



温州肯恩大学
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The Factors Influencing Chinese Youth Acceptance Of Mobile Banking

Technology

In Partial Fulfilment of the Requirements

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by

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Abstract

Mobile banking technology (MB) refers to the technology that allows the banks or other financial institutions to provide remote service to customers via mobile devices. The range of popularization of mobile banking technology is getting wider and wider, however, the public acceptance seems to be restricted in only a finite group of users, especially in the developed countries like China. In order to figure out the factors influencing the youth acceptance of mobile banking technology in China, this paper aims at providing accurate analysis of how convoluted benefits and risks of mobile banking technology exert the influence on the Chinese youth acceptance and using intention of mobile banking. It employs the technology-oriented models, mainly including technology acceptance model (TAM). During the data analysis process, this study utilizes the reliability analysis, correlation analysis, as well as multiple linear regression analysis to determine the relationship between the positive/negative factors and users' intention/acceptance. The final results suggest that the location convenience due to MB, the ease of learning MB, the time saving due to MB, as well as the simplicity of programming can promote the Chinese youth acceptance of MB. The study also finds out that the negative factors in TAM have no significant influence on the Chinese youth acceptance of MB.

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Introduction

Mobile banking technology (MB) is an electronic self-service related to financial business, accomplished via the IT procedure provided by banks and other financial institutions and mobile devices like smartphones (Püschel, Afonso, Mauro, & Hernandez, 2010). As the information technology especially the wireless technology and mobile device technology develops dramatically, mobile banking technology also benefits a lot from the electronic-information trend. As many experts from banking field estimate, the popularity of mobile banking system will surge during the next decades, making the application of advanced financial service available.

Although mobile banking technology is improved in a remarkable speed, the broad adoption of its extending application is still limited into a small number of users. According to Baskerville and Myers (2009), the acceptance of public may be a fashionable instead of an institutionalized concept. Therefore, the public acceptance of mobile banking technology is more susceptible to the feedback of other users, their own using experience, and the potential apprehension of its consequence. Moreover, although there are many researches delivered to study factors influencing the public acceptance, the substantiated study of Chinese acceptance, especially the youth acceptance of mobile banking technology is so rare that can be utilized to moderate the schemes for mobile banking popularization.

The model that buttresses this whole study is technology acceptance model

(TAM), consisting of these five parts: PR, PU, PEOU, AS, UI (this model will be illustrated concretely in Methodology). TAM was proposed by Davis (1989), used to describe the public acceptance of all kinds of new-emerging technology. Based on TAM, I make the hypothesis that all the positive factors included in PU and PEOU will promote the Chinese youth acceptance of MB, but all the negative factors included in PR will impede the Chinese youth acceptance of MB.

To better analyze how the factors involved in TAM will influence the Chinese youth acceptance of MB, I utilize SPSS to do the reliability analysis, correlation analysis, as well as multiple linear regression analysis. The comprehensive analysis enables us to observe and determine the weights of all variables on the youth acceptance so that we can propose the feasible suggestions to promote the spread of MB in China based on empirical consequence while not intuitions.

Literature Review

The Prosperity of MB

It's undeniable that modern commerce operation relies on the efficacy of banking system greatly, no matter what kind of property the business has. In the early stage of banking, there are only counter operations, available for those are willing to borrow and loan, accomplishing this process face-to-face. However, with the advanced and well-developed digital and information technology (IT) thriving, the mobile banking technology are more and more ubiquitous applied to existing banking system to bolster the efficiency of banking operation (Sardana & Singhania, 2018). In other words, it's exactly the existence of advanced mobile banking technology that makes the cost reduction of consumers' budget, the improvement of consumers' business experience, as well as the surge of stream-flow of daily operation possible.

Mobile banking technology (MB), also incorporated into self-service technology (SST), is one of the most successful IT applications in the financial field. ATM, online banking, mobile banking, and online shopping are the instances of the common SST (Iqbal et al., 2017). The adoption of advanced mobile banking technology is associated with the further growth of banking industry and even whole economy (Aboelmaged, & Gebba, 2013). What matters the acceptance of mobile banking technology most is its attached benefits and risks, which are the subject of this paper.

The goal of this literature review is to compare how different factors can aid or stem the spread of MB applications by detecting the potential drawbacks and the enhanced service quality.

The Derivatives and Applications of MB

Mobile banking technology is not a sole or isolated innovation, instead, it refers to a set of technology achieved via the carrier of mobile phone. Both the mobile banking platform and mobile banking bearer technology consists of the sections of MB. As Krugel (2007) stated, there are four components of mobile banking platform, comprising data repository, application development environment, bearer channel and MNO integration, and financial switch. According to Boon-itt (2015), virtually all bearer technology related to SST, including MB can be divided into two aspects: server-side technology and client-side technology. Client-side technology is more convoluted than server-side technology is, because the former spans from the front end (SMS, IVR, and USSD) to the terminal end (WAP, JAVA/J2ME, SIM).

The Two-Sided Property of MB

To describe the users' intention and attitude of an advanced technology, Ntseme, Nametsagang, and Chukwuere (2016) introduced the Technology Acceptance Model (TAM) to testify the visible factors influencing the opinion of people toward mobile

banking technology. As Sunday (2021) interpreted, the most obvious advantages of mobile banking technology are its accessibility and convenience that we can access our banking account just with a mobile phone no matter where and when we are. In addition, the risks of using cash during transactions, which may be stolen, is reduced because everything is accomplished online without the engagement of cash. However, the security issue of mobile banking technology also proves it a two-edged coin, making itself an insecurity. Although people can elude the risk of their cash being stolen by others, there is no guarantee assuring their electronic account won't be stolen or divulged accidentally (He, Tian, & Shen, 2015). It's virtually these risks, resulting in competitive volatility, market uncertainty, and technology uncertainty (Luo, Zhang, & Shim, 2010) that consist of characteristics of modern high-tech industry, that impede the popularity of mobile banking technology.

The Circumstance of MB in China

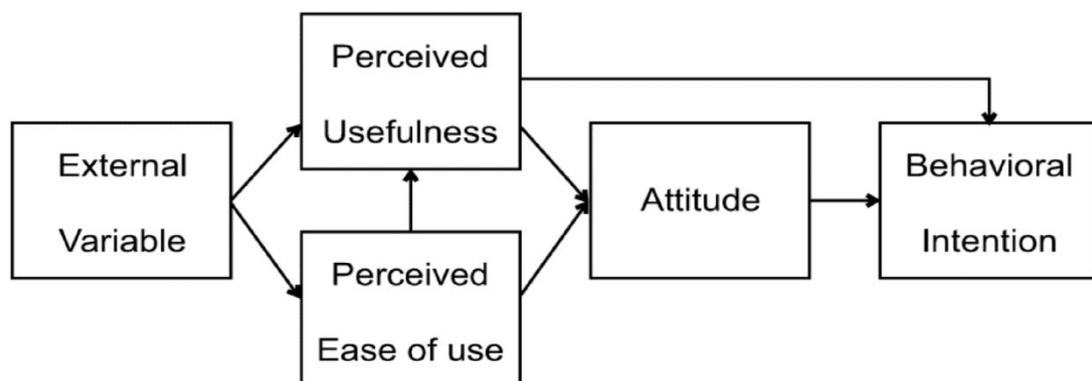
According to Richards (2015), China is the country whose citizens own the largest quantity of mobile phones in the world—over 90% of Chinese possess at least one cell phone. In addition, the amount of smart phones owned by Chinese is going to exceed 700 million in the recent years. As the recent report of China Internet Network Information Center (CNNIC; 2017) showed, the population of Chinese Internet users via mobile phones reached 695 million, consisting 95% of the total population of Internet users. These data results could have represented the prosperous trend of MB

development in China, because of the enormous number of mobile phone and Internet users in China, especially the youth. However, the coverage of MB among the Chinese youth remains quite low till now, characterized by the youth acceptance of MB rate below 7% (Flavián, Guinaliu, & Torres, 2005). This fact also proves that although China has a wide using range of mobile phones and Internet, MB is still a low-acceptance technology. Despite of several related researches in China has been disclosed, there is seldom research concerning about the Chinese youth acceptance of MB, so this paper regards the Chinese youth as the targeted population. The backward force stemming MB from be accepted mainly comes from the technology issue and service assistance. Consequently, the lack of technology awareness leads to the security-related anxiety and disinclination of learning MB, despite of the pervasive advantages of MB.

Methodology

Technology Acceptance Model (TAM)

Technology acceptance model was first proposed by Davis in 1989, used to solve the difficulty of measuring the public acceptance of a specific technology. Till now, TAM is one of the most frequently used models to analyze the factors effecting the popularization of informative system. Just as Jeong and Yoon (2013) complemented, TAM is not a static model which permits no development, instead, researchers can add the dimensions they are concerning about to the model to get a synthetic and interactional result. Many revisions of TAM have been made to satisfy the needs of different researching technology, for instance, TAM 2 and TAM 3 are the derivatives of TAM to validate the theories related to other industries (Salimon et al., 2017). To better apply to my research, I also make some adjustments to the original technology acceptance model (including perceived usefulness, perceived ease of use, and users' acceptance), just Picture 1 shown.



Picture 1- TAM for Chinese Youth Acceptance of Mobile Banking Technology

As Picture 1 shows, this version of TAM is comprised of external variable, perceived usefulness, perceived ease of use, attitude, as well as behavioral intention. External variable mainly refers to the perceived risk of users (PR), consisting of these four kinds of PR: perceived technology risk (Technology PR), perceived behavioral risk (Behavioral PR), perceived time risk (Time PR), and perceived legal risk (Legal PR). Both users' attitude and behavioral intention (aka users' intention, UI) are relevant to the users' acceptance. However, my research is not as convoluted as other papers related to mobile banking technology, so I will use UI to represent the Chinese youth acceptance of MB. The original TAM mainly focuses on PU and PEOU, but this research also takes the negative factors like perceived risk into consideration, so I incorporate the external variable as extra part of TAM.

Method Design

To validate what factors could influence the public acceptance of mobile banking technology and the exact extent of their influence, I decide to use mixed method—the combination of quantitative research and qualitative research. Because the investigating object of my research is the public acceptance, the awareness and notion of public matter a lot, which means a survey is appropriate to it. Questions in the questionnaire should include various forms of inquiry, like multiple questions, extent

questions, and open questions. Mostly, I will design extend questions to get information about the extent of each factor's influence by a five-point Likert scale; multiple questions are suitable for the background information collection and their using condition like frequency and using age.

In the first part of the questionnaire, I set the basic information questions which are relevant to the gender, age, and location of the universities or colleges of participants--corresponding to Question 1~3. Question 4 is about the monthly living expense of participants with five ranges available: 1000, 2000, 3000, 4000 RMB are the four watersheds; Question 5 is to investigate the using frequency of mobile banking of participants with four ranges: using everyday, 3~5 times very week, 1~3 times every month, and using rarely. These five questions aim at collecting the background information of participants coming from different cities so that I could guarantee that these irrelevant variables won't exert the prominent or substantial influence on this research.

In the second part of the questionnaire, I utilize the five-point Likert scale questions to testify the subjective intention, comparing of traditional banking, of different aspects of mobile banking technology, except Question 6. In Question 6, I set up ten scales (number 1~10) to question the inclination between using mobile banking and traditional banking, so number 10 represents extremely preferring to use mobile banking while number 1 represents extremely preferring to use traditional

banking. Question 6 aims at collecting data of users' attitude, which has indirect relationship with the users' acceptance.

Questions from 7 to 13 are all five-point Likert scale questions, and matrix multiple questions in the mean time--the five scales embodied by 1~5 are corresponding to strongly disagree, disagree, neutral, agree, strongly agree. Question 7 includes only the sub-question "It is more convenient to use mobile banking"--this question aims at investigating PU of youth. Question 8 includes three sub-questions, which are "Mobile banking transactions take less time", "It's easier to learn to use mobile banking", and "Mobile banking is simpler to learn to use"--this question aims at investigating PEOU of youth. Question 9 includes three sub-questions, which are "I prefer to use mobile banking", "I will be using mobile banking a lot in the future", and "People around me prefer mobile banking"--this question aims at investigating UI of youth.

Question 9 and Question 6 have the familiar purposes which is gathering data concerned about the users' acceptance. However, Question 9 is more concrete in inquiring the information related to the users' acceptance, but Question 6 is more concise in inquiring the information related to the users' acceptance. In addition, UI in question 9 has direct relationship with the users' acceptance, while the users' attitude in question 6 has indirect relationship with the users' acceptance.

Questions from 10 to 13 are related to the users' perceived risk (PR). Question 10 includes two sub-questions, which are "I think it takes time to open a mobile banking service", and "I think using mobile banking takes time"--this question aims at investigating Time PR of youth. Question 11 includes only one sub-question, which is "I think using mobile banking, mobile phone loss is easy to cause property losses"--this question aims at investigating Behavioral PR of youth. Question 12 includes three sub-questions, which are "When using mobile banking, the pin number of bank card is easy to be stolen", "When using mobile banking, there is a greater likelihood of interruption of transaction data transmission", and "When using mobile banking, mobile network signal is prone to be unstable"--this question aims at investigating Technology PR of youth. Question 13 includes two sub-questions, which are "Disputes over mobile banking cannot be properly resolved", and "Existing laws cannot protect the interests of mobile banking users"--this question aims at investigating Legal PR of youth.

Analytical Approach

Once I have got enough data in this research, I will utilize SPSS to do the analysis, including reliability analysis, correlation analysis, as well as multiple linear regression analysis. Reliability analysis could help to judge whether the data I collect is reliable enough and what extent could the data be robust. Correlation analysis is a tool that could help to preliminarily determine what factors in TAM are responsible for the

Chinese youth acceptance of MB; however, multiple linear regression analysis is used to explore the more concrete relationship between each factor and the youth acceptance, and in the same time, it may also detect and overturn the weak relationship in the correlation analysis. More accurately, regression analysis is a statistical method which could detect the interdependent relationship between different variables in further degree. Especially, multiple regression regards one variable as dependent variable while another one or several variables as independent variables so that we could build the linear or nonlinear mathematical relationship. Correlation analysis is the basis and prerequisite of multiple regression analysis, used to reflect the relationship between various variables. With the strong relationship, there is necessity to proceed the regression analysis.

Based on these kinds of analysis, the multiple linear regression model will be presented as the following form:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \dots + b_nX_n$$

Hypothesis

H1: The location convenience comparing to traditional banking can promote Chinese youth acceptance of mobile banking.

H2: The ease of learning mobile banking can promote Chinese youth acceptance of mobile banking.

H3: The time saving due to mobile banking can promote Chinese youth acceptance of mobile banking.

H4: The simplicity of programming/applications and comfortable using experience can promote Chinese youth acceptance of mobile banking.

H5: The perceived time risk has negative influence on the Chinese youth acceptance of mobile banking.

H6: The perceived behavioral risk has negative influence on the Chinese youth acceptance of mobile banking.

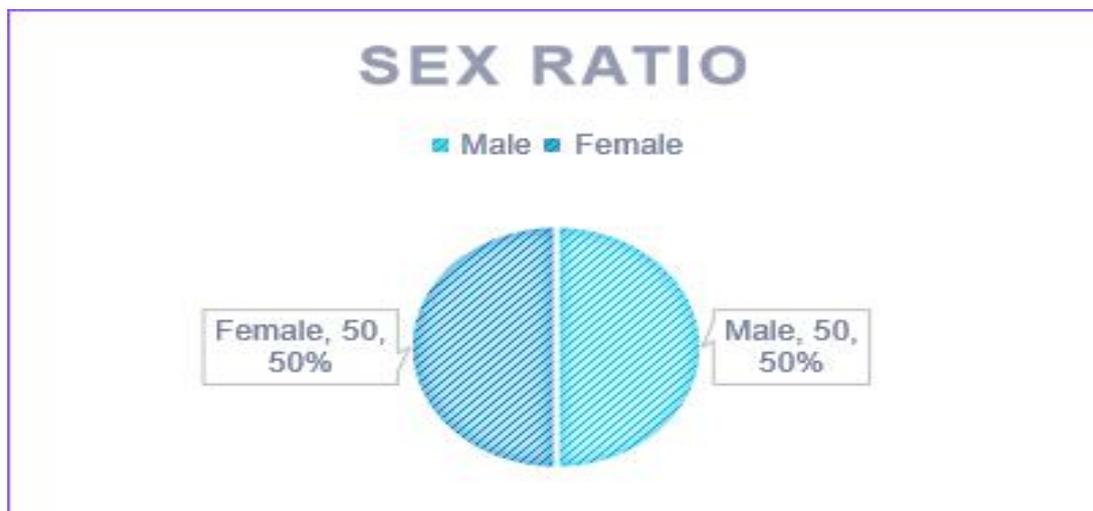
H7: The perceived technology risk has negative influence on the Chinese youth acceptance of mobile banking.

H8: The perceived legal risk has negative influence on the Chinese youth acceptance of mobile banking.

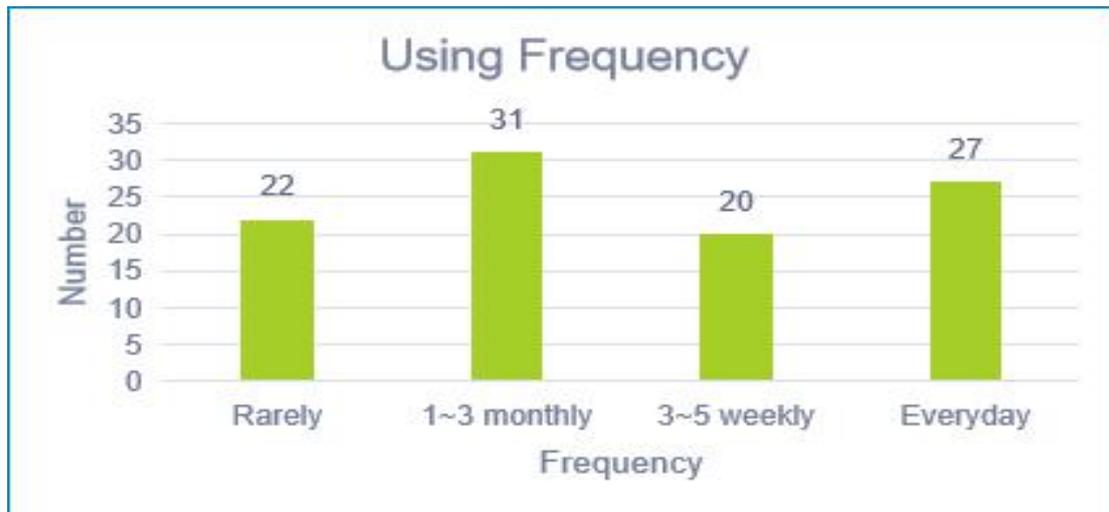
Result

Data Collection

The questionnaire, which is designed on the Chinese professional questionnaire website--So Jump, was delivered to the university students from Nov 1st, 2021 to Nov 7th, 2021. To guarantee the reasonable distribution of geographical distribution, I collected the questionnaire from different provinces in China, mainly including Shandong, Zhejiang, and Jiangsu Province--it should be noted that the data from Zhejiang occupies nearly 60%, and questionnaire gathered from other three provinces are evenly distributed despite there are tiny minority of participants coming from other than these four regions. There are totally 100 students participating in filling out the questionnaire. Just as Graph 1 shows, the amount of male is equal to the amount of female who participate.



Graph 1- Sex Ratio of Participating University Students



Graph 2- Using Frequency of Participating University Students

According to the using frequency, we can observe that the university students with different using frequency are evenly distributed in four ranges, indicating that the using frequency won't have a significant influence on the research. Till now, we can ensure that no irrelevant variables like gender, geographical location of university, living expense, or using frequency, will affect the relationship between independent variables and dependent variables.

Data Analysis

Firstly, to verify the reliability of data, I adopt Cronbach Reliability Analysis to testify each items of different aspects of TAM. When using Cronbach Reliability Analysis, we generally follow these steps:

A. We need to observe the α coefficient. If the value is higher than 0.8, the reliability is high. If the value is between 0.7 and 0.8, it indicates that the reliability is good. If the value is between 0.6 and 0.7, the reliability is acceptable. If this value is less than 0.6, it indicates poor reliability.

B. If the CITC value is lower than 0.3, we should consider to delete the item.

C. If the deleted α coefficient value of the item is significantly higher than the α coefficient, we should consider to delete the item and re-analyze it.

According to Table 1, we can infer that the reliability coefficient value is 0.861 (>0.800), indicating that the reliability quality of the research data is high. The CITC value of item “using mobile banking takes time” is 0.209 (<0.300), and the CITC value of item “it takes time to open a mobile banking” is 0.361 ($0.300\sim 0.400$). The results of items under perceived time risk is lowest among all these factors, so I decide to delete Time PR, which won’t be analyzed further.

Cronbach Reliability Analysis				
	Item	CITC	Item Deleted α	Cronbach α
Perceived Usefulness	It's more convenient to use mobile banking	0.569	0.849	0.861
Perceived Ease of Use	It's easier to learn to use mobile banking	0.523	0.851	
	It takes less time to use mobile banking	0.379	0.857	

	Mobile banking is simpler	0.588	0.847
Users' Intention	I prefer to use mobile banking	0.607	0.847
	I will use mobile banking a lot in the future	0.572	0.848
	People around me prefer mobile banking	0.473	0.853
Perceived Time Risk	It takes time to open a mobile banking service	0.361	0.858
	I think using mobile banking takes time	0.209	0.866
Perceived Behavioral Risk	I think using mobile banking is easy to cause property losses	0.482	0.853
Perceived Technology Risk	The pin number of bank card is easy to be stolen	0.633	0.844
	There is a greater likelihood of interruption of transaction data transmission	0.648	0.843
	Mobile network signal is prone to be unstable	0.51	0.851
Perceived Legal Risk	Disputes over mobile banking cannot be properly resolved	0.376	0.858
	Existing laws cannot protect the interests of mobile banking users	0.527	0.851
Standard Cronbach α : 0.858			

Table 1- Cronbach Reliability Analysis of TAM

After delivering the Cronbach Reliability Analysis, the next step is to make the correlation analysis of TAM.

Correlations								
	PEOU	PU	UI	AS	Time PR	Behavior PR	Technology PR	law PR
PEOU	1	0.664**	0.808**	0.366**	-0.087	-0.290**	-0.310**	-0.241*
PU	0.664**	1	0.683**	0.579**	-0.113	-0.133	-0.245*	-0.246*
UI	0.808**	0.683**	1	0.410**	-0.126	-0.287**	-0.304**	-0.302**
AS	0.366**	0.579**	0.410**	1	-0.01	0.137	-0.061	-0.104
Time PR	-0.087	-0.113	-0.126	-0.01	1	0.444**	0.549**	0.524**

Behavior PR	-0.290**	-0.133	-0.287**	0.137	0.444**	1	0.701**	0.496**
Technology PR	-0.310**	-0.245*	-0.304**	-0.061	0.549**	0.701**	1	0.587**
law PR	-0.241*	-0.246*	-0.302**	-0.104	0.524**	0.496**	0.587**	1
** represents 0.01 level.								
* represents 0.05 level.								

Table 2- Correlation Analysis of TAM

As Table 2 shows, I define the value with the “***” mark as strong relationship, the value with “**” mark as normal relationship, and the value with no mark as no or weak relationship. “<0” represents the negative correlation; “>0” represents the positive correlation. Therefore, it can be seen from the above table that UI is significantly positively correlated with PEOU, PU and AS, and significantly negatively correlated with Behavior PR, Technology PR and Legal PR. Awareness of service (AS, aka users’ awareness) is significantly correlated with PEOU, PU and UI, and the correlation coefficients of all variables are greater than 0, indicating that there is a significant positive correlation. Therefore, further regression analysis is necessary.

Model Summary				
Model	R	R ²	R ² (After adjusted)	Std. Error
1	0.837 ^a	0.701	0.685	0.52827

ANOVA ^a						
Model		Sum Sq	df	Mean Sq	F	Sig.
1	Regression	61.388	5	12.278	43.994	0.000 ^b
	Residual	26.233	94	0.279		
	Total	87.621	99			

a. Dependent Variable: UI

Coefficients ^a								
Model		Non-standardized		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.752	0.366		2.053	0.043		
	PEOU	0.615	0.079	0.611	7.779	0.000	0.517	1.934
	PU	0.254	0.076	0.259	3.347	0.001	0.534	1.874
	Behavior PR	-0.054	0.071	-0.063	-0.766	0.446	0.477	2.097
	Technology PR	0.042	0.086	0.042	0.483	0.630	0.423	2.366
	law PR	-0.087	0.073	-0.085	-1.190	0.237	0.628	1.592

a. Dependent Variable: UI

Table 3- Regression Analysis with Dependent Variable of UI

Through the fitting test, it can be seen that the R square is 0.701, indicating that the part of the dependent variable can be explained by the regression equation is 70.1%. The significance of F test is less than 0.05, reaching the significance level and indicating that the established regression model is effective. In addition, the collinearity diagnostic tolerance of the regression equation is greater than 0.1, and the variance expansion factor (VIF) is less than 10, indicating that there is no multi-collinearity problem between their variables.

The significance of PEOU and PU is less than 0.05, and the regression coefficient is greater than 0, indicating a significant positive impact on UI. The significance of

other variables is greater than 0.05, which has no significant impact on UI. Based on

Table 3, I get the formulation related to UI:

$$UI = 0.752 + PEOU * 0.615 + PU * 0.254$$

Model Summary

Model	R	R ²	R ² (After adjusted)	Std. Error
1	0.579 ^a	0.336	0.322	2.05027

ANOVA^a

Model		Sum Sq	df	Mean Sq	F	Sig.
1	Regression	206.011	2	103.005	24.504	0.000 ^b
	Residual	407.749	97	4.204		
	Total	613.760	99			

a. Dependent Variable: AS

Coefficients^a

Model		Non-standardized		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.923	0.936		3.124	0.002		
	PEOU	-0.086	0.295	-0.032	-0.293	0.770	0.559	1.787
	PU	1.559	0.287	0.600	5.426	0.000	0.559	1.787

a. Dependent Variable: AS

Table 4- Regression Analysis with Dependent Variable of AS

It has been proved above that AS is significantly correlated with PEOU, PU and UI, so further regression analysis is carried out.

It can be seen from the fitting test that R square is 0.336, indicating that 33.6% of the part of the dependent variable can be explained by the regression equation. The significance of F test is less than 0.05, reaching the level of significance, indicating that the established regression model is effective. The fitness test of the regression model showed that the collinearity diagnostic tolerance of the regression equation was greater than 0.1, and the variance inflation factor (VIF) was less than 10, indicating that there was no multi-collinearity problem between the variables.

The significance of PU was less than 0.05, and the regression coefficient was greater than 0, indicating a significant positive effect on AS. However, PEOU had no significant effect on AS. Based on Table 4, I get the formulation related to AS:

$$AS = 2.923 + PU * 1.559$$

Both the contents in Table 3 and Table 4 regard something having prominent relationship with the users' acceptance as the dependent variables--in Table 3, it is UI; while in Table 4, it is AS. However, the common analysis of mobile banking technology based on TAM will explore the interrelationship and reverse relationship between PU, PEOU, AS, and UI, just as Picture 1 shows. Therefore, I also do the similar regression analysis between these factors.

Model Summary				
Model	R	R ²	R ² (After adjusted)	Std. Error
1	0.756 ^a	0.571	0.562	0.63456

a. Predictors: (Constant), AS, PEOU

ANOVA ^a						
Model		Sum Sq	df	Mean Sq	F	Sig.
1	Regression	51.942	2	25.971	64.498	0.000 ^b
	Residual	39.058	97	0.403		
	Total	91.000	99			

a. Dependent Variable: PU
b. Predictors: (Constant), AS, PEOU

Coefficients ^a								
Model		Non-standardized		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.596	0.298		2.001	0.048		
	PEOU	0.536	0.073	0.522	7.299	0.000	0.866	1.155
	AS	0.149	0.028	0.388	5.426	0.000	0.866	1.155

a. Dependent Variable: PU

Table 5- Regression Analysis with Dependent Variable of PU

It can be seen from the fitting test that R square is 0.571, indicating that 57.1% of the part of the dependent variable can be explained by the regression equation. The significance of F test is less than 0.05, reaching the level of significance, indicating that the established regression model is effective. The fitness test of the regression model showed that the collinearity diagnostic tolerance of the regression equation was greater than 0.1, and the variance inflation factor (VIF) was less than 10, indicating that there was no multi-collinearity problem between the variables.

The significance of PEOU and AS was less than 0.05, and the regression coefficient was greater than 0, indicating a significant positive impact on PU. Based on Table 5, I get the formulation related to PU:

$$PU = 0.596 + PEOU * 0.536 + AS * 0.149$$

Model Summary				
Model	R	R ²	R ² (After adjusted)	Std. Error
1	0.366 ^a	0.134	0.125	0.87301
a. Predictors: (Constant), AS				

ANOVA ^a						
Model		Sum Sq	df	Mean Sq	F	Sig.
1	Regression	11.558	1	11.558	15.166	0.000 ^b
	Residual	74.690	98	0.762		
	Total	86.249	99			
a. Dependent Variable: PEOU						
b. Predictors: (Constant), AS						

Coefficients ^a								
Model		Non-standardized		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.556	0.318		8.034	0.000		
	AS	0.137	0.035	0.366	3.894	0.000	1.000	1.000
a. Dependent Variable: PEOU								

Table 6- Regression Analysis with Dependent Variable of PEOU

It can be seen from the fitting test that R square is 0.134, indicating that 13.4% of

the part of the dependent variable can be explained by the regression equation. The significance of F test is less than 0.05, reaching the level of significance, indicating that the established regression model is effective.

The significance of AS was less than 0.05, and the regression coefficient was greater than 0, indicating a significant positive effect on PEOU. Based on Table 6, I get the formulation related to PEOU:

$$\text{PEOU} = 2.556 + \text{AS} * 0.137$$

Conclusion

Hypothesis Discussion

Based on the reliability analysis, correlation analysis, as well as regression analysis, we could conclude that PEOU, and PU have significant effect on UI; but Time PR, Technology PR, Behavioral PR, and Legal PR have no significant impact on UI. In other words, the user's acceptance of mobile banking will be promoted by the sub-items under PEOU, and PU; the users' acceptance of mobile banking will not be inhibited by the sub-items under Technology PR, Behavioral PR, and Legal PR.

Whether the hypothesis is established or rejected will be discussed here:

H1: The location convenience comparing to traditional banking can promote Chinese youth acceptance of mobile banking. (ESTABLISHED)

H2: The ease of learning mobile banking can promote Chinese youth acceptance of mobile banking. (ESTABLISHED)

H3: The time saving due to mobile banking can promote Chinese youth acceptance of mobile banking. (ESTABLISHED)

H4: The simplicity of programming/applications and comfortable using experience can promote Chinese youth acceptance of mobile banking. (ESTABLISHED)

H5: The perceived time risk has negative influence on the Chinese youth acceptance of mobile banking. (REJECTED)

H6: The perceived behavioral risk has negative influence on the Chinese youth acceptance of mobile banking. (REJECTED)

H7: The perceived technology risk has negative influence on the Chinese youth acceptance of mobile banking. (REJECTED)

H8: The perceived legal risk has negative influence on the Chinese youth acceptance of mobile banking. (REJECTED)

Limitations and Contributions

Several limitations are inevitable in this report. For instance, the results I get from multiple linear regression analysis is not even-distributed, I mean the ratio of data from southern province to the data from northern province is nearly 7 to 3, so the actual influence of these factors this paper concerns about may be interfered by the geographical distribution. Also, this kind of influence generated due to the irrelevant variable can not be measured via the common method. In addition, TAM model is compatible with the developed countries with high GDP per capita; however, it may not apply well for the developing countries like China. Thirdly, the general studies of mobile banking technology will also explore the interrelationship and draw the weight assignment between PU, PEOU, AS, and UI -- although I have done some regression analysis about it, but to my study, I don't pay too much attention to that; instead, I focus on how PU, PEOU, and four kinds of PR will influence UI. As a result, my research may not be regarded as a pretty comprehensive study of mobile banking technology like other papers do.

The most distinctive contribution of this research is that it figures out how the convoluted benefits and risks will influence the youth acceptance of mobile banking technology in China, compensating for the lack of relevant exploration in China. Because of the gigantic base number of Chinese banking customers, the operators of banking system may not care how mobile banking will influence the efficiency of banking operation. Besides that, this paper also proves that the location convenience comparing to the traditional banking, the ease of learning how to use mobile banking, the concise programming and comfortable using experience of mobile banking applications, the time saving due to mobile banking, are all the reasons that Chinese youth would like to accept mobile banking technology. This conclusion is similar to other studies of mobile banking technology. However, what opposite to the majority of the studies of mobile banking technology is, my research shows that the negative factors like Time PR, Technology PR, Behavioral PR, and Legal PR won't influence the Chinese youth acceptance of mobile banking technology. It indicates that the youth are more willing to accept something new, and they trust the mobile banking technology and have the lowest perceived risk of new -emerging technology.

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