

Adoption of Fintech and Mobile Banking in Darbhanga, Bihar : An Empirical Analysis¹

ALKA KUMARI*
VIKAS GARG**
RESHMI MANNA***

Abstract

There has been a noticeable upsurge in mobile banking and other fintech services in India for the last few decades, especially in Bihar. That is due to the increased access to technology and improved financial literacy among people. As a result, more people are now turning to these time-saving services for their financial needs. However, further exploration will help to understand how gender interaction influences people's attitudes towards using mobile banking services. This study examines how perceived usefulness, ease to use, and trust influence attitudes towards mobile banking usage in Bihar. The empirical data was collected from the 200 people randomly, and their response was bootstrapped on 1000 data points to infer the actual reaction of the Bihar population to mobile banking usage. By understanding these factors better, it is possible to develop effective strategies that encourage more widespread use of mobile banking and other fintech services in this region.

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I. Introduction

WITH THE WORLD shifting towards the digital era, fintech services and mobile banking are slowly replacing traditional banking practices. This shift is evident in developing economies like India, where people rely more on digital services for daily transactions. Half of the country's population currently owns smartphones and access their account through mobile banking (Gupta and Auerswald, 2019). The state of Bihar, which is one of the most populous states in India, is no exception. Mobile banking use has steadily increased over the years in this region due to its convenience and reliability.

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* Doctoral (Ph.D.) Research Scholar, Amity University, Amity International Business School, Amity Road, Sector 125, Noida, Uttar Pradesh 201313, INDIA

** Associate Professor, Amity University, Amity Greater Noida Campus, Amity Business School, Plot No. 48A, Knowledge Park III, Greater Noida, Uttar Pradesh 201308, INDIA.

** Associate Professor, MIT World Peace University, Survey No. 124, Paud Road, Kothrud, Pune, Maharashtra 411038, INDIA.

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overview for policymakers. Attitude towards usage as mediator analysis will make the research outcomes more effective in understanding people's intention toward banking technological shifts. The future study can include the quality of technology used and issues faced by the people using mobile banking applications and internet banking. It will help the fintech companies to deliver better services. After getting access to the digital platform, customers search for the quality of the service, so a study can be conducted to examine the satisfaction level of people while using fintech services.

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