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EXPLORING THE DRIVERS OF MOBILE BANKING ADOPTION AMONG YOUTH OF MANIPUR: AN EXTENDED TAM APPROACH

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ABSTRACT

This study explores the critical factors that motivate the key driving force that influences the adoption of mobile banking among the youth of Manipur. The extended TAM model with factors such as perceived usefulness, perceived ease of use, perceived security, perceived cost, perceived trust, and demographic variables were taken as the independent variables. The Government of India is pushing forward for financial inclusion with Digital India campaign; therefore, the driving force for adoption among the bank customers needs to be addressed so that those who are using continue using mobile banking services, whereas those who don't use mobile banking start adopting it. Very few studies have been conducted on this particular topic in India. A questionnaire-based survey was shared with 650 individuals in places such as bank branches, colleges, offices, and marketplaces, of which 429 were usable and were considered for data analysis and interpretation. The present study used IBM SPSS Version 21 to test the conceptual model. The findings of this study show that Perceived Usefulness and Perceived Ease of Use, which were the main predictors of mobile banking adoption under the TAM model, are insignificant here. Demographic variables such as occupation, education level, and perceived cost are the major drivers of mobile banking adoption among tech-savvy youth. Among the youth, individuals working in government organisation and professionals have a higher adoption rate.

Keywords: Mobile banking, TAM, Financial Inclusion, Perceived Usefulness, Perceived Ease of Use

INTRODUCTION

The proliferation of smartphone technology and the advancement of telecommunication networks in India have transformed financial service delivery. Among the new digital technologies, mobile banking (m-banking), enables customers to perform financial transactions and access banking services directly from their smartphones, eliminating barriers of time and location. Accessing banking services using mobile device has emerged as a promising delivery channel for banks, and it also enhances financial inclusion, particularly in developing economies like India, with its large unbanked populations, different topographies, and vast demographics. Mobile banking facilitates transactions, checking balances, fund transfers, paying bills and accessing different services by simply downloading an application of their respective banks using their smartphones. Mobile banking has become the primary medium for accessing banking services, but its adoption varies significantly across demographic and geographic segments, particularly among youth. Mobile banking offers convenience, accessibility, and cost-efficiency (Shaikh & Karjaluoto, 2015), however its usage and the perception among young users in Northeast India particularly in Manipur remains underexplored. Understanding the drivers of adoption is crucial for financial institutions, policymakers, and technology providers to design strategies that enhance user engagement.

The adoption of mobile banking has been extensively studied in different parts of the world and among different demography (Gupta et al., 2018; Singh et al., 2020), but there is limited study that focus on the youth in India or particularly in a region like Manipur. People in North East India faces unique challenges such as intermittent

internet connectivity, low digital literacy, Insufficient banking and IT infrastructure, Trust and awareness issues (L. Devi and N. Singh, 2022). The Technology Acceptance Model (Davis, 1989) offers valuable insights through its emphasis on perceived usefulness and ease of use; however, its core construct may inadequately capture the complex factors influencing adoption of mobile banking in Manipur. Therefore, an extended TAM by integrating factors like perceived trust, perceived securities, and perceived cost was used to better understand adoption of mobile banking among the youth.

Perceived Usefulness and Perceived Ease of Use significantly influence mobile banking adoption (Alalwan et al., 2017). It has been found that factors such as social influence (Venkatesh et al., 2003), trust (Zhou, 2012) Witeepanich et al. (2013), cost Luarn and Lin (2005), plays significant roles in technology adoption. Security has played a major role in youth's adoption of mobile banking (Kumar & Sharma, 2021). However, most of the studies in India focused on the population of metros and tier I cities, thereby leaving a large gap in understanding adoption in northeastern states like Manipur which have certain sociocultural and infrastructural barriers. Even when users intend to adopt mobile banking, barriers such as lack of awareness, security concerns, and inadequate technological infrastructure may hinder actual usage (Baptista & Oliveira, 2016). Thus, investigating the behavioral intention and actual usage gap is essential to develop targeted interventions for the youth.

This study seeks to answer the following research question:

1. What are the key factors driving the adoption of mobile banking among youth in Manipur?
2. How does behavioral intention translate into actual mobile banking usage among this demographic?

NEED AND SIGNIFICANCE OF THE STUDY

The Government of India is focusing on digital transformation and has already introduced campaigns such as Digital India campaign, Financial Inclusion initiatives, and digital currency. Therefore, understanding the region-specific adoption barriers of different digital technologies is important not only for the government but also for different stakeholders such as RBI, Banks, Fintech and any other financial institution. In India, youth represent a critical and majority segment of the population, digital finance like mobile banking will play a pivotal role in fostering greater financial inclusion thereby achieving economic growth and development of the country and specifically the North East region. Financial Institution and other stakeholder may fail to take into consideration the unique need and motivating factors that drive this adoption among the youth. Therefore, an empirical insight into their adoption behavior is needed. This study extends TAM by integrating factors such as trust, perceived cost etc.

The current study aims to:

1. To identify the key factors that drive the adoption of mobile banking among youth.
2. To examine the relationship between intention and actual usage of mobile banking.

LITERATURE REVIEW

The increase in smartphone usage and expanding internet penetration have catalysed the evolution of mobile banking from a niche service to a mainstream channel conducting financial transactions. Mobile banking offers convenience and promises of advancing financial inclusion by lowering entry barriers to formal financial services. Despite this promise, adoption rates among young consumers vary widely across regions, suggesting that a complex interplay of technological, psychological, social, and economic factors underlies their intention to adopt and use of mobile banking. Drawing on the foundational Technology Acceptance Model (TAM) and its extensions, this literature review critically examines existing empirical studies to (1) identify the key factors that drive the adoption of mobile banking among youth by focusing specifically on perceived usefulness, perceived ease of use, trust, perceived cost, perceived security, and (2) Examine the relationship between intention and actual usage of mobile banking.

THEORETICAL REVIEW

Davis (1989) propounded the Technology Acceptance Model (TAM), wherein perceived usefulness (PU) and perceived ease of use (PEOU) are the factors that influence behavioral intention (BI) to adopt a new technology thereby predicting actual usage behavior (UB). (Venkatesh & Davis, 2000) criticized TAM for being too narrow a model in explaining users' attitudes and behavioral intentions towards mobile banking adoption therefore (AlSoufi and Ali, 2014; Akturan and Tezcan, 2012) and various other researcher developed TAM2 by adding factors, like social influence which comprise of subjective norm, image, voluntariness, job relevance, output quality, and result demonstrability, to the original model. TAM3 (Venkatesh & Bala, 2008) added factors such as computer self-

efficacy, perception of external control, computer anxiety, computer playfulness, perceived enjoyment, experience and facilitating conditions.

The Unified Theory of Acceptance and Use of Technology (UTAUT), proposed by Venkatesh et al. (2003), states that performance expectancy, effort expectancy, social influence, and facilitating conditions are the factors that influence intention to use a new technology which then led to usage behavior, with gender, age, experience, and voluntariness of use as moderating factors. Hedonic motivation, price value, and habit were also included in UTAUT2 (Venkatesh et al., 2012) to better understand consumer contexts. (Gefen et al., 2003; McKnight et al., 2002) added trust to the existing framework to better understand the intention to mobile banking usage and (Slade et al., 2015) added perceived cost or price value as important factors in understanding the usage of financial product. (Venkatesh & Davis, 2000) Nysveen et. al. (2005) argue that TAM completely ignores the cost factor in understanding technology adoption. Zhou (2011) suggested users with high trust propensity will have positive attitude towards new technologies thereby increasing their acceptance of mobile banking where as if there is low trust propensity will lead to users doubting the credibility of the technology. Key factors that drive mobile banking adoption are:

Perceived Usefulness (PU)

Perceived usefulness is the extent to which an individual feels that using mobile banking will help them manage their finances better. It has always been a strong predictor of Behavioral Intention in studies related to new technology. Luarn and Lin (2005) found that university students use mobile banking for performing quick transfers and monitoring their accounts in real time are the features of mobile banking that strongly influenced whether people wanted to use the technology or not.

Ho_1: Perceived usefulness has no significant influence on behavioral intention to use mobile banking

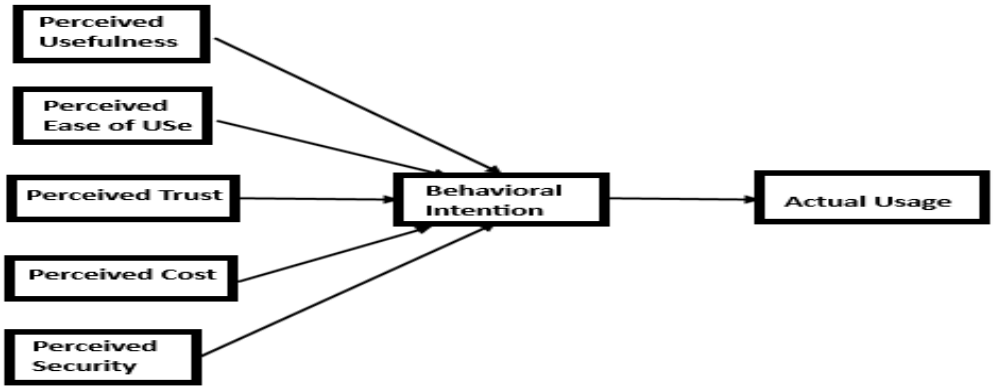

Figure 1: Proposed Framework

Perceived Ease of Use (PEOU)

Perceived ease of use is the extent to which users believe that mobile banking will be free of effort. (Zhou, 2011; Shaikh & Karjaluoto, 2015) in their research indicate that intuitive interfaces, streamlined authentication (e.g., biometric login), and minimal navigation complexity enhance PEOU and thereby strengthen Intention to use it. Aboelmaged and Gebba (2013) found that youth in India and the Philippines, demonstrated PEOU indirectly influences BI through its impact on PU. However (Davis, 1989; Venkatesh and Bala, 2008) found that among tech-savvy segments, PEOU often exerts a weaker direct effect relative to PU, suggesting that ease of use is necessary but not sufficient condition for adoption this particular segment.

Ho_2: Perceived ease of use has no significant influence on behavioral intention to use mobile banking

Perceived Trust

Gefen, Karahanna, and Straub, (2003) used Trust as a pivotal construct in both online commerce and mobile banking adoption. Zhou (2011) demonstrated that trust mediated the effect of security mechanisms on Behavioral Intention. Oliveira et al. (2016) demonstrated that trust not only has a direct effect on BI but also moderates the relationship between PU and BI, such that the positive influence of PU on BI is stronger when trust levels are high.

Ho_3: Trust propensity has no significant influence on behavioral intention to use Mobile banking

Perceived Cost (PC)

Perceived cost refers to money, time and labor that customer have to incurred in order to use the technology. Among cost-sensitive youth, perceived cost is a significant barrier to adoption. Slade et al., (2015) reported that perceived price negatively affected BI in a UK student sample ($\beta = -0.30$, $p < .01$). Oliveira et al. (2016) found that Latin American youth were particularly sensitive to transaction fees. However, (Agarwal & Prasad, 1999) found that transparent or zero-fee pricing models and data-bundle partnerships between banks and telecom operators can mitigate cost concerns and bolster adoption among the customers.

Ho_4: Perceived cost has no significant influence on behavioral intention to use mobile banking

Perceived Security (PS)

It is defined as "degree of belief in a technology or system to transmit sensitive information without breach or leakage" (Merhi et al., 2019). Security is one of the primary factors that bank customers look forward to any application or services provided by the bank. Any lapse in security from the bank's side will lead to loss of customers hard earned money. Security is a major concern for many of the customers while using internet banking and electronic commerce (Wazid, Zeadally and Das, 2019). Breach of data, fraudulent transactions, and theft are some of the concerns of mobile banking users. TAM does not consider the aspect of security in the acceptance of technology.

Ho_5: Perceived Security has no significant influence on behavioral intention to use mobile banking

Behavioural Intention and Actual Usage

(Davis, 1989; Venkatesh et al., 2003), Behavioral intention has been shown to account for a significant portion of the variance in usage behavior, and an intention–behavior gap often persists in mobile banking contexts. (Zhou, 2011; Shaikh & Karjaluoto, 2015) put forth that factors like service reliability, hidden fees, and technical glitches can erode intention before actual usage occurs. (Aboelmaged & Gebba, 2013) facilitating conditions such as 24/7 (Davis, 1989; Venkatesh et al., 2003), suggested that factors such as service reliability, hidden fees, and technical glitches can erode intention before actual usage occurs. Facilitating (Aboelmaged & Gebba, 2013) conditions such as 24/7 customer support, in-app tutorials, and offline assistance at branches help close this gap by ensuring that users encounter minimal friction when attempting to transact using mobile banking. Trust-building mechanisms (Gefen et al., 2003; San Martín & Herrero, 2012) include features like biometric authentication, real-time fraud alerts, and transparent privacy policies, reinforce users' confidence and encourage usage.

Koksal (2016) highlighted that demographic variables like that of age, gender, income, and educational qualification of the users also effect the intention to use mobile banking and researcher found that younger individuals have higher chances of accepting and using mobile banking. the finding is in line with that of other studies which have found that younger and higher income groups have higher chances of adopting new technologies.

Ho_6: There is no significant difference in the behavioral intention to use mobile banking due to age

Ho_7: There is no significant difference in the behavioral intention to use mobile banking due to gender

Ho_8: There is no significant difference in the behavioral intention to use mobile banking due to Education qualification

Ho_9: There is no significant difference in the behavioral intention to use mobile banking due to monthly income

Ho_{10}: There is no significant difference in the behavioral intention to use mobile banking due to occupation

This study aims to identify the factors that drive mobile banking adoption among the youth of Manipur. It is also important to distinguish between 'adoption' and 'actual usage' to understand the acceptance of a new technology; therefore, this study also aims to examine the relationship between intention and actual usage of mobile banking. This study adopts a quantitative approach that collects and analyses primary data from end-users to validate the influence of the factors or constructs proposed in the conceptual framework. Banks are adopting or trying to adopt many new technologies; therefore, it is necessary for them to understand the intention of their customer. This study contributes to the existing body of knowledge on technology adoption by exploring how security and trust influence other factors that affect the behavioral intention of a user. No study has analysed the factors influencing mobile banking adoption among the youth of Manipur. This study aims to contribute to this area and reduce the research gap.

RESEARCH METHODOLOGY

The study was conducted using a structured questionnaire divided into two sections. The first part comprised

questions related to the demographic profile of the respondent, and the second part comprised statements that tried to understand the respondent's intention to use mobile and the factors that drive mobile banking adoption among the youth. The questionnaire incorporated a combination of closed and open-ended questions, and statements measured using a five-point Likert scale (ranging from 1 – strongly disagree to 5 – strongly agree). The Likert scale format was chosen for its effectiveness in capturing respondents' attitudes, perceptions, and behavioral intentions regarding mobile banking adoption.

RESPONDENTS

The sample size for this study was determined using Cochran's formula, which is widely employed for estimating sample sizes in research involving finite populations, and the final sample size was 385. This study focuses on youth, who are generally regarded as early adopters of mobile-related technologies (Karjaluoto et al., 2010). To achieve this, 650 questionnaires were distributed among youth and individuals aged between the age of 18-40, who hold a bank account and are current users of mobile banking services. A total of 650 questionnaires were shared with different individuals in places like bank branches, colleges, offices, and busy market areas where young people often visit, but we received only 453 questionnaires, out of which 429 were usable and were taken into consideration for data analysis and interpretation. The final sample size of 429 satisfied the requirements based on Cochran's formula for sample size calculations. The results were analyzed using SPSS software package version 21. Ethical considerations were strictly followed during data collection. Respondents were informed about the purpose of the study, assured of the confidentiality and anonymity of their responses, and participation was entirely voluntary. Informed consent was obtained from all participants before administering the questionnaire.

RESULTS AND DISCUSSION

A normality test for the construct was conducted using The Kolmogorov–Smirnov test in order to check whether the sample comes from a population that follows normal distribution or not. It has been indicated that all constructs Perceived Ease of Use, Perceived Security, Perceived Cost, Behavioural Intention, Perceived Trust, and Actual Usage showed significance values of **.000**, which suggests that the data for each variable are not normal distribution. The data can be considered for further analyses like that of regression and correlation since deviation from normal distribution does not invalidate parametric tests.

Table1. Reliability and Validity analysis

	Factor Loading	Cronbach's Alpha
Perceived Usefulness	.697	.838
Perceived Ease of Use	.731	.832
Perceived Security	.759	.827
Perceived Cost	.654	.844
Behavioural Intention	.738	.832
Perceived Trust	.790	.820
Actual Usage	.736	.831

Table 1 shows the Reliability and Validity analysis of the construct. Reliability test for all the construct was computed using Cornbach alpha and the value for all the construct exceed the acceptable limit of 0.70 (Nunnally and Bernstein, 1994). The values for Cornbach Alpha for Perceived Usefulness, Perceived Ease of Use, Perceived Security, Perceived Cost, Behavioural Intention, Perceived Trust and Actual Usage are .838, .832, .827, .844, .832, .820, and .831 respectively. To determine the validity of all the construct, standardized factor loading was employed and it has been found that the value of factor loading for each of the construct were in the range of 0.654 to 0.790 which is way above the recommended level of 0.50.

Table 2. Profile of the Respondents.

Measure	Item	Frequency	Percent (%)
Age	18-30	347	80.9
	30-40	82	19.1
Gender	Female	218	50.8
	Male	211	49.2

Occupation	Student	217	50.6
	Govt. sector	24	5.6
	Self employed	92	21.4
	Professional	11	2.6
	Homemaker	5	1.2
	Unemployed	15	3.5
	Private Sector	65	15.2
Education Level	Lower than 10 std	1	0.2
	Matriculate	5	1.2
	Higher Secondary	24	5.6
	Diploma	19	4.4
	Bachelor's Degree	200	46.6
	Master's Degree	171	39.9
	Specialist	3	0.7
	Ph.D	6	1.4
Bank type	Public Sector	339	79
	Private Sector	90	21

Table 2 shows the demographic profile of the respondents. Sample population was fairly distributed being 50.8 % male and 49.2% female, 80.9% of population are in the age group of 18-30 while 31-40 age groups has only 19.1%. 46.6% of the respondent holds a bachelor's degree and 39.9% of the respondent having a master degree, showing that maximum of the respondent is well educated and it is likely that they have skills to use new technology like that of mobile banking. 50.6% of the population are student, self-employed and employee of private sector also comprise of major portion of the respondent. Public sector banks are the primary banking relationship most of the respondents have, this might influence trust and perception factors in mobile banking adoption.

Table 3. Mean scores of Scales

Scale	Mean	Std. Deviation	Minimum	Maximum
Perceived Usefulness (PU)	16.9604	1.91912	9.00	20.00
Perceived Ease of Use (PEU)	16.2028	2.19460	8.00	20.00
Perceived Security (PS)	15.1538	2.31202	9.00	20.00
Perceived Cost (PC)	15.0350	2.38398	8.00	20.00
Behavioural Intention (BI)	16.7389	2.49052	10.00	20.00
Perceived Trust (PT)	15.4196	2.30323	6.00	20.00
Actual Usage (AU)	16.0490	2.20660	10.00	20.00

Table 3 shows the descriptive statistics of the construct of the current study. Among the construct, Perceived Usefulness with a mean score of 16.96 and SD of 1.91 and Perceived Ease of Use with a mean score of 16.20 and SD of 2.19 scored relatively higher than the rest of the construct, this shows that respondents generally used mobile banking for its usefulness and ease of using the technology. Whereas, Perceived Trust and Perceived Security show a moderate level of confidence among the respondents with a mean score of 15.42 and 15.15 with SD of 2.30 and 2.31. Interestingly the mean score of Perceived Cost is 15.03 and SD = 2.3 thereby proving that respondents still give certain weightage to the cost of acquiring and using the technology in their decision to adopt mobile banking. Mean score for Behavioural Intention 16.74 with SD 2.49 is reasonably high, shows a positive inclination towards the adoption of mobile banking, while Actual Usage mean score 16.05, with SD 2.21 shows users consistently interact with mobile banking services, maintaining a stable frequency of usage over time.

Table 4. Factors influencing adoption of mobile banking

Variables	Beta	t	p
Gender	0.058	1.308	0.192
Occupation	0.359	8.105	.000**
Education Level	0.092	2.032	.043*
Perceived Usefulness (PU)	0.047	0.854	0.394
Perceived Ease of Use (PEU)	0.048	0.836	0.404
Perceived Security (PS)	-0.031	-0.489	0.625

Perceived Cost (PC)	0.258	4.733	.000**
Behavioural Intention (BI)	-0.017	-0.318	0.751
Perceived Trust (PT)	-0.121	-1.841	0.066
Actual Usage (AU)	0.037	0.666	0.505
	F=11.315**		
	R^2=0.213		

*p<.05; **p<.01

Regression analysis has been employed to understand the factors that influence adoption of mobile banking among the respondents. The value of R^2 is 0.213 indicate that the independent variables of the model collectively explained approximately 21.3% of the variance in mobile banking adoption (R^2 = 0.213, F = 11.315, p < .01). But a sizeable portion of the variance i.e 78.7% remains to be explained by other factors not captured in this model. The **F-statistic of 11.315** further confirms that the overall regression model is statistically significant.

Among the independent variables, Occupation (β = .359, t = 8.105, p < .001) and Perceived Cost (β = .258, t = 4.733, p < .001) has emerged as the most significant factors, indicating that the occupation of respondent and sensitivity to cost affect adoption behaviour of the respondent. Education Level (β = .092, t = 2.032, p < .05) also had a modest yet significant effect, implying that higher education correlates with a greater likelihood of adoption. Interestingly, widely cited constructs in the Technology Acceptance Model, Perceived Usefulness and Perceived Ease of Use were not statistically significant in this context, suggesting that for youth, the baseline expectation of utility and ease has already been normalized, and cost and occupational identity play a more decisive role. Variables such as Perceived Security, Trust, and Behavioural Intention did not significantly predict adoption, although trust showed a near-significant trend (p = .066).

Table 5. Relation between actual usage and behavioural intention

	Actual Usage (AU)	Behavioural Intention (BI)
Actual Usage (AU)	1	
Behavioural Intention (BI)	.526**	1

*p<.05; **p<.01

The correlation analysis (Table 5) between the Behavioural intention and the actual usage of the mobile banking application demonstrate a strong positive association with r value of .526 at significance level below 0.01. This finding is in line with the theories like that Theory of Planned Behaviour indicating that intention remain as the key influencing factor for the actual usage behaviour of the respondents even though it does not directly explain all variance in adoption when tested alongside other predictors.

Table 6. Analysis of behavioural intention with various demographic variables

Variables	Variable Category	Frequency	Mean	p
Age	18-30	347	211.11	.176
	31-40	82	231.46	
Gender	Female	218	218.00	.016*
	Male	211	211.00	
Occupation	Student	217	205.73	
	Govt. sector	23	251.33	
	Self employed	92	227.21	.041*
	Professional	11	255.27	
	Homemaker	5	143.00	
	Unemployed	15	142.47	
	Private Sector	65	227.99	
Educational Level	Lower than 10 std	1	352.50	
	Matriculate	5	192.30	
	Higher Secondary	24	221.15	.381
	Diploma	19	247.29	

	Bachelor's Degree	200	212.36
	Master's Degree	171	209.76
	Specialist	3	350.00
	Ph.D	6	254.25

*p<.05; **p<.01

Table 7. Analysis of actual usage with various demographic variables

Variables	Variable Category	Frequency	Mean	p
Age	18-30	347	206.95	.005**
	31-40	82	249.05	
Gender	Female	218	205.79	
	Male	211	224.51	.112
Occupation	Student	217	196.89	
	Govt. sector	23	272.02	
	Self employed	92	217.38	
	Professional	11	272.59	.001**
	Homemaker	5	171.90	
	Unemployed	15	167.43	
	Private Sector	65	253.15	
Educational Level	Lower than 10 std	1	407.50	
	Matriculate	5	257.90	
	Higher Secondary	24	241.58	
	Diploma	19	212.79	.095
	Bachelor's Degree	200	218.93	
	Master's Degree	171	203.51	
	Specialist	3	374.83	
	Ph.D	6	164.17	

*p<.05; **p<.01

The analysis of demographic variables with Behavioural intention and Actual usage (Tables 6 and 7) revealed further differentiation. Gender p= 0.016 and occupation (p=0.041) shows a significant relation in the behavioural intention to adopt the technology. Female respondent and those individual working in Government organisation shows a stronger intention compared to that of the other counterparts. Surprisingly the education level of the respondent does not exhibit a significant influence in behavioural intention. Age (p = .005) and occupation (p = .001) are the significant determinants for the actual usage of mobile banking, with the younger respondent among the youth who are in the age group of 18 to 30 years and professionals showing higher usage levels though the number of professionals is few in the study. Gender and education again did not significantly influence the actual usage.

The purpose of the study is to explore the factors that influence Mobile Banking Adoption among Youth of Manipur using the extended TAM model. In Technology Acceptance Model, (Karjalouto et al., 2010; Luarn & Lin, 2005) Perceived Usefulness and Perceived Ease of Use are the major factor that influence the adoption of a new technology but during the current study it has been found that these factors are insignificant. These findings contradict majority of the study till now, Munir et al. (2013), and (Deb, M. and Agrawal, A. 2017), found that perceived usefulness and perceived ease of use have positively influence the adoption of mobile banking. The finding of the study shows that among the youth who are tech savvy the two factors are the basic features that they expect to get in the mobile banking services and it does not influence an individual decision to adopt a new technology.
During the regression analysis it has been found that Occupation and Perceived Cost are the most significant

predictors for mobile banking adoption. Oliveira et al. (2016) also found that youth in Latin America were particularly sensitive to transaction fees. Youth employed as professional or in government sectors have higher adoption rate, and perceived cost remained the most significant factor, highlighting the importance of socio-economic factor on making adoption decisions among the youth. This is in line with the findings from various research from different economies, which shows that affordability and occupation are the major significant factor for mobile banking adoption.

Education level of the respondent also shows a significance, implying that individuals having higher education have higher adoption level of mobile banking may be because of digital literacy and exposure to different technology. This supports the finding of Al-Somali et al., (2009) which have found that Saudi banking customers having an adequate level of education, are most likely to have positive attitudes toward digital banking. Perceived trust also shows a moderate significance, indicating that organisational credibility and customers trust and confidence play an important role in adopting mobile technology.

There is a strong correlation between the Behavioural intention of the respondent and their actual usage of the technology which is in line with the Theory of Planned Behaviour. Though youths have an intention use mobile banking but issues like that of the cost associated, or some other factor may prevent this intention from becoming an actual user of the service. Demographic analysis revealed that younger respondents (18-30 years) among the youth shows higher adoption, confirming them as early adopter of a new technology. During the analysis among the gender, female respondents showed higher adoption than that of their counterpart which is in contrast with some studies which shows male dominance. Professional showed higher adoption rate than that of students and people with any other occupation. These shows that adoption is not uniform among the youth.

CONCLUSION, IMPLICATION AND FUTURE DIRECTIONS

The study explored the factors influencing mobile banking adoption among the youth in Manipur by using both conceptual framework and the demographic variables. This research integrates trust and cost factor in the technology acceptance model to identify the factors that drives the adoption of mobile banking among the youth. The findings of the study shows that adoption behaviour for mobile banking is less affected by traditional construct under Technology Acceptance Model like Perceived Usefulness and Ease of Use but affected by factors like Perceived Cost and occupation which is a new understanding in the acceptance of a technology among the youth. R^2 value of 0.213 confirms that these factors significantly influence mobile banking adoption among the youth, but there is an enormous variance which need to be explored by incorporating other factors.

Strong positive association is found between the behavioural intention and actual usage behavior of the respondents which is in line with the theory of planned behaviour. It is also observed that there is a gap between intention and actual usage highlighting that there are other factors which that act as a barrier in converting the intention of the respondent to its actual usage. These finding suggested that demographic variable play a huge role in the adoption of mobile banking among the youth. Instead of focussing on technology only this study helps us in deepening our understanding the factors that affect the adoption among youth. The result of this study can provide practical knowledge an idea for banks, policymakers, Government and Fintech companies who are looking to enhance digital banking experience.

The research has both theoretical and practical implications. Conceptual model that has been developed considers some of the significant drivers of mobile banking adoption among the youth of Manipur. This research enhances the existing knowledge in the field of digital technology acceptance and adoption. Understanding the key factor will help banks, policymakers and Fintech companies to make their strategy for increasing adoption and user experience. Banks should develop the mobile application by keeping in mind with the basic features that customers aspect of their application perceived usefulness and perceived ease of use. Even though these features do not influence its adoption but non availability of these features will absolutely hamper the acceptance of mobile banking. Banks should be focused on providing mobile banking free of cost since customer acceptance will increase if the charges for using mobile banking is waived off. They can recover the cost for providing these basic services from other transaction or services charges. At the same time banks should start providing awareness program among the different class of people with varied education level so that they start adopting and continuously using mobile banking application. This will enhance Government plan for enhancing financial inclusion and digital transaction among the bank's customer.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The current study employed purposive sampling method to collect data from 429 bank customer, this is one of the major constraints of the study. And the second limitation is, this study does not cover other factors which have shown strong significance in the adoption of mobile banking services. Future research could try to explore different drivers that influence mobile banking adoption in the same region or other region. This research will serve as a basis for more research work in the same area or among different demographic population or in some other area like Fintech application.

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