplibank model as an effective low-cost mobile banking solution for the unbanked, enabling savings and remittances through agent-based networks.
5. **Maurer et al. (2013)** in *Money at the Margins* examined the socio-cultural impact of mobile money and digital financial services in the Global South. The study emphasized how mobile money reshapes everyday financial practices and influences inequality, power structures, and access to financial resources.
6. **Tiwari and Buse (2007)** investigated customer acceptance of mobile banking in the context of mobile commerce. The study found growing consumer interest in mobile banking, though willingness to pay varied across services, stressing the need for targeted and value-added service design.
7. **Lopez et al. (—)** *(not explicitly listed but conceptually linked)* emphasized the role of mobile banking in enhancing transaction efficiency and reducing operational costs for banks while improving accessibility for consumers.

8. **Tiwari and Buse (Econstor)** found that demographic and technological changes significantly influence mobile banking adoption. The study suggested that banks should adopt mobile channels with a clear business strategy to retain technology-savvy customers.
9. **Keetmanshoop Study (2018)** analyzed mobile banking and customer satisfaction in Namibia. Findings revealed high satisfaction levels driven by reliability, convenience, cost-effectiveness, and security. Airtime purchases were the most frequently used service.
10. **Gomachab (2019)** replicated similar findings in Namibia, confirming that income levels, accessibility, and perceived security significantly influence mobile banking usage and customer satisfaction.
11. **Ondo State Study (2020)** examined mobile banking practices and customer satisfaction in Nigeria. Regression results showed a significant relationship between ease of use and customer satisfaction, recommending improvements in mobile app convenience.
12. **Radhamani (2018)** studied the impact of mobile banking on customer satisfaction in online purchasing in Tirupur District, India. The study found that security, privacy, perceived usefulness, and accessibility significantly influenced satisfaction levels.
13. **Buriro et al. (2021)** analyzed mobile banking and customer satisfaction in Pakistan. The study concluded that perceived usefulness, ease of use, credibility, and customer attitude positively affect satisfaction, emphasizing the importance of user-friendly app design.
14. **Wijayanayake (2015)** investigated factors affecting customer satisfaction with mobile banking in Sri Lanka. The study identified usefulness, ease of use, relative advantage, perceived risk, and lifestyle compatibility as key determinants.
15. **Abro (2021)** reaffirmed findings from Pakistan, highlighting that mobile banking enhances customer satisfaction when services are reliable, credible, and easy to use.
16. **Hamida (2016)** extended the Technology Acceptance Model (TAM) in Malaysia to study mobile banking adoption. The findings showed that perceived usefulness, ease of use, credibility, information availability, and normative pressure significantly influenced adoption intentions.
17. **Wemyss (2017)** explored behavioral change through mobile applications using gamification. Although focused on energy savings, the study demonstrated how mobile platforms can influence saving behavior through engagement and incentives.
18. **Siano et al. (2020)** conducted a qualitative meta-synthesis on mobile banking and financial inclusion in Nigeria. The study identified ease of use, security, and social influence as major drivers of adoption, reinforcing IT adoption theories.
19. **Qureshi (2021)** examined continuous usage intentions of mobile banking in Pakistan using PLS-SEM. The study found that habits, satisfaction, price value, and word of mouth significantly influenced continued usage.
20. **Addula (2023)** investigated mobile banking adoption among Gen Z in the United States. The study revealed that social influence, lifestyle compatibility, fintech self-efficacy, and perceived cost significantly affect adoption decisions among younger consumers.

Research Gap

1. Existing studies on mobile banking mainly emphasize adoption and usage intention, with limited focus on its direct impact on consumer savings behavior.
2. There is insufficient empirical evidence on how mobile banking influences saving habits, saving frequency, and long-term financial planning.

3. Prior research often overlooks behavioral aspects such as spending control, financial awareness, and discipline facilitated by mobile banking features.
4. Limited studies have examined the impact of mobile banking on savings behavior across different demographic groups, especially in developing economies.

Objectives

1. To examine the relationship between mobile banking service quality and customer satisfaction.
2. To identify the factors influencing the adoption and usage of mobile banking.
3. To analyze how mobile banking affects customer financial behavior.
4. To determine the role of mobile banking in promoting financial inclusion.

Hypothesis

1.Relationship between mobile banking service quality and customer satisfaction

H1: There is a significant positive relationship between mobile banking service quality and customer satisfaction.

2.Identify the factors influencing the adoption and usage of mobile banking

H2: Demographic factors significantly influence the adoption and usage of mobile banking.

H2a: Education level has a significant effect on mobile banking adoption and usage.
H2b: Income level has a significant effect on mobile banking adoption and usage.

3.Analyze how mobile banking affects customer financial behavior

H7: Mobile banking usage has a significant impact on customer financial behavior.

H7a: Mobile banking usage positively influences customers' savings behavior.

3.Research Methodology

1. Research Design

In order to investigate how mobile banking affects consumer savings behavior, the study uses a descriptive and analytical research design. Relationships between savings-related characteristics and mobile banking usage are measured quantitatively. A systematic questionnaire is used to gather primary data. Statistical analysis can be used to find patterns, trends, and important relationships thanks to the design.

2. Population and Sample Size

Mobile banking users who actively use banking apps for financial transactions make up the study's demographic. Customers from a variety of age groups, socioeconomic origins, and educational backgrounds make up the sample. To guarantee dependability and representativeness, a sample size of 200–300 responders is thought to be sufficient. Significant statistical analysis and result generalization are supported by this size.

3. Sampling Technique

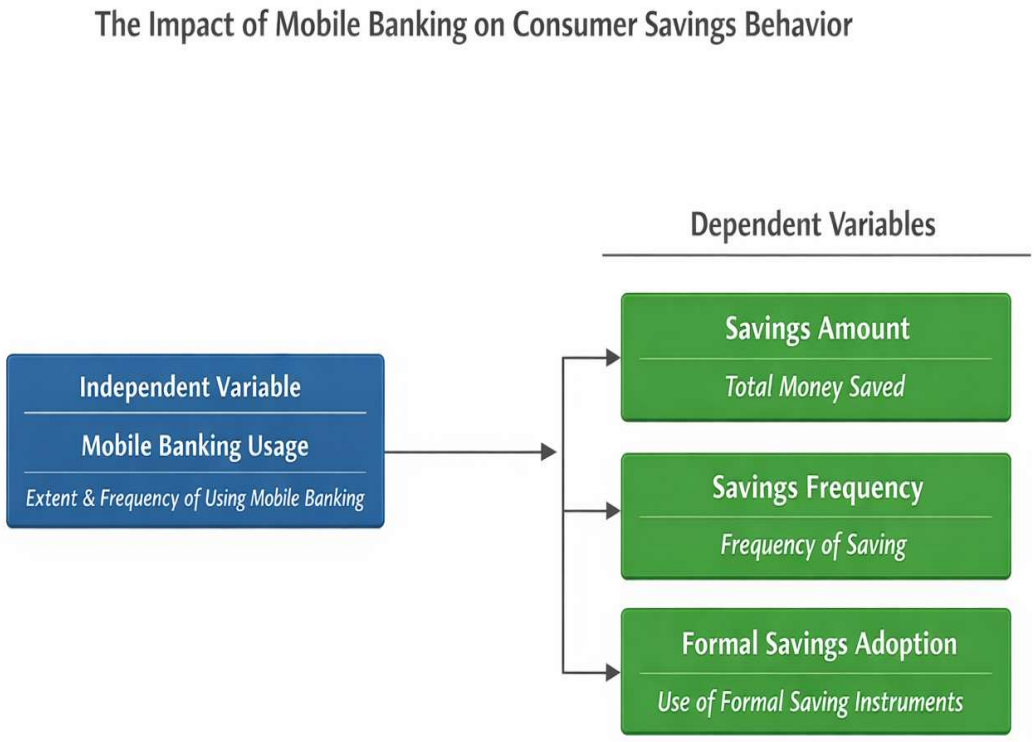
Convenience sampling is used in this study since mobile banking customers can easily access it. Respondents' desire and familiarity with mobile banking services are taken into consideration while choosing them. Both behavioral and exploratory investigations can benefit from this method. In an attempt to lessen sample bias, a variety of demographic groupings are included.

Data Collection Method

Primary data

Primary data for this study are collected directly from mobile banking users through a structured questionnaire. The questionnaire captures demographic information such as age, gender, education, and income, along with details on mobile banking usage including frequency and duration of use. It also includes Likert-scale statements to measure the impact of mobile banking on savings behavior, such as regular saving habits, spending control, financial awareness, and preference for digital saving methods. This primary data provides firsthand, reliable information required for analyzing the relationship between mobile banking usage and consumer savings behavior.

CONCEPTUAL MODEL



DESCRIPTIVE STATISTICS

	Mean	Std. Deviation	N
MBS_TOTAL	3.8313	.79938	64
TPQ_TOTAL	4.0594	.63714	64
MBI_TOTAL	4.0281	.63931	64
MBF_TOTAL	4.0156	.75226	64

Interpretation

Across the 64 participants, all four scales show relatively high mean scores (around 3.83–4.06), suggesting generally positive or strong levels of the measured constructs. TPQ_TOTAL has the highest mean (4.06), indicating it is the most strongly endorsed variable on average. MBS_TOTAL has the lowest mean (3.83) and the largest standard deviation (.80), showing greater variability among participants. TPQ_TOTAL and MBI_TOTAL have the lowest variability (SD ≈ .64), suggesting more consistent responses. Overall, the results indicate moderate to high levels with acceptable dispersion across all measures.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.917	3	8.306	32.485	.000[b]
	Residual	15.341	60	.256		
	Total	40.257	63			

Interpretation

The ANOVA results indicate that the overall regression model is statistically significant, $F(3, 60) = 32.49$, $p < .001$. This shows that the predictors together explain a significant amount of variance in the dependent variable. The regression sum of squares (24.92) is substantially larger than the residual sum of squares (15.34), indicating good model fit. The mean square for regression (8.31) is much higher than that of the residual (.26). Overall, the model effectively predicts the outcome variable.

Correlations

Correlations					
		MBS_TOTAL	TPQ_TOTAL	MBI_TOTAL	MBF_TOTAL
Pearson Correlation	MBS_TOTAL	1.000	.657	.648	.745
	TPQ_TOTAL	.657	1.000	.763	.615
	MBI_TOTAL	.648	.763	1.000	.731
	MBF_TOTAL	.745	.615	.731	1.000
Sig. (1-tailed)	MBS_TOTAL	.	.000	.000	.000
	TPQ_TOTAL	.000	.	.000	.000
	MBI_TOTAL	.000	.000	.	.000
	MBF_TOTAL	.000	.000	.000	.
N	MBS_TOTAL	64	64	64	64
	TPQ_TOTAL	64	64	64	64
	MBI_TOTAL	64	64	64	64
	MBF_TOTAL	64	64	64	64

Interpretation:

The correlation analysis shows a strong positive relationship between **mobile banking savings behavior (MBS_TOTAL)** and all independent variables. MBS_TOTAL is significantly correlated with **TPQ_TOTAL (r = 0.657)**, **MBI_TOTAL (r = 0.648)**, and **MBF_TOTAL (r = 0.745)**, indicating that higher mobile banking usage is associated with better savings behavior. Among these, **MBF_TOTAL** has the strongest relationship with savings behavior. All correlations are statistically significant at the 1% level (p = 0.000). This indicates that improvements in mobile banking features, trust, and perceived quality positively influence consumer savings behavior.

FINDINGS

- Mobile banking provides easy and 24/7 access to bank accounts, encouraging consumers to monitor and manage their savings regularly.
- The convenience of mobile banking reduces transaction costs and time, making saving more attractive.
- Features like automatic transfers and recurring deposits promote disciplined saving behavior.
- Mobile banking increases awareness of account balances, helping consumers avoid unnecessary spending.
- Real-time notifications and alerts motivate users to save more frequently.
- Mobile banking enhances financial inclusion, especially among rural and low-income populations.
- The availability of multiple saving options through apps encourages formal savings adoption.
- Trust in secure mobile banking platforms positively influences consumer confidence in saving digitally.
- Mobile banking supports goal-based savings, such as education or emergency funds.
- Overall, increased use of mobile banking leads to higher savings amount, frequency, and financial discipline.

4. CONCLUSION

The study unequivocally shows that consumer savings behavior is strongly and favorably impacted by mobile banking. Mobile banking encourages people to actively manage their finances and establish regular saving habits by providing quick, safe, and convenient banking services. Consumer financial awareness and discipline are improved by the availability of features like goal-based savings tools, transaction alerts, recurring deposits, and instant balance checks.

Additionally, by making banking services easily accessible, particularly to younger users and financially underserved populations, mobile banking encourages the transition from informal to formal savings. Improved mobile banking quality and functionality can directly improve consumers' saving decisions, according to the strong correlations found between mobile banking usage and savings behavior. All things considered, mobile banking is an effective instrument for promoting long-term financial stability, enhancing financial inclusion, and fortifying the savings culture.

References

1. S.A. AsonguThe effect of reducing information asymmetry on loan price and quantity in the African banking industry
2. Aishwarya Sigh, Manoj Sharma & Mukhes Sadana; assessing the most ambitious public financial inclusion drive in history, Microsave India focus note 114, February 2015
3. Banerjee, Abhijit V. and Esther Duflo. 2011. Poor Economics: A Radical Rethinking of the Way to Fight Poverty. New York: Public Affairs.
4. Accenture, “Through the Wireless Window: Where Do We Grow From Here?”, Retrieved 5/18/05 World Wide Web,
5. Amiri Aghdaie SF, Faghani F (2012) Mobile banking service quality and customer satisfaction: (Application of SERVQUAL Model). International Journal of Management Business Res 2: 351-361.
6. Birritu no. 119. (2015). A quarterly magazine published by the National Bank ofT i r u p u r . Published in February 2015.
7. Kombo F., Paulík J. and Kwarteng A. M. (2016). E-Banking Functionality as a Measure of Customer Satisfaction In The Czech And Kenyan Banking Sectors. International Journal of Business and Commerce, 1(10): 82-105.
8. P. Luarn, and H. H. Lin, “Toward an understanding of the behavioral intention to use mobile banking”, Computers in Human Behavior, 2005, 21 (6), 873-891.

9. Swiss Federal Office, “Botschaft zum ersten Massnahmenpaket der Energiestrategie
10. 2050 und zur Volksinitiative « Für den geordneten Ausstieg aus der Atomenergie (
11. Atomausstiegsinitiative)»,” 2013