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Tech Driven Consumption: Exploring the impact of Mobile Banking and M - Shopping on Consumer Behaviour

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Abstract
The advancement of information technology has been widely applied across various sectors, including banking and online shopping platforms. This study investigates the impact of mobile banking and M-shopping consumer behavior. A total of 300 active Mobile banking users for M-Shopping was selected as a research sample. Employing exploratory research with a quantitative approach, the study utilized SPSS Data Tool for hypothesis testing. Based on the analysis it is found that Mobile banking and M Shopping significantly and positively affect consumer behavior.
The results of the study emphasizes the increasing role of technology – enabled financial and shopping services in shaping consumer decision – making patterns, particularly among young and tech – savvy users.

Keywords: Mobile Banking, M- Shopping, Consumer Behavior, Technology adoption, Tech – Driven Consumption.

1. Introduction

The rise of technology, particularly, particularly mobile banking and m shopping, has significantly reshaped consumer behavior, creating a more interconnected marketplace. This introduction explores how these technologies have influenced consumer influence, purchasing habits and overall consumption patterns. By examining the impact of mobile banking and m – shopping (mobile shopping), this study aims to shed light on the evolving landscape of consumer behavior in a tech-driven world. The theme of convenience and accessibility emerged as a predominant factor influencing consumer behavior. Participants consistently highlighted how mobile technologies enable them to shop at the connivance, bypassing the limitations of store hours and geographical constraints.
The ability to access retail services from anywhere significantly enhances the shopping experience, saving time and effort compared to traditional shopping methods. This ease of access is a critical driver behind the widespread adoption of mobile banking. (George Wilson, William Brown, Oliver Johnson, 2024)
The significant value for Mobile banking has a significant influence on consumer behavior; financial ability, Consumer behavior, and convenience have a significant positive effect on the interest in using electronic money (Mamik Nur Farida1 , Waspodo Tjipto Subroto2, 2019) Mobile technologies have revolutionized consumer interactions with retail brands by providing unmatched convenience, enabling shopping at any time and from any location. This transformation has reshaped traditional shopping

behavior, positioning mobile devices as essential tools for browsing, comparing and making purchases. The ease of access offered through mobile applications and websites has accelerated this shift, reflecting a growing consumer preference for mobile shopping over conventional in – store experience.

2. Mobile Banking

Mobile Banking is a Cost- Effective way to reach the customers. The different activities that can be performed through M-Banking includes Bank balance check, Banking Transactions, Investment, To generate account statement, Bill Payment etc. The study under M-Banking creates motivation for the users to adopt and use the online service using Mobile Banking Platforms. Positive Connections between profitability, trust and transaction convenience to utilize mobile banking have been found in previous studies. The Users' confidences in using Mobile banking services, enjoyment, utility of the system etc are not the same thing. The participants did not express significant concern about fraud risks, system reliability or perceived privacy issues when developing and maintaining trust in their banks and Mobile services. In today's technology-driven lifestyle, individuals are generally open to adopting new technologies, especially those that integrate seamlessly with their mobile phones.

The problems and risks faced by both consumers and the banking sector in adopting mobile banking services are expected to be minimized in the future through the use of advanced technologies and scientific research methodologies. The findings presented in the article are based on various statistical surveys and are considered valid for both mobile banking users and non-users across diverse socio economic backgrounds. However, on a global scale, each country has its own set of rules and regulations governing mobile banking transactions. Services and products and these regulations vary significantly from one country to another. (Jiale Zhu , Manyi Wang, 2022).

3. M - Shopping

Smartphones equipped with advanced operating systems, functions like compact computers and offer users enhanced convenience and ease, especially when utilised for online shopping. The consumer's journey is increasingly shaped by external factors such as mobile technology and social media (Tarnanidis, T. 2024). As mobile usage grows, businesses have changed how they promote products and manage online credibility. Mobile marketing influences consumer behaviour by enabling quick access to information and recommendations. A mobile application commonly known as app is a specialised software developed for mobile devices like smart phones and tablets. These apps allow users to carry out specific tasks directly on their devices without needing a web browser. Most e-commerce platforms now offer free apps that can be easily downloaded and installed on Android and iOS devices, making online browsing and shopping more convenient (Tak, P., & Panwar, S. 2017).

Research on mobile marketing, though distinct from mobile shopping, offers valuable insights into consumer attitudes toward mobile devices. Consumers often view their phones as personal spaces and resist unsolicited marketing, prompting marketers to seek permission - based strategies built on trust, control, and relevant content. Studies emphasise that for mobile marketing to be effective, messages must be useful, timely and sometimes entertaining. Recent research highlights how smartphones are deeply integrated into our daily life and used differently based on individual preferences, context, and other devices (Holmes, A., Byrne, A., & Rowley, J. 2013). When consumers are starting to use mobile phones in shopping, they still rely on computers for purchases. Mobile shopping is appreciated for its convenience and accessibility, but users remain uncertain about cost - effectiveness, usefulness and simplicity. Negative

perceptions persist around trust, enjoyment, clarity, and friendliness, indicating either the device's unsuitability for shopping or consumers' ongoing adjustment. Although past research highlights enjoyment as a key driver of mobile shopping, current perceptions lean toward utility, which may slow adoption. (Saprikis, V., et al., 2018).

4. Consumer Behaviour

The study of consumer behavior systematically examines individual characteristics such as demographics, personality traits, lifestyles and behavioral aspects (including usage rates, occasions of use, brand loyalty, advocacy, and willingness to give referrals) to gain insights into consumers' needs and purchasing patterns. It also explores the impact of various social influences, ranging from family; friends and peer groups to broader societal factors like brand influence and opinion leaders.

Given the unpredictable nature of consumer behaviors, marketers and researchers employ ethnography, consumer neuroscience, machine learning, and consumer relationship management (CRM) databases to identify and analyze customer trends. These extensive databases provide valuable insights into factors affecting brand loyalty, repeat purchase intentions, referrals and brand advocacy. Moreover, they facilitate market segmentation – especially behavioral segmentation – allowing business to design precise and highly personalized marketing strategies.

Online shopping is rapidly gaining popularity, yet marketers face significant challenges in understanding consumer needs and behavior in the online retail space. In particular, analyzing consumer attitudes, identifying key factors that influence online shopping decisions, and improving these factors are essentials for gaining a competitive edge. Although online shopping is well-established globally, its growth in India, despite being a large consumer market, lags behind international trends. According to the Indian Consumer Report (2013), e –tailing accounted for less than 1% of India's total retails market in 2021, compared to over 5% in the UK and the US. This indicates that not only a small portion of Indian internet users are active online shoppers. Various theoretical approaches have been applied to understand online consumption behavior, and this study adopts the buyer decision factor model, focusing on nine critical factors; search engines, online shopping malls, auction websites, convenience, price, brand, security, promotions, and refund policies. As customers worldwide, including those in developing countries, are gradually adapting to this new shopping channel, understanding the factors influencing online purchase intention, adoption, and repurchase becomes essential for both researchers and practitioners (Dr. Ajay Kumar, 2024)

5. Objectives of the study

To find the relationship between mobile banking and m - shopping behaviour.

To investigate the impact of Mobile banking on consumer buying behaviour through m shopping.

6. Hypothesis

H1: There is significant relationship between mobile banking usage and mobile shopping behaviour

H2: Mobile banking influences consumer buying behaviour through m shopping

7. Research Methodology:

The research design adopted for the study is quantitative and descriptive in nature. A non-probability sampling method is employed to select respondents who are relevant to the study objectives. The sample

size comprises 300 participants. Data is collected using a structured questionnaire designed with 5 point Likert scale items (Strongly agree, Agree, Neutral, Disagree, Strongly disagree). The questionnaire focuses on variables such as mobile banking, mobile shopping behaviour and consumer buying behaviour. The collected data is analysed using SPSS software employing techniques such as descriptive statistics, reliability testing (Cronbach's alpha), correlation analysis and regression analysis.

8. Data Analysis and Findings

8.1 Demographic Profile

Table 1. Demographic profile of respondents (n = 300)

	Categories	Count	Percentage
Age	26 – 35	119	39.67%
	46 and above	88	29.33%
	36 – 45	38	12.67%
	Under 18	32	10.67%
	18 – 25	23	7.67%
Gender	Male	158	52.84%
	Female	141	47.15%
Income	3 – 5 L	165	55.00%
	6 – 8 L	96	32.00%
	Less than 3 L	21	7.00%
	8 – 10 L	14	4.67%
	Above 10 L	4	1.33%
Education Level	Graduation	186	62.00%
	Post-Graduation	75	25.00%
	Class 11 – 12	23	7.67%
	Class 10	16	5.33%
Frequency of Mobile Shopping	Frequently	184	61.33%
	Sometimes	102	34.00%
	Rarely	14	4.67%

The data sample consists of slightly more males 53% than females with 47%. The distribution is fairly balanced. The 18- 25 age group represents the majority of the respondents, accounting for 49% of the total. This suggests that nearly half of your sample are young adults like students or early career individuals. 36 - 45 is the second most common group 17.7% possibly indicating participation from working professionals. Followed by 26 - 35 13.7%. The low representation is income from under 18 groups accounting 14%, which is relatively smaller and could represent adolescent engagement. The dominant income group is 6 - 8 Lakhs representing 46.3%, followed by 6 - 8 lakh, only 9.7% earns less than 3 lakh and 4% earns above 10 lakhs. Majority of the respondents have a graduate degree (59.3%), followed by post-graduation 25.7%, which then followed by class 11 - 12 (10%) and least respondents are from class 10 with 5%. A large majority of respondents use mobile banking for m - shopping frequently representing 65.7%. A substantial proportion (29%) use mobile banking for shopping occasionally and 5.3% a small percentage rarely use mobile banking for shopping.

8.2 Reliability Analysis:

Table 2. Cronbach's Alpha

Variables	Cronbach's Alpha	N of Items	Remark
Mobile Banking	.889	5	Very good reliability
M – Shopping	.851	5	Good reliability
Consumer Behaviour	.941	5	Excellent reliability

To assess the internal consistency and reliability of the measurement scales used in this study, Cronbach's alpha analysis was conducted for each of the core constructs. Mobile banking (MB), M - Shopping(MS), and consumer behaviour (CB). The 5 item scale for mobile banking demonstrated high level of reliability, with a cronbach alpha of .889, the 5 item scale for m shopping, also showed good internal consistency, yielding a Cronbach's alpha coefficient of .851. The scale of consumer behaviour consisting of 5 items, exhibited excellent reliability with a Cronbach's alpha coefficient of .941.

8.3 Correlation Analysis

Table.3 Correlation between Mobile banking and M - Shopping

	Correlations									
Spearman's rho	**MB1**	**MB2**	**MB3**	**MB4**	**MB5**	**MS1**	**MS2**	**MS3**	**MS4**	**MS5**
MB1	**1.000**	**.895****	**.893****	**.784****	**.338****	**.319****	**.789****	**.598****	**.683****	**.908****
MB2	**.893****	**1.000**	**.971****	**.694****	**.219****	**.195****	**.682****	**842****	**.852****	**.982****
MB3	**.893****	**.971****	**1.000**	**.710****	**.257****	**.252****	**.706****	**.820****	**.838****	**.970****
MB4	**.784****	**.694****	**.710****	**1.000**	**.400****	**.386****	**.967****	**.460****	**.326****	**.703****
MB5	**.338****	**.219****	**.257****	**.400****	**1.000**	**.806****	**.375****	**.238****	**.245****	**.267****
MS1	**.319****	**.195****	**.252****	**.386****	**.806****	**1.000**	**.383****	**.242****	**.223****	**.248****
MS2	**.789****	**.682****	**.706****	**.967****	**.375****	**.383****	**1.000**	**.488****	**.357****	**.715****
MS3	**.598****	**.842****	**.820****	**.460****	**.238****	**.242****	**.488****	**1.000**	**.892****	**.852****
MS4	**.683****	**.852****	**.838****	**.326****	**.245****	**.223****	**.357****	**.892****	**1.000**	**.877****
MS5	**.908****	**.982****	**.970****	**.703****	**.267****	**.248****	**.715****	**.852****	**.877****	**1.000**

**correlation is significant at the 0.01 level (2 - tailed), MB – Mobile banking, MS – M Shopping

The correlation co-efficient among the mobile banking items range from 0.219 to 0.971, all of which are statistically significant at the 0.01 level ($p < 0.01$). notably MB2 and MB3 (r=0.971) and MB1 and MB2 (r= .893) show very strong positive correlations, indicating high internal consistency within the mobile banking construct. The correlation co efficiency of m - shopping items range from 0.223 to 0.892. also, all significant at 0.01 level. Strong relationships are observed between MS3 and MS4 (r =0.892) and MS4 and MS5 (r= 0.877), indicating that the items under this construct are also highly related. There are significant positive correlations between mobile banking items and m shopping items, suggesting that individuals who are more engaged and satisfied with mobile banking also show higher tendencies towards m - shopping behaviour.

8.4 Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938[a]	.880	.879	.16544

a. Predictors: (Constant), MB

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.259	1	59.259	2165.177	<.001[b]
	Residual	8.101	296	.027		
	Total	67.360	297			

a. Dependent Variable: MS

b. Predictors: (Constant), MB

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.528	.074		7.155	<.001
	MB	.823	.018	.938	46.531	<.001

a. Dependent Variable: MS

A simple linear regression was performed to examine the extent to which mobile banking (MB)predicts m - shopping (MS). The analysis yielded a statistically significant model, indicating that mobile banking is a strong predictor of m shopping behaviour. The overall regression model was found to be statistically

significantly statistically significant F = 2165.177, p <0.01. Mobile banking has emerged as a highly significant positive predictor of m shopping (B=0.823, P<0.01). The standardised beta coefficient (β = 0.938) further underscores the positive between predictor and the outcome variable. In essence the result suggests that higher levels of engagement with mobile banking are strongly associated with increased shopping behaviour.

8.5 Mediating Role Analysis using ANOVA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829[a]	.688	.686	.26545

a. Predictors: (Constant), MS, MB

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.768	2	22.884	324.758	<.001[b]
	Residual	20.787	295	.070		
	Total	66.554	297			

a. Dependent Variable: CB

b. Predictors: (Constant), MS, MB

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.104	.128		8.618	<.001
	MB	.507	.082	.581	6.198	<.001
	MS	.257	.093	.259	2.760	.006

a. Dependent Variable: CB

M - Shopping is a statistically significant predictor of consumer buying behaviour. Mobile banking directly influences consumer buying behaviour on its own. The beta value of .581 shows a strong direct effect. Mobile banking usage influences M - shopping behaviour, which in turn influences consumer behaviour indirectly. The beta value of .259 there is a significant but weaker indirect path. Therefore, we can conclude that M - shopping behaviour partially mediates the relationship between mobile banking

usage and consumer buying behaviour. The findings reveal a dual pathway of influence. Mobile banking not only directly impacts consumer buying behaviour but also indirectly influences it by fostering engagement in m - shopping. Therefore, H2 is supported, with the results pointing specifically to a partial mediation model.

9. Conclusion

Both Mobile banking and online shopping have a significant positive influence on consumer behaviors among students of the Economics Faculty at Universitas Negeri Surabaya. Multiple Linear regression analysis revealed that mobile banking and online shopping individually and collectively impact consumer behavior, with both variables together explaining 47.6% of the variation, while the remaining 52.4% is influenced by other factors. These findings align with previous research highlighting the positive effect of financial ability, convenience, and consumer satisfaction on electronic transactions, though some studies have reported contrasting results regarding perceived risks. Given the relatively low utilization of mobile banking among these students, enhancing financial literacy and encouraging greater adoption of mobile banking technology are recommended to help students keep pace with technological advancements, particularly for online shopping transactions. (Mamik Nur Farida, Waspodo Tjipto Subroto2, 2019).

The study reveals that the sample predominantly consists of young, educated individuals with moderate to high income, who are active users of mobile banking for m- shopping. The measurement scales used in the study demonstrated strong reliability, with Cronbach's alpha values of 0.889 for mobile banking 0.851 for m - shopping, and 0.941 for consumer behavior, confirming consistency in the constructs measured.

The correlation analysis established high internal consistency within both constructs and significant positive relationships between mobile banking and m-shopping, indicating that greater engagement with mobile banking is associated with increased m-shopping favor The regression analysis further confirmed that mobile banking is a strong and significant predictor of m-shopping behavior ($F = 2165.177$, $p<0.01$; $\beta = 0.938$), suggesting that higher usage of mobile banking strongly influences m-shopping activity. Additionally, mobile banking significantly impacts consumer buying behavior both directly ($\beta = 0.581$). And indirectly though m-shopping ($\beta = 0.259$). This supports a partial mediation model, confirming that while mobile banking directly drives consumer-buying behavior, it also indirectly enhances it by encouraging m-shopping engagement. Overall, the findings highlight the critical role of mobile banking in shaping consumer-buying behaviour, both as a direct influence and through its effect on m-shopping participation.

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10. **ANNEXURE:**

Correlations

			Mobile banking [I regularly use mobile banking for financial transactions]	Mobile banking [I find mobile banking convenient for m - shopping]	Mobile banking [I feel secure using mobile banking services]	Mobile banking [Mobile banking saves time during m shopping]	Mobile banking [I prefer mobile banking over other payment methods while shopping online]	M Shopping Behaviour [I frequently shop using mobile apps]	M Shopping Behaviour [I trust my shopping platforms]	M Shopping Behaviour [I find mobile shopping convenient and easy to use]	M Shopping Behaviour [I compare products on m - shopping apps before buying]	M Shopping Behaviour [I am influenced by m - shopping app notification and offers]
Spearman's rho	Mobile banking [I regularly use mobile banking for financial transactions]	Correlation Coefficient	1.000	.895**	.893**	.784**	.338**	.319**	.799**	.598**	.683**	.909**
		Sig. (2-tailed)		< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	Mobile banking [I find mobile banking convenient for m - shopping]	Correlation Coefficient	.895**	1.000	.871**	.694**	.219**	.195**	.682**	.842**	.852**	.862**
		Sig. (2-tailed)	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	Mobile banking [I feel secure using mobile banking services]	Correlation Coefficient	.893**	.871**	1.000	.710**	.257**	.252**	.709**	.820**	.838**	.870**
		Sig. (2-tailed)	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	Mobile banking [Mobile banking saves time during m shopping]	Correlation Coefficient	.784**	.694**	.710**	1.000	.403**	.386**	.967**	.460**	.326**	.703**
		Sig. (2-tailed)	< .001	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	Mobile banking [I prefer mobile banking over other payment methods while shopping online]	Correlation Coefficient	.338**	.219**	.257**	.403**	1.000	.806**	.375**	.238**	.245**	.267**
		Sig. (2-tailed)	< .001	< .001	< .001	< .001		< .001	< .001	< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	M Shopping Behaviour [I frequently shop using mobile apps]	Correlation Coefficient	.319**	.195**	.252**	.386**	.806**	1.000	.383**	.242**	.223**	.248**
		Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001		< .001	< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	M Shopping Behaviour [I trust my shopping platforms]	Correlation Coefficient	.799**	.682**	.709**	.967**	.375**	.383**	1.000	.488**	.357**	.715**
		Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001		< .001	< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	M Shopping Behaviour [I find mobile shopping convenient and easy to use]	Correlation Coefficient	.598**	.842**	.820**	.460**	.238**	.242**	.488**	1.000	.892**	.852**
		Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001		< .001	< .001
		N	298	298	298	298	298	298	298	298	298	298
	M Shopping Behaviour [I compare products on m - shopping apps before buying]	Correlation Coefficient	.683**	.852**	.838**	.326**	.245**	.223**	.357**	.892**	1.000	.877**
		Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001		< .001
		N	298	298	298	298	298	298	298	298	298	298
	M Shopping Behaviour [I am influenced by m - shopping app notification and offers]	Correlation Coefficient	.909**	.862**	.870**	.703**	.267**	.248**	.715**	.852**	.877**	1.000
		Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	
		N	298	298	298	298	298	298	298	298	298	298

** Correlation is significant at the 0.01 level (2-tailed).