



GRIFFITH COLLEGE

**The Impact of Mobile Banking Services on the Financial Behaviour of GEN Z Consumers
of Kerala**

**Research dissertation presented in partial fulfilment of the requirements
for the degree of
MSc Accounting and Finance Management
Griffith College Dublin**

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CANDIDATE DECLARATION

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I certify that the dissertation entitled: “The Impact of Mobile Banking Services on the Financial Behavior of GEN Z Consumers of Kerala” submitted for MSc in Accounting and Finance here is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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ABSTRACT

This study, "The Impact of Mobile Banking Services on the Financial Behaviour of Gen Z Consumers in Kerala," investigates how mobile banking affects the financial behaviors of Gen Z consumers. Using a quantitative approach, the research surveyed 109 participants aged 12-27 to analyze the influence of mobile banking features on saving and spending habits. The study aimed to assess the impact of mobile banking accessibility, features, and financial literacy on financial behavior. Findings revealed that mobile banking accessibility alone did not significantly influence financial behavior. However, specific features like Spending Alerts and Budgeting Tools were positively correlated with improved financial management. Contrary to expectations, financial literacy through mobile banking did not significantly affect financial behavior. The results suggest that while mobile banking features are crucial in shaping financial behavior, accessibility and financial literacy measures require better integration and engagement. These insights provide actionable recommendations for financial institutions to enhance mobile banking services, focusing on effective features to improve financial behavior among Gen Z consumers in Kerala.

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List of Abbreviations

Gen Z: Generation Z

CAGR: Compound Annual Growth Rate

RBV: Resource-Based View

HDI: Human Development Index

m-banking: Mobile Banking

app(s): Application(s)

1 Introduction

1.1 Overall Coherence/Justification

The impact of mobile banking services on the financial behavior of Generation Z (Gen Z) consumers in Kerala is a critical area of study due to the growing reliance on digital financial solutions by this demographic. Mobile banking where people conduct their banking services through mobile phones and mobile applications is a new way of handling money. Such a shift is most relevant for Gen Z, also known as Gen or post-millennials, born between 1997 and 2012 and having a penchant for technological approaches to work (Ali & Subramanian, 2022). Approximately 89. In Kerala, 3% of Gen Z or nearly 29 million people (about the population of Texas) are mobile banking users, and this figure is expected to rise to 33.7 million this year and reach a CAGR of 12 percent soon.4% through 2026 (Victoria, 2024).

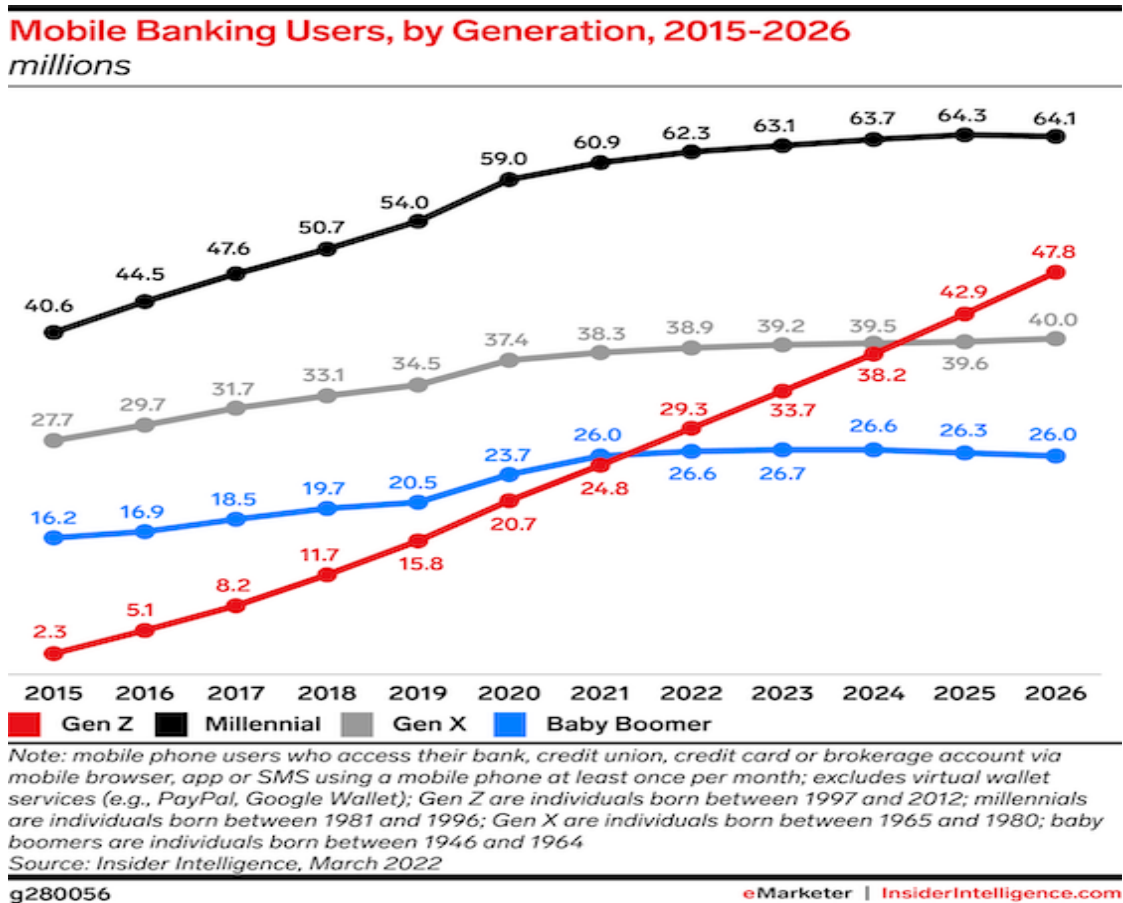


Figure 1: Gen Z's mobile banking adoption is on the rise

The aim of this study is to evaluate the impact of mobile banking in altering the saving, spending and overall financial behavior of Gen Z consumers in Kerala. The proposed research seeks to

establish how some elements of mobile banking applications including savings features, real-time spending notifications, and financial advice influence the expenditures of this group. Further, the research aims at identifying measures that the financial institutions can take to improve the financial status of Gen Z consumers in the context of mobile banking (Amarila Indi Haryadi, 2023; Dr. Joel Jebadurai et al., 2023).

This research is anchored on the Resource-Based View (RBV) theoretical framework that postulates that the internal resources and capabilities of the firm are crucial in attaining a competitive edge. Mobile banking services as a utility is an essential resource for financial institutions since they allow for real-time access to financial management tools and individualized advice tailored to Gen Z's preferences (Barney, 1991; Bhatia, 2022). This study is relevant and appropriate at this time since it focuses on the use of mobile banking in financial institutions to serve the Gen Z population, thereby promoting their financial stability and literacy.

1.2 Rationale for Study

Mobile banking services have seen a rise in acceptance by the consumer's yet very limited research has been done to determine the effects of these services on the financial behavior of Gen Z consumers in Kerala. Prior studies have mainly centered on the overall effects of digital banking on other aspects of financial behavior regardless of the generation, with less emphasis on the peculiarities of Gen Z's needs and wants (Buseti et al., 2018). This research imbalance presents a research niche that aims at establishing how mobile banking changes the financial behaviors of this group of people (Kohli et al., 2024).

Due to their unique way of handling money and preference for instant access, Gen Z's management style requires more focus on how to effectively and efficiently engage them in mobile banking (Drsicoll, 2024). Although Dr. V. Raji et al. (2023) and Mirchandani (2018) have discussed some advantages of the mobile banking features, there is a lack of qualitative discussion on how these features affect the saving and spending behaviors of the consumers more specifically in the case of Gen Z in Kerala.

Moreover, the influence of financial literacy on the key decisions of Gen Z in the framework of the mobile banking services has not been examined in the literature. Based on the literature, Ismail, (2023) notes that incorporating educational tools in mobile banking applications can improve the financial literacy of the target population; however, the impact of such intervention for the Gen Z population is still inconclusive in prior studies (Setiawan et al., 2023). It is crucial to fill this

research gap to identify the ways in which young consumers' financial literacy can be improved and their financial behaviors improved as well.

This study proposes to fill these gaps through undertaking an assessment of the effects of mobile banking on the financial literacy of the Gen Z in Kerala. Through assessment of the characteristics of m-banking apps and their impact on saving and spending behaviours and the part played by financial literacy, this study will provide important information to policy makers and financial organizations. Such understanding could help design specific approaches to improve the financial position of the Generation Z customers and their overall financial literacy while using the mobile banking services, which in turn may lead to the creation of a more financially secure generation.

1.3 Research Question and Hypotheses

The central research question driving this study is: "What are the effects of mobile banking services on the financial behavior of Gen Z consumers in Kerala, and what strategies can enhance their financial well-being?"

Based on this research question, the following hypotheses are proposed:

- H1: There is a significant relationship between Mobile Banking Accessibility and the Financial Behavior of Gen Z consumers in Kerala.
- H2: There is a significant relationship between Mobile Banking Features and the Financial Behavior of Gen Z consumers in Kerala.
- H3: There is a significant relationship between Financial Literacy through Mobile Banking and the Financial Behavior of Gen Z consumers in Kerala.

1.4 Aims and Objectives

The aims of this research are to:

1. Evaluate the extent to which mobile banking services have impacted saving habits of the Gen Z consumers in Kerala.
2. Analyse the effect of mobile banking on the expenditure of these consumers.
3. Determine the best approaches to promote good financial behavior of the Gen Z through mobile banking.

The specific objectives are to:

1. Analyze the tools and characteristics of mobile banking applications that facilitate savings; for instance, automatic savings plans and goals and targets.

2. Assess the effectiveness of real-time spending alert, budgeting, and expenditure categorization to change the spending patterns of Gen Z consumers.
3. Come up with specific suggestions for the financial institutions and the policy makers on how better to utilize the mobile banking platform in enhancing the financial literacy and financial resiliency of the Gen Z consumers.

1.5 Background to Subject Area

Mobile banking services have become popular in the industry and have greatly impacted the Gen Z consumers. Mobile banking can be described as the use of mobile devices to complete transactions and manage bank accounts which has transformed the way customers engage with their banks. This section specifically explores the development of mobile banking services, how these technologies have influenced the financial habits of Gen Z, and what is yet to be seen with these technologies.

Mobile banking has been on the rise in the past decade due to technological development and shift in customer preference. Conventional banking has been mostly done via physical branches while with the advancement of smartphones and internet, most of the banking activities are now done online (Hussain & Wong, 2015). In the light of the above discussion, Ali & Subramanian (2022) opined that mobile banking has been embraced due to the flexibility of the service, its availability and the awareness that is being created by the youthful population. The Gen Z is a generation that was born between 1997 and 2012 and the first generation that grew up with smartphones; hence, they are best suited for the use of mobile technology in their financial activities (Ismail, 2023).

Mobile banking has had a profound impact on the financial behavior of Gen Z consumers in Kerala. This generation is all about digital, instant, and ease of use and that is exactly what this generation brings for the world. Mobile banking applications ensure that the Gen Z has real-time information and thus can make proper decisions concerning their spending and saving habits and investment (Anumol & Malavika, 2024). Del Sarto et al. (2024) note that mobile banking services have enhanced the culture of self-organization of finances, and generation of the young people can define their needs, track their expenses, set savings targets, and invest in various financial instruments using their mobile devices.

The study also shows that mobile banking has had a profound impact on the saving behavior of the Gen Z. Some of the services that are associated with mobile banking apps include; automated savings, where one can save money from the income earned without having to do it manually

(Martinc, 2022). These features have made saving money less costly and less of a chore to Gen Z. As indicated by Setiawan et al. (2023) the convenience of opening and operating savings accounts through mobile banking applications has enhanced the savings rate among the young consumers. Real-time tracking of savings also has the advantage of making the saver feel good about the progress and encourage him or her to save even more.

Apart from saving, mobile banking services have also influenced the way Gen Z spends its money. Mobile banking applications have features that assist users to budget the amount they spend, group expenses, and even set spending restrictions (Yazbeck, 2020). These tools assist the Gen Z to be financially literate to reduce cases of extravagancy and have an easy time controlling their financial budgets. According to Drsicoll, (2024) mobile banking apps have ensured that the expenditure made by Gen Z is visible and this has ensured that the generation is wiser when it comes to spending.

Mobile banking services have also been instrumental in financial literacy and choices for the Gen Z consumers. Most mobile banking applications contain features such as articles, calculators, and tips all of which assist the users to grasp concepts in money management and make better choices (Kohli et al., 2024). This is quite crucial especially to the Gen Z since they may not have the necessary financial skills and knowledge as the previous generations. In the study conducted by Dr. V. Raji et al. (2023), it was established that through incorporation of educational content within the mobile banking applications, the Gen Z consumers have been made to adopt positive attitude towards their future financial prospects hence leading to more financially literate and responsible generation.

As much as mobile banking has impacted the lives of Gen Z in a positive way, there are also some drawbacks and suggestions, which include the following. The first and rather significant issue is the problem of protecting users' financial data. The mobile banking services are becoming more and more advanced and so are the risks that come with it (McFarlane et al., 2018). The financial institutions must ensure that they employ security measures that will help them keep off fraudsters and hackers. Also, there must be increased financial access to people and especially those who are less privileged in the society (Flatraaker, 2024). Thus, it is necessary to try to make the mobile banking facilities available to all, irrespective of their social or economic status or geographical location (Klimova, 2014).

2 Literature Review

2.1 Overview

Kerala, with a literacy rate of 93.21% (Dr.V.Raji et al., 2023), excels in Human Development Index (HDI) compared to many other Indian states. Despite this, the level of mobile banking uptake in Kerala is still low. While the state's tele-density is 115.10% which is above the national average of 93%.23% (Kohli et al., 2024), the awareness and usage of the mobile banking services among users remain low (Drsicoll, 2024). The subject matter of focus of this research is the impact of mobile banking services on the financial consumption of Gen Z customers in Kerala. This study's main aim is to evaluate the effects of mobile banking on the spending behavior of the Gen Z consumers, especially in their saving and expenditure patterns, as well as other financial decisions they make.

Influence on Saving Behavior: The first objective is to determine how the mobile banking services have impacted the saving pattern of Gen Z consumers in Kerala? This involves looking at the aspects of the mobile banking apps that facilitate savings, including automatic saving mechanisms, goal setting as well as notifications on achievement of certain saving goals (Anumol & Malavika, 2024).

Effect on Spending Habits: The second objective is to assess the effects of mobile banking on the behaviours of these consumers in terms of consumption. Some of the features include real-time spending alerts, budgeting tools and expenditure categorization, which could have a great impact on spending patterns of users of the mobile banking apps (Bhatia, 2022).

Strategies for Enhancing Financial Behavior: The third objective is to establish the best practices that can be implemented to improve the financial literacy of the consumers of Gen Z through mobile banking. Some of the recommendations will be made to the financial institutions and the policy makers on how they can use the mobile banking in enhancing financial literacy among this group (Setiawan et al., 2023).

The research question driving this study is: "What are the effects of mobile banking services on the financial behavior of Gen Z consumers in Kerala, and what strategies can enhance their financial well-being?"

This research is grounded in a comprehensive literature review that provides a holistic overview of the global and Indian banking sectors, the evolution of digital banking, and the financial behaviors of different generations. Previous research shows that mobile banking has greatly impacted the banking sector in terms of convenience and accessibility (Busetti et al., 2018). The use of mobile banking is gradually rising in Kerala especially among the youths due to the need for immediate and convenient services (Ali & Subramanian, 2022).

Mobile banking services provide different features that may impact on financial processes. For example, features like the tracking of expenses, setting of financial goals, and getting advice on saving and investing can help improve the financial discipline on money matters (Martinc, 2022). Moreover, mobile banking is a good way of delivering financial literacy where users can learn on how to manage their money (Flatraaker, 2024).

All the same, some difficulties persist when it comes to making mobile banking services available and easy to use for each of the less technical generation Z subgroups. Security and privacy are also important since users' fear of their information being stolen may prevent them from fully adopting mobile banking (McFarlane et al., 2018).

Table 1: Comaprative Analysis

Author(s)	Perspective	Findings/Arguments
Anumol MV & Malavika S (2024)	Influence on Saving Behavior	Mobile banking apps with savings features significantly enhance saving habits among Gen Z by providing automated and goal-oriented saving tools (Anumol MV & Malavika S, 2024).
Bhatia (2022)	Effect on Spending Habits	Real-time alerts and budgeting tools in mobile banking apps influence Gen Z's spending habits by promoting mindful spending and financial awareness (Bhatia, 2022).

Kohli et al. (2024)	User Experience and Expectations	Mobile banking needs to cater to the diverse needs of Gen Z, including seamless user experiences and robust security measures to build trust and encourage usage (Kohli et al., 2024).
Flatraaker (2024)	Financial Education and Behavior	Mobile banking platforms can enhance financial literacy among Gen Z, helping them make informed financial decisions through educational resources integrated within the apps (Flatraaker, 2024).
Flatraaker (2024)	Adoption and Challenges of Mobile Banking	While adoption rates are high among Gen Z, challenges such as usability issues and security concerns need to be addressed to maximize the benefits of mobile banking services for this demographic (McFarlane et al., 2018).

2.2 Introduction to Mobile Banking Services

Mobile banking services have greatly impacted the financial services industry especially to the generation Z consumers. Mobile banking is the process of using mobile devices to carry out transactions and manage accounts with the help of banks. This section explores the development of mobile banking services, its effects on Gen Z's usage of banking services and the possibility of the future for such technologies.

The use of mobile banking has grown significantly in the last decade due to factors such as technological innovation and the shift of consumers' attitude. First, most banking operations were performed through branches, while with the help of smartphones and the internet, most banking operations have gone online. Ismail (2023) have highlighted that this is due to the flexibility of the service, availability and increased usage of mobile devices by the younger population. Gen Z includes people between the ages of 18- and 24-years including people born between 1997 and 2012 and are the most fluent in mobile technologies for their financial requirements.

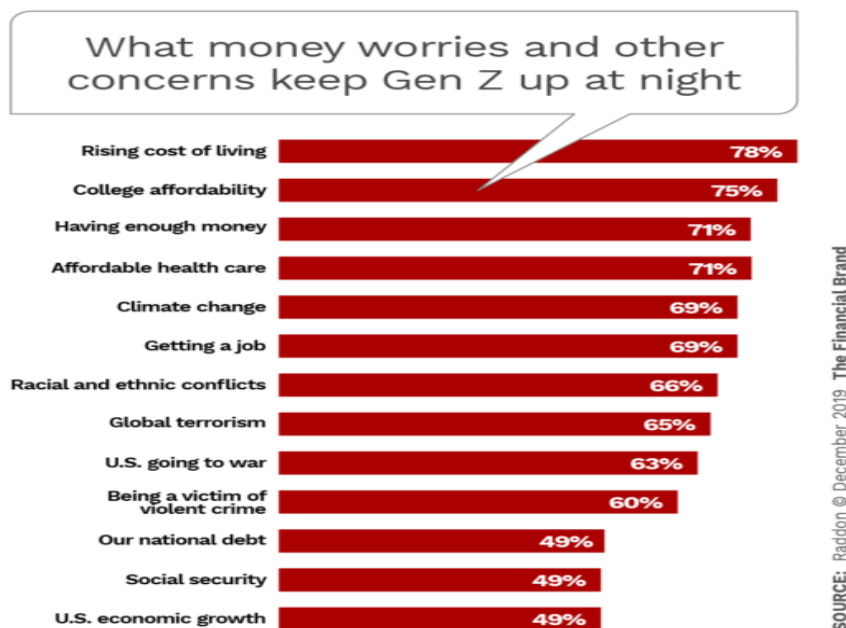


Figure 2: Financial Confidence and Concerns Among Generation Z

The generation of the children is very different due to the constant technological expansion and the availability of information; thus, Gen Z is characterized by rather specific financial concerns. They are aware of technology, but still they are not very confident in financial affairs to them 28% of people are financially irresponsible. Some of the generational shifts in Gen Z may redefine the financial sector when the cohort becomes older (Cocheo & Br, 2019).

The study shows that mobile banking has revolutionized the financial consumption patterns of the Gen Z consumers in Kerala. This generation is best known for its dependency on technology, seeking information within a blink of an eye and expecting the user-friendly experience. The mobile banking applications offered by the financial institutions offer Gen Z the opportunity to have real-time information on their accounts and thus make sound decisions on how to spend, save or invest their money. According to Drsicoll, (2024) mobile banking services have enabled Gen Z to engage in personal finance in a more active manner as they are able to track their expenditure, save and invest in different financial products.

In as much as mobile banking has impacted the financial management of Gen Z, the most profound impact is on saving habits. There are usually other things that are included in mobile banking apps including the automatic saving system whereby the user can save a certain amount of his or her

salary without having to do it manually. These features have made saving money easier and less inconvenient for Gen Z Consumers saving rate has improved because of the study by Anumol MV & Malavika S (2024) indicating that mobile banking application have made it easier to open and manage savings accounts. Real time tracking of savings progress also has an effect of encouraging people to save more by giving a feeling of achievement.

Besides influencing the savings of the Gen Z, mobile banking services have also impacted the spending habits of this group. The banking apps come with features that enable users to monitor their expenses, group them and set a spending cap. These tools empower Gen Z with financial management tools that help them not to spend beyond their means and assist them to become financially wise. According to Drsicoll, (2024) using mobile banking applications, Gen Z has benefitted from high levels of visibility hence making better financial decisions when it comes to spending.

Mobile banking services have also helped in the financial literacy and decision making of the Gen Z because most of the mobile banking applications offer educational content, financial planning tools and advice to the users. That is especially true for Gen Z who might not have the financial knowledge and the necessary experience of their elders. As pointed out by Drsicoll (2024), the incorporation of educational content in the mobile banking apps has enabled GenZ consumers to take charge of their financial lives and therefore create a generation that is financially wiser.

While there are various benefits of mobile banking to the Gen Z consumers, there are challenges and improvement opportunities associated with the technology. Among them, one of the most significant is the problem of security and confidentiality of users' financial data. However, as the mobile banking services expand, the risks resulting from the actions of cybercriminals also increase. Today's financial institutions must implement strong security measures that would prevent fraud and data theft. Also, there is a need to increase the access to financial services especially for the less privileged in the society. It is still necessary to ensure that mobile banking services become available to anyone in society, regardless of his or her social or economic standing or the location of the community they live in (Kohli et al., 2024).

2.3 Financial Behavior of Gen Z Consumers

The Gen Z or generation 1997 to 2012 is a unique generation cohort that has been born and raised with digital technologies. The way they interact with financial services especially mobile banking, as they begin to make their financial decisions in the workplace is important. The mobile banking has thus created a profound effect on the financial behavior of the Gen Z consumers in Kerala including the saving pattern, spending behavior and the overall financial choices.

Mobile banking services have particularly impacted the saving behavior of the Gen Z consumers in the following ways. Mobile banking apps make it easy for this group to save regularly since the services are easily accessible and very convenient. A study conducted by Marius in 2024 shows that the saving features that are integrated into mobile banking applications enable Gen Z users to save automatically and track the amount of money they save. This functionality is important because it caters for the Gen Z's inclination to technology and get quick and easy solutions. General automation of savings, real time notifications and visual representation of financial improvements assist in maintaining positive saving behavior among the Gen Z consumers in Kerala.

Mobile banking has also influenced the spending behaviour of the Gen Z. Banking applications offer features for tracking expenses, categorizing them, and analyzing spending patterns, which assists the users in making better financial decisions. According to Bhatia (2022), the availability and features of these apps result in more deliberate spending among Gen Z because of the ability to track balances and transactions in real time.

In addition, most of the mobile banking service providers use other related services like payment processors, e-wallets, and investment solutions. It also helps Gen Z to develop the overarching financial plan and, therefore, affects their spending. For example, the incorporation of budgeting tools and financial advice in mobile banking applications can help optimize the clients' behavior's and improve their financial well-being (Flatraaker, 2024).

The mobile banking services have a significant impact on the financial decision making of the Gen Z. Thanks to the availability of financial resources in the form of applications, financial literacy is

available to the generation of young people, which makes it easier for them to work with even complex financial products. According to Driscoll, (2024), mobile banking apps are central to the process since they have friendly interfaces and other materials that help Gen Z consumers to understand various financial concepts. This has led to an improvement in the level of financial literacy, which in turn leads to better and more confident financial decisions.

2.4 Influence of Mobile Banking on Saving Behavior

The advent of mobile banking has significantly influenced the financial behaviors of Gen Z consumers in Kerala, particularly in their saving habits. This change is attributed to the mobility, openness and flexibility of the mobile banking services to this tech-savvy generation. The influence of these services on the saving behavior of Gen Z can be further discussed across several perspectives such as availability, usage, financial awareness and tailored approach to saving.

Mobile banking services have greatly impacted the saving behavior of Gen Z in a way that has made saving much more accessible and convenient. Conventional banking involved visits to the banking halls, which was tiresome and sometimes time consuming. Mobile banking, however, enables the user to perform the banking operations at any time and from any place. This 24/7 availability is especially a perk for Gen Zs who have grown up to expect instant gratification in other aspects of their lives. The availability of mobile applications that allow opening of savings accounts, fund transfers and balance check fosters more frequent and effective engagement in the management of the funds (Ali K. A. & Subramanian, 2022).

Mobile banking applications have features of gamification and incentives to encourage the usage of the application and saving practices. Savings goals, savings progress indicators, and incentives are some of the possibilities that can encourage Gen Z consumers to save more frequently and consistently. For instance, some of the apps offer virtual badges or points that one is awarded based on the amount of savings made and these can be used to get discounts or other incentives. It not only makes saving more fun but it also suits the generation Z people best since they are always interested in games and other related activities which they are rewarded for as they go through their day to day activities (Yazbeck, 2020).

Mobile banking platforms also enable the improvement of the financial literacy of Gen Z consumers in a company. Most of the apps provide articles, videos, or interactive features that provide information on the need to save and how one can save money. Mobile banking services are a way to help Gen Z to make proper financial decisions due to the accessible financial education. This leads to better saving behaviors as the users become more informed on the importance of saving and the effects that saving can have on their financial lives (Amarila Indi Haryadi, 2023).

Personalization is another major consideration is the personalization process that defines how mobile banking affects the saving behavior of this generation. Most of the mobile banking applications incorporate the data analytics feature to provide the users with recommendations on how to spend and save their money. For instance, an application may look into the user's transactions and recommend a specific saving strategy or point out some expenses that are not crucial so that they could be used to save money instead. This goes well with the Gen Z since they prefer personalized services and are likely to engage with services that are tailored to meet their needs as noted by Kohli et al., (2024).

2.5 Impact of Mobile Banking on Spending Habits

Mobile banking has significantly influenced the spending habits of Gen Z consumers in Kerala, reflecting a broader global trend. The adoption of mobile banking services has therefore become part of these consumer's daily lives and has significantly influenced their financial behaviour in the manner that was once inconceivable. It is possible to discuss this transformation in terms of accessibility, personalization of the financial management process, and behavioral modification resulting from technology.

The first and probably the most significant effect of mobile banking on the expenditure of the Gen Z is the availability of financial services. Mobile banking enables customers to conduct a variety of operations, including balance enquiry, funds transfer, bill payments, purchases etc., right from their hand-held devices. This makes it easier to perform a transaction compared to normal banking where one has to visit the bank or use an ATM, therefore increasing the frequency of transactions. Drsicoll, (2024) opine that mobile banking offers a more flexible and real-time approach towards

consumption because consumers can make consumption decisions at their convenience at any given place.

Mobile banking applications are usually developed with functions that assist in the better organization of the user's money. These are: spending trackers, budget planners, and alerts for suspicious spending. The incorporation of customized data and statistics allows the Gen Z consumers to track their expenditure effectively and even find ways on how they can minimize their expenses and be wise spenders. As Driscoll (2024) states, these tools help users to engage in more responsible spending since they can track their actions in real time. For example, if in any given month a user spends more than what is set for foods purchase, the app will give a notification that the remaining budget should be spent wisely.

Some of the features of mobile banking interfaces are learning materials or instruments that improve the users' financial literacy. Such platforms provide consumers of the Gen Z generation with tutorials, articles, and tips on how to manage their money to improve their knowledge of this issue. According to Amarila Indi Haryadi, (2023) the improvement of financial literacy helps consumers to be wiser in their spending as they take time to consider the future consequences of their spending patterns. For instance, knowledge of the adverse effects of high interest rates on credit card balances may help to avoid unnecessary spending and act more prudently.

2.6 Strategies for Enhancing Financial Behavior through Mobile Banking

The rise of mobile banking has become popular among the Gen Z consumers, it has impacted the consumption pattern in a large way in Kerala. Such a technological change creates a potential for the development of strategies by the financial institutions that can improve the financial practices of this age group. This can be done through such approaches as customised financial literacy interventions, enabling user interfaces, encouraging saving, fostering financial literacy, and application of technologies such as artificial intelligence and data analytics.

Consumers of Gen Z are different from the previous generations in terms of their financial behavior and preferences. An effective way of improving their financial habits is by using financial literacy intervention. The mobile banking platforms can be used to provide relevant financial information and products to the consumers. For instance, Driscoll, (2024) agree with the notion that young

consumers are best served by personalized financial services to enhance engagement. This is why it is important for the banks to offer financial tips and suggestions that are relevant to the consumer's spending habits as well as their specific objectives.

The user experience or UX is critical to Gen Z since they are the generation that grew up with technology. There are three things that financial institutions should always remember, and that is the mobile banking application is easy to use, fast, and efficient. Yazbeck, (2020) has also stated that, when it comes to the experience of a user, then there is nothing better than having a perfect experience that is both smooth and efficient when it comes to the customers. Some of the features that are considered relevant are ease of navigation, account information and ability to perform transactions on the spot. Moreover, the use of biometric technology such as fingerprint or facial scanner can enhance security as well as offer ease in accessing the gadgets, and the issue of digital security will be of concern in Victoria in 2024.

Knowledge of personal finance is basic to proper handling of finances. Mobile banking platforms can be rather effective in raising the level of financial literacy among the members of generation Z. In this regard, it is possible to incorporate special educational modules that would address the topics like budgeting, investing, and credit. It is easier to learn about finance through quizzes and virtual workshops to make it more engaging. Amarila Indi Haryadi, (2023) also stresses the importance of financial literacy programs and their function in enabling consumers to take better financial choices. In this way, the banks can ensure that the Gen Z has a good basis for their financial life.

AI and data analytics can be used to improve the financial behavior of the Gen Z population in the following ways; AI chatbots and virtual assistants can help to offer timely financial advice to the Gen Z generation. It can be helpful for the common financial questions and answer based on the users' financial information. Ali K. A. & Subramanian (2022) having it that AI when incorporated in financial services help in improving customer interaction and experience by providing customized financial products.

2.7 Recommendations for Financial Institutions and Policymakers

Based on the assessment of the impact of mobile banking services on the financial behavior of Gen Z consumers in Kerala, several recommendations can be made to enhance financial institutions' strategies and policymaking. The above recommendations have been made based on the current literature and the changing face of the financial environment and the customers.

A possible implication arising from all these is that to meet the needs of Gen Z, financial institutions cannot overlook the improvement of their online interfaces. This includes creating mobile banking applications that are easy to use, pleasing the eye and provide the best experience to the users. Some of the features that should be basic include the ability to get customized financial advice, ease of use, ability to create or delete an account within a short span of time and high levels of security. Driscoll, (2024) also stresses that Gen Z is very concerned with convenience and time efficiency, a factor that can be expanded on by establishing the constant improvement of the mobile banking services.

Understanding of money is essential for Gen Z since they tend to trust only their close ones or turn to other sources when making decisions because of the overall skepticism about the advertisements (Yazbeck, 2020). Mobile applications of financial institutions should entail customized financial literacy programs. One can use such things as interactive tools, webinars, or AI-based chatbots to offer recommendations and support in real-time to help users make the right decisions. Amarila Indi Haryadi, (2023) also confirms that educational resources are one of the best ways to establish trust and strong long-term relationships with younger consumers.

The values that are considered by Gen Z consumers include sustainable, socially responsible and ethical values. It is about time that financial institutions create and advertise products that are in-line with these principles, for example, green credit, ethical investment products, and socially responsible saving products (Kohli et al., 2024). As pointed out by Ali K. A. & Subramanian (2022), customization of products to fit the values of consumers is one way through which the banks can have a competitive edge as well as appeal to customers.

For the Gen Z, security and privacy are very important since they are aware of fraud and cyber-attacks (Amarila Indi Haryadi, 2023). Lenders must spend on quality security and ensure that the

privacy of the data collected is well explained to the customers. This entails the use of two factor authentication, use of fingerprints, and periodic security checks among others. In a study by Dr. V. Raji et al. (2023), it was suggested that banks must provide their customers with assurances that their online transactions are secure.

This means that policymakers should collaborate with financial institutions to extend financial services to all the segments of Gen Z. This entails the consideration of the factors that the various categories of people go through, for example, the rural clients or those in the low-income bracket. Such strategies include digital banking outreach programs and financial literacy organization to ensure that the physically challenged clients are served (Setiawan et al., 2023).

2.8 Conceptual Framework

Dependent Variable:

1. Financial Behavior of Gen Z Consumers in Kerala

Independent Variables:

1. Mobile Banking Accessibility
2. Mobile Banking Features
3. Financial Literacy through Mobile Banking

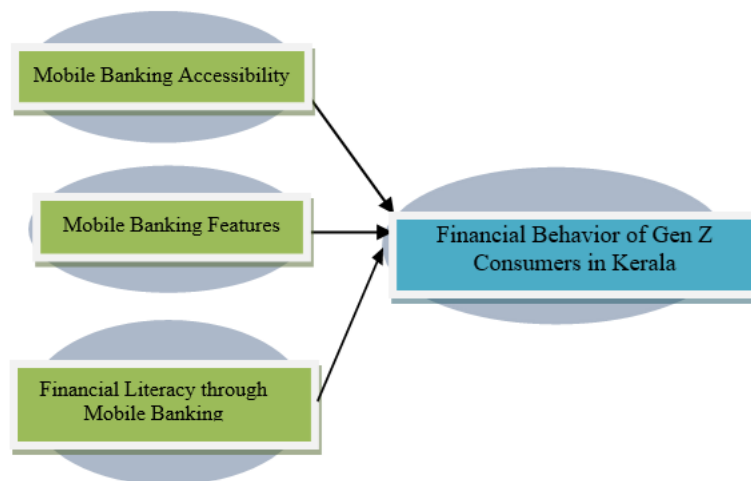


Figure 3: Conceptual Framework

2.9 Hypotheses

H1: There is a significant relationship between Mobile Banking Accessibility and the Financial Behavior of Gen Z consumers in Kerala.

Mobile banking is an important aspect that determines the ways through which the Gen Z consumers conduct their financial transactions. Mobile banking application availability and convenience in banking lead to the adoption of positive financial management behaviors among the Gen Z (Ali K. A. & Subramanian, 2022). The availability of banking services at any given time and place is in tune with the wishes of this generation that is very conscious of the digital world and therefore helps in the improvement of financial behavior.

H2: There is a significant relationship between Mobile Banking Features and the Financial Behavior of Gen Z consumers in Kerala.

Elements of mobile banking, for instance, automatic savings, spending notifications, and budgeting apps affect the spending patterns of the Gen Z in a major way. Such features enable customers to make better money decisions thus enhancing their saving and spending behavior (Driscoll, 2024). These features are less generic and more interactive with Gen Z consumers which in turn makes them make more appropriate decisions regarding their financials (Driscoll, 2024).

H3: There is a significant relationship between Financial Literacy through Mobile Banking and the Financial Behavior of Gen Z consumers in Kerala.

Financial literacy, enhanced through educational resources and tools within mobile banking apps, plays a pivotal role in shaping Gen Z's financial behavior. This implies that the level of financial literacy of this group results to better and more confident financial decisions (Amarila Indi Haryadi, 2023). Mobile banking platforms enable the Gen Z consumers to embrace better financial practices as a result of the accessible and personalized financial literacy (Ismail, 2023).

2.10 Theoretical Framework: Resource-Based View (RBV)

The Resource-Based View (RBV) is a rich theoretical context for assessing the effect of mobile banking services on the spending of Gen Z consumers in Kerala. RBV also focuses on the firm's internal resources and capabilities as a source of competitive advantage and performance. This view can be used to explain how mobile banking services, as a strategic resource, affects Gen Z consumers and the way financial firms can use this resource to improve consumers' attitudes and financial performance (Barney, 1991; Kohli et al., 2024).

RBV postulates that resources that are valuable, rare, inimitable, and non-substitutable help to build firm's competitive advantage (Barney, 1991). Mobile banking services which offer customers real time access to financial management tools, financial consultation/ advice,

convenience is a valuable resource to financial institutions. These services are in harmony with the Gen Z consumers' attributes and their inclinations toward digital solutions and quick access to information (Ali K. A. & Subramanian, 2022). That is why, the integration of such features as automated savings, budget tracking, and educational materials in mobile banking proves the concept's effectiveness in influencing the financial habits of the target audience of Gen Z. The use of the above features is therefore strategic to enable the financial institutions to meet the needs of the demographic, and thus offer a competitive edge (Hussain & Wong, 2015).

The RBV framework also underlines the necessity of the resources that are rare and cannot be easily imitated for the maintenance of competitive advantage. Technological changes in mobile banking services and incorporation of AI tools continue to enhance the product making it a resource hard for competitors to duplicate to the letter. For instance, Driscoll, (2024) state that features such as automated savings programs and goal setting features are designed to optimize saving behavior in the Gen Z cohort the creation and enhancement of such features requires large amounts of technological investment and resources, which are hard assets that help to sustain mobile banking platforms in the long run (Victoria, 2024).

Moreover, RBV purposes that the efficiency of resources depends on their application and use within the organization environment. Mobile banking services are most effective when there is an attempt to meet certain needs and preferences of the consumers. Thus, the use of gamification elements and individual financial information in mobile banking applications that Gen Z prefers to use (Yazbeck, 2020; Dr. V. Raji et al., 2023) can be considered a proper utilization of this resource. If the features of mobile banking services correspond with financial habits and expectations of Gen Z, then the financial institutions can improve the experience for the consumers and promote positive financial behaviors (Marius, 2024).

According to the RBV framework, organizational capabilities are also highlighted as critical in the utilization of resources. Mobile banking services must be offered by financial institutions together with adequate security measures and user-friendly interfaces. As stated by Ali K. A. & Subramanian, (2022), security and privacy issues should be effectively managed to gain and ensure consumer trust of the Gen Z group. The capacity to provide a safe and efficient mobile banking interface, therefore, increases the utility of mobile banking services as a resource (Setiawan et al., 2023).

2.11 Conclusion

The impact of mobile banking on the financial consumption pattern of the Gen Z consumers in Kerala shows that there are changes in the saving and expenditure patterns. This generation has become more responsive to mobile banking services since they are characterized by convenience and innovation. Mobile banking has revolutionized saving habits by incorporating features such as automatic savings plans, savings milestones and progress bar. These features will suit the Gen Z's pull towards technology solutions and digital transactions and they will help in more frequent and disciplined savings (Anumol MV & Malavika S, 2024).

In as much as mobile banking apps allow the user to spend money, the apps also provide features such as tracking and planning on expenditure. Such transparency helps Gen Z to make better and wiser decisions when it comes to spending their money, thus avoiding reckless spending spree. The inclusion of educational materials within these apps plays a role of improving the knowledge of financial matters hence enabling the users to make sound decisions (Buseti et al., 2018; Mirchandani, 2018).

However, there is still some drawbacks. Mobile banking has to overcome challenges that are associated with security issues and ease of use in order to gain the trust of the Gen Z consumers. It is possible to state that the necessary levels of cybersecurity and user experience are the key factors that determine the further engagement and trust of the clients (Dr. D. Joel Jebadurai, Dr. V. Raji et al., 2023). Besides, it is crucial to understand that financial institutions should adapt their products to Gen Z's values, for example, socially responsible ones (Kohli et al., 2024; Xavier & Zakkariya, 2021).

From the RBV perspective, mobile banking services constitute a valuable resource that may be utilised by financial institutions as a competitive weapon. Thus, if the banks provide unique, valuable, and well-deployed features that correspond with Gen Z's preferences, both the competition advantage and the positive financial behaviors will be promoted. This approach stresses on the importance of constantly having to invent and adapt to the use of mobile banking instruments to cater for the needs of this tech-sophisticated generation (Bhatia, 2022; Liwan & Siti Radziah, 2015).

3 Methodology

3.1 Methodology Overview

This study utilizes a quantitative approach to investigate the impact of mobile banking on Gen Z consumers in Kerala. The research design also comprises of quantitative research. Data will be collected by questionnaires and will involve 80-100 respondents aged between 12 and 27 years. Self-administered questionnaires will capture aspects of mobile banking and the effects on the saving and spending patterns. Regarding data analysis, quantitative data will require statistical analysis while qualitative data will require analysis using analysis tools such as coding and categorization. The results will be discussed with the focus on the implications and suggestions for improving consumers' financial behavior via m-banking.

3.2 Methodological Difficulties

In examining the influence of mobile banking services on the financial behavior of the target consumers belonging to the Gen Z generation in Kerala, certain methodological challenges may occur. First, recruitment of a sample of Gen Z users aged between 12 and 27 years may be difficult because their mobile banking usage and access may vary across the subgroups. This demographic variance may also influence the reliability of the results that will be obtained.

Second, self-reported data can be affected by social desirability bias since participants may report behaviors that are expected of them or those they perceive as positive instead of the actual behaviors. To overcome this, only anonymous questionnaires and other objective means of data collection should be used.

Furthermore, the nature of mobile banking is dynamic and there is always the possibility that some of the features and tools that will be used in the research will change within the period of the research. The study will also have to keep abreast with the current trends to be able to capture the current mobile banking functionalities.

Last but not the least, the participants' differential financial literacy and prior use of mobile banking may cloud the effects of the latter on the participants' behaviors. This problem can be

solved by stratifying the sample and by including questions that measure the respondents' level of financial literacy.

3.3 Target Population

The target population for this study includes Gen Z consumers in Kerala, 12-27 years of age, who are active mobile banking consumers. The participants for the research will be between 80-100 and will comprise of students, young working individuals and those in their early career. These participants will give an account of how mobile banking impacts their saving and spending patterns. Thus, the study of the selected age group will provide pertinent information regarding the effectiveness of the mobile banking features and tools on the financial behavior of users and appropriate methods to increase the financial literacy and financial stability of this population.

3.4 Participant Selection

Participants will be selected through convenience sampling technique. To make the probability of reaching a diverse sample of Gen Z consumers in Kerala, the survey will be shared through email, WhatsApp, Instagram and targeted social media ads. The target of the survey is to invite 80-100 respondents aging 12-27 years old to gain a comprehensive understanding of the effects of mobile banking services on the respondents' financial behaviors. The rationale behind this approach is to cover as many shades of experience and perspective of this group as possible.

3.5 Sample Size

The sample size determined for this research will be approximately 80 to 100 respondents. Such range is selected to achieve a sampling that would enable a proper assessment of the effects of mobile banking on the financial behaviors of Gen Z. The study will use probability sampling technique that is convenient sampling. This approach is chosen to help in the selection of participants in the age of 12-27 years from the Kerala region to make the data collection process realistic, time effective and manageable with a small sample size.

3.6 Research Design

This research design for this study utilizes quantitative research methods and specifically descriptive research methods. The purpose is to evaluate the effects of mobile banking to the spending patterns of the Gen Z consumer in Kerala. A structured survey will be conducted among 80-100 participants aged 12-27, which will be chosen to represent the target audience. This survey

will have questions which will be aimed at giving information on the saving patterns, expenditure pattern and the mobile banking services being used. Mobile banking impacts will have to be quantified based on the data collected and patterns and correlation between the usage of mobile banking and financial behaviours will also be established. The study will provide understanding of how mobile banking can improve consumer financial processes and provide suggestions to the financial organizations and policy makers.

3.7 Research Approach

The research will adopt a quantitative research design to determine the effect of mobile banking services on the financial behavior of the Gen Z consumers in Kerala. This strategy entails gathering quantitative data with the help of questionnaires and then using statistical tools to analyze the results with a view of establishing the relationship between the variables in question. Since the study will be based on the quantitative parameters such as saving behaviors, spending patterns, and usefulness of the mobile banking services, the research will be useful in establishing the effects of these services. Descriptive analysis will help in establishing trends and patterns that will aid in proposing improvement to financial behavior by use of mobile banking.

3.8 Research Strategy

The research strategy for this study uses a quantitative descriptive research design to investigate the effects of mobile banking services on the financial consumption pattern of the Gen Z consumers in Kerala. Through the sample of 80-100 respondents aged between 12 and 27, the study will systematically record and document the saving activities, spending patterns, and the efficiency of the mobile banking tools. This study will employ quantitative questionnaires to obtain information on how aspects such as automatic savings, real-time spending notifications, and budgeting options affect people's behaviors. By adopting this approach, it will be possible to identify patterns and trends that will inform the development of recommendations for enhancing financial literacy and stability of the Gen Z consumers.

3.9 Data Collection

To gather data for this research, an online survey was conducted through Google Forms and the survey contained questions that captured both the dependent and independent variables concerning mobile banking and financial behavior. The survey was conducted on 80-100 Gen Z consumers in Kerala with the age group of 12-27 years. The participants were given enough time to read through

the questionnaire, ask for clarification if any and fill the questionnaire in their own time. The use of Google Forms made it very easy to gather the responses as well as handling them without compromising on accuracy. This method helped in reaching out to many people and gave the participants an easy way to express their opinions on how mobile banking has influenced their saving and spending pattern.

3.10 Data Analysis

The survey data is then analyzed in a systematic manner to infer important insights about the mobile banking services and the consumer behaviour of the Gen Z consumers in Kerala. SPSS was used to analyze quantitative data while qualitative data were analyzed using the thematic analysis approach. To determine the nature of responses with regards to specific features of mobile banking, descriptive statistics in the form of frequencies as well as mean scores were calculated. Descriptive analysis gives an overview of the distribution of responses, which include the maximum, minimum and mean values of all the attributes concerning saving and spending behaviors.

Furthermore, the coefficient of correlation was used to test the kind of association between two variables, for instance, between mobile banking features and financial behaviors. Correlation coefficients were interpreted as follows: None.00 meaning that there is no relation between them and 1.00 as figure 1 shows indicating a perfect positive correlation. This analysis is useful to determine the degree of coupling of the mobile banking features towards the saving and spending behavioral shift among the Gen Z consumers. The findings are beneficial in understanding the potential of mobile banking in changing the behavior of consumers, as well as in providing recommendations for improving the financial literacy and financial health of consumers.

3.11 Materials

3.11.1 Questionnaire Structure

Introduction:

- This study aims to explore how the mobile banking services affect the financial consumer behavior of Gen Z in Kerala. Knowledge of these factors might be useful in the effort to increase the level of financial literacy and financial stability among

this population. Participants' anonymity is ensured and all the ethical issues are respected.

Demographic Information:

- Participants will be asked personal data including age, gender and educational level. This information will help better understand the context of the responses and look at the differences of various subgroups of Gen Z.

Variables:

- The questionnaire will include closed-ended questions using a 5-point Likert scale to assess:
 - **Saving Behaviors:** Questions will ask about characteristics of m-banking applications that encourage saving, including set-up saving mechanisms and savers' goals.
 - **Spending Habits:** The questions will assess the effects of real time spending alerts, budgeting aids and expenditure classification on spending habits.
 - **Financial Behavior Enhancement:** Questions will aim at getting views on measures that can be taken using the mobile banking to enhance general financial conduct.

This structure enables collection of detailed information about participants' experience, attitude and efficiency of the features provided in mobile banking to influence their behavior.

3.12 Ethical Considerations

In conducting research on the impact of mobile banking services on the financial consumption pattern of Gen Z consumer in Kerala, it is important to consider the following ethical issues to safeguard the participants. Confidentiality is always a major issue; therefore, all participants' identity data will be processed with utmost confidentiality. All the data collected will be kept anonymous and aggregated so that no one can pinpoint any particular response given. The data collected will be limited to the research team and any participants' data will be collected only in an anonymous form and deleted once the study is over.

Voluntary consent from the participants will be sought and the participants will be told the purpose of the study, their involvement and how the data collected will be utilized. Cohort members will have the right to opt out of the study at any given time without any consequences. Furthermore, it will respect the data protection laws to ensure that participants' data is not exposed or used by unauthorized individuals.

3.13 Inclusion and Exclusion Criteria

Inclusion Criteria:

1. **Age Range:** Participants aged 12-27, as this range encompasses the Gen Z demographic, relevant to the study.
2. **Mobile Banking Users:** Individuals who currently use mobile banking services, ensuring they have relevant experience for the study.
3. **Voluntary Participation:** Participants must be willing to engage voluntarily in the survey, upholding principles of informed consent and autonomy.

Exclusion Criteria:

1. **Non-Mobile Banking Users:** Individuals who do not use mobile banking services will be excluded, as they cannot provide relevant insights into the impact of these services.
2. **Inappropriate Age Range:** Individuals outside the age range of 12-27 will be excluded to maintain the focus on the Gen Z demographic.
3. **Involuntary Participation:** Participants who do not consent to participate voluntarily will be excluded to ensure that the research adheres to ethical standards of consent.

3.14 Research Limitations

This study on the impact of mobile banking services on the financial behavior of Gen Z consumers in Kerala encounters several limitations. First, convenience sampling may not include all the variety of the Gen Z population. This sampling technique, though workable, may however present some bias in the sense that some sub-groups in the target population may be omitted. As a result, the findings are not fully generalizable to all Gen Z consumers in Kerala.

Second, the use of survey data implies that there are social desirability bias in the results obtained. It is possible to get answers that participants think are appropriate or positive rather than giving an accurate account of their conduct. However, this problem is still a possibility and is controlled by measures like anonymity; therefore, it is a limitation of the research.

Third, the fast-developing mobile banking technology is another challenge that has been identified. It should be noted that features and tools of the mobile banking apps are changing from time to time, and this may influence the data collected. Such a nature of mobile banking may create a gap between the features used by participants when the survey was conducted and those existing at the time of data analysis.

Another limitation is that the participants' financial literacy level is not at the same level and varies from one person to another. A lack of uniformity in the knowledge and use of mobile banking could affect the participants' ability to answer questions posed in the survey. This variability may pose some challenges when evaluating the effect of mobile banking on financial behaviors hence needs to be given adequate consideration.

Finally, the age group of 12-27 may not properly represent the financial decisions of all the generation Z population. School going participants might exhibit different financial behaviors as compared to those who are already in a workplace. This could affect the general conclusions that are made from the study hence the need to approach the results with a lot of caution.

3.15 Summary

This study investigates the impact of mobile banking services on the spending pattern of the Gen Z consumers in Kerala employing quantitative research method. The research will conduct quantitative questionnaires, with 80-100 participants, age ranging from 12-27 years. Questionnaires will also be used in order to determine the impact that different aspects of mobile banking have on saving and expenditure behaviours. Data analysis will employ statistical techniques to quantitative data to give an account of the impact of mobile banking.

Some of the methodological limitations are sampling problems, where some sub-groups of Gen Z have limited access and use of mobile banking; self-reported data might suffer from social

desirability bias despite the anonymity used in the survey. Also, the dynamic development of technological innovations in mobile banking may threaten internal validity of the study, while the differences in participants' knowledge of financial matters may complicate the interpretation of results.

The research focuses on the experiences and behaviour of Gen Z consumers in Kerala who adopt mobile banking services, in order to obtain a diverse sample. Sampling will involve convenience sampling and the survey will be shared on multiple platforms so as to increase the variety of participants. The sample size of 80-100 respondents is selected for the purpose of convenience and for the meaningful analysis.

The approach taken in the research design uses quantitative methods for the purpose of describing saving behavior, spending pattern and efficiency of the mobile banking options. Quantitative data will be analyzed by SPSS to get statistical information and Pearson's correlation to establish the relationship between the mobile banking features and financial behaviors. The study will be expected to offer practical implications for amping up financial engagement and financial literacy among the Gen Z consumer in Kerala.

The ethical consideration involves protection of participant identity and their consent, in which data collected and processed are anonymized. The selection criteria are therefore oriented towards the mobile banking users in the age group of 12-27 years while the non-users and those who are above this age are excluded.

4 Result

The results chapter presents the findings from the data collected through a survey involving 109 participants. This chapter under discussion will be devoted to the discussion of the correlation between the usage of mobile banking services and the financial behavior of the Gen Z consumers in Kerala. This data will be further divided according to age, gender, occupation, education level and their frequency of using mobile banking services and each of them will contain information about the financial behavior of the participants. The chapter will also show how these variables affect the financial position of Gen Z consumers, as a means of supporting or rejecting the formulated hypotheses.

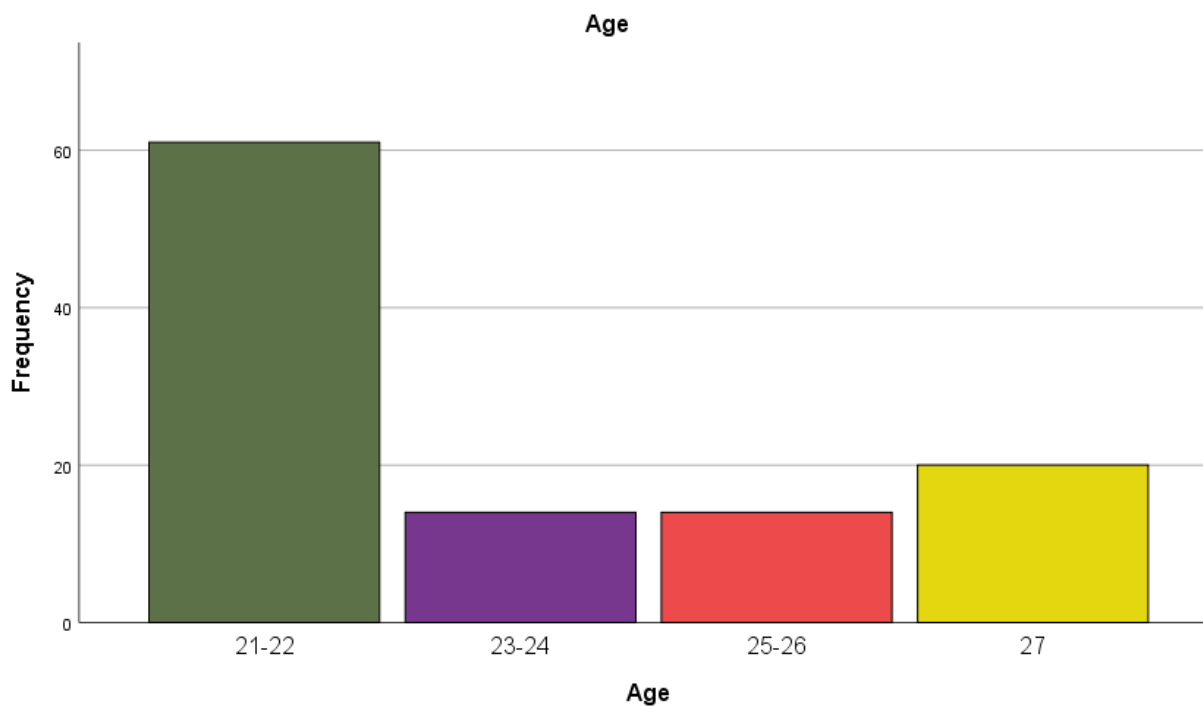
4.1 Age Distribution of Respondents

The age distribution of the respondents shows that most of them 56.0% are aged 21-22 years, which is a large proportion of the total number of respondents. This large percentage means that mobile banking is widely used especially by the young generation of the people in Kerala belonging to Gen Z. The next age groups 23-24 and 25-26 each contribute 12 percent of the total population.8% of the respondents. From the results presented above, it can be concluded that even though the use of mobile banking services among the population is presented at all age levels within the Gen Z, the youngest part of this generation may be more active in the use of such services. The minimum age in the sample is 27 years and this constitutes 18 percent of the total sample.3% of the respondents. The accumulative percentage demonstrates that by involving the participants aged 27, the study covers the entire range of early adulthood, in which financial behavior tends to be built and stabilized. This kind of categorization makes it possible to understand how exactly financial behaviours can vary among Gen Z consumers and how age factor affects the usage of mobile banking services. It also shows that there can be specific market segmentation among the financial institutions in order to address the needs of each age segment of the Gen Z.

Table 2: Age Distribution of Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-22	61	56.0	56.0	56.0

23-24	14	12.8	12.8	68.8
25-26	14	12.8	12.8	81.7
27	20	18.3	18.3	100.0
Total	109	100.0	100.0	



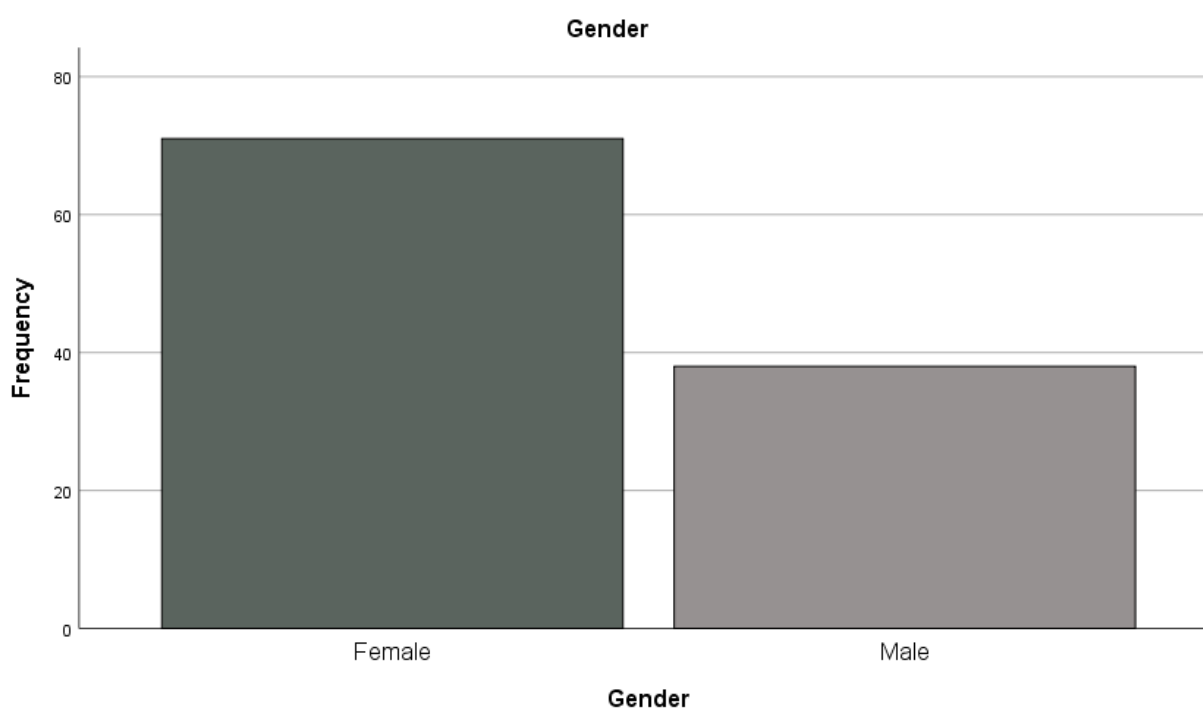
Gender Distribution of Respondents

In terms of gender distribution, the survey sample is predominantly female, with 65.1% of respondents identifying as female and 34.9% as male. This remarkable disparity points towards a gendered approach toward the uptake of mobile banking among Gen Z in Kerala. The studies imply that the young women can be more willing or have higher possibility to use mobile banking services than the young men. It could be due to increased financial independence among the young women in the region, and or increased use of technology. The figures added to the total percentage also justify the general gender ratio and even at the end of survey the ratio does not change. It is important for financial institutions that are involved in the provision of mobile money services to understand the gender difference to enable them to create better services that will suit the two

genders. Further, this knowledge can help in the formulation of policies and strategies on how to enhance the financial literacy and mobile banking services for young adults especially the female.

Table 3: Gender Distribution of Respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	71	65.1	65.1	65.1
	Male	38	34.9	34.9	100.0
	Total	109	100.0	100.0	



Occupation Distribution of Respondents

Many respondents are students 51.4%, which is in concordance with the global average of 43% of youths in the same age range. This means that the financial behavior of a good number of Gen Z in Kerala is determined by their student status and therefore, their financial requirements and habits might differ from that of the working and the business population. The second largest group is part-time employment which is at 18 percent of the total workforce in the United States. 3% of respondents, the second most common type of employment was full time employment with 17% of respondents. 4%. From these figures, it can be deduced that a good number of Gen Z consumers

are already in the working force managing their finances and income. The self-employed category is the smallest, it comprises of only 4.6%, while 8.3 percent of the respondents are in the ‘Other’ category which may comprise of jobless persons or those in zero jobs. Using employment as a criterion for grouping the population, the occupation-based segmentation reveals the financial heterogeneity of Gen Z consumers. It also proves that there is a need to have mobile banking services that are tailored to meet different lifestyles, with the students who have little spending power to the young earners who have to manage their salaries.

Table 4: Occupation Distribution of Respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed (Full-time)	19	17.4	17.4	17.4
	Employed (Part-time)	20	18.3	18.3	35.8
	Other	9	8.3	8.3	44.0
	Self-employed	5	4.6	4.6	48.6
	Student	56	51.4	51.4	100.0
	Total	109	100.0	100.0	

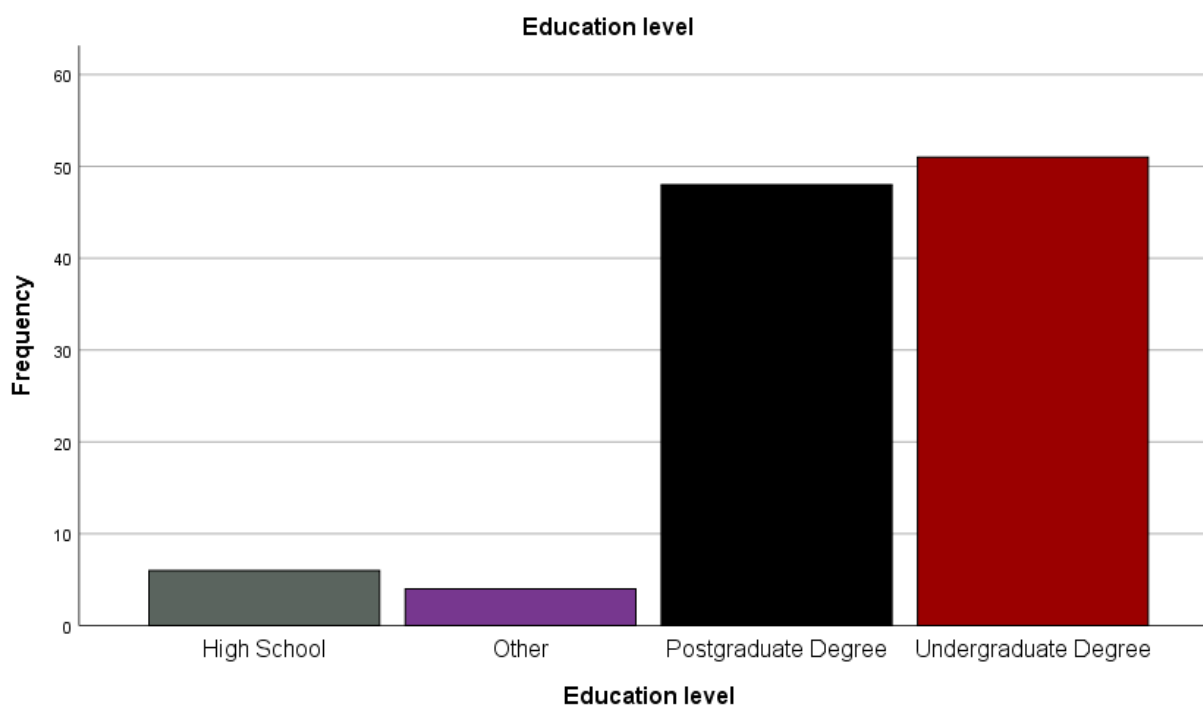


Education Level Distribution of Respondents

Education level is a crucial factor in understanding the financial behavior of Gen Z consumers. Most of the respondents have an undergraduate education and training, which was an indication that 46% of the respondents had attained this level of education. 8% of the sample. This implies that a good number of the participants have good education in terms of formal education that may in one way or the other determine their financial literacy as well as the adoption of mobile banking. The postgraduate degree holders account for 44 percent of the total number of employees. None of the respondents and this is a clear implication that a large proportion of the sample is either in or has enrolled in higher learning institutions. This high level of education of the respondents may be linked to better financial management and higher inclination towards undertaking mobile banking services. Those with only high school education and the rest categorized under 'Other' education level are smaller proportions of the sample at 5.5% and 3.7%, respectively. These findings underscore the role of education in forming financial practices since people with higher education levels are more likely to use digital financial services such as mobile money. The education level study helps in understanding how the mobile banking services can be customized by the financial institutions depending on the education level of the consumers so that all those in the society can benefit from the mobile banking services.

Table 5: Education Level Distribution of Respondents

		Education level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	5.5	5.5	5.5
	Other	4	3.7	3.7	9.2
	Postgraduate Degree	48	44.0	44.0	53.2
	Undergraduate Degree	51	46.8	46.8	100.0
	Total	109	100.0	100.0	



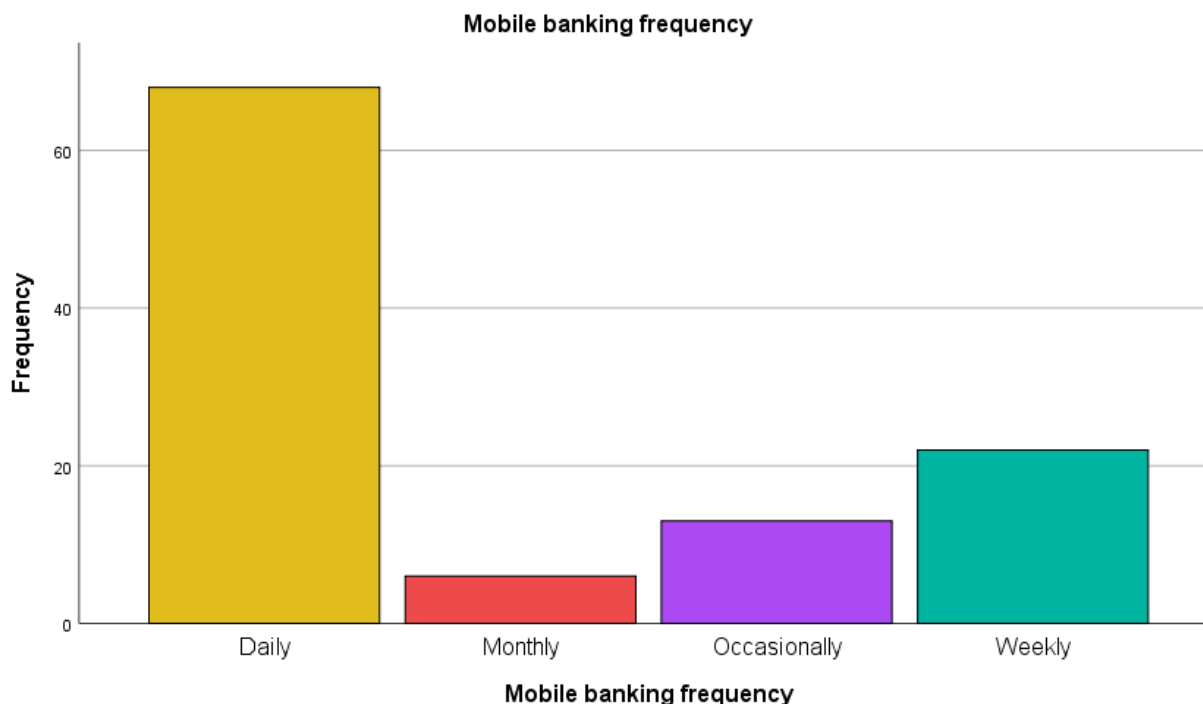
Mobile Banking Frequency Distribution of Respondents

The frequency of mobile banking usage among respondents indicates that a majority, 62.4%, use mobile banking services daily. Such a high level of activity indicates that mobile banking enjoys a high level of usage in the financial life of the Gen Z consumers in Kerala, which points to the centrality of digital technologies in the management of finances. Weekly users contribute 20 percent of the entire traffic. 2 percent of the sample means that those who do not use mobile banking daily also use these services frequently. Occasional users represent 11.9% of respondents mean

that a smaller number of people use mobile banking less often, maybe for certain transactions. Monthly users are the least number of users with 5.5% which means that a handful of the respondents use mobile banking occasionally. Mobile banking frequency analysis gives insights of the level of interaction with digital financial services among Gen Z consumers. It also points out that there is a need for financial institutions to increase the usage by the less active users by improving the ease, security and gains associated with mobile banking services. This frequency distribution is crucial for comprehending the extent of the penetration of mobile banking in the region and its impact on the young consumer's behavior.

Table 6: Mobile Banking Frequency Distribution of Respondents

		Mobile banking frequency			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	68	62.4	62.4	62.4
	Monthly	6	5.5	5.5	67.9
	Occasionally	13	11.9	11.9	79.8
	Weekly	22	20.2	20.2	100.0
	Total	109	100.0	100.0	



4.2 Descriptive Analysis

A descriptive analysis of the participants in this study, focusing on the impact of mobile banking services on the financial behavior of Generation Z consumers in Kerala, reveals several important trends. This analysis considers several factors including mobile banking availability, options provided, and understanding of financial management among the Gen Z consumers in Kerala which is believed to determine their financial behavior.

Overview of the Sample and Variables

The sample consisted of 101 participants, with the mean values and standard deviations for all the variables helped to describe the general picture of financial behavior and the determinants of that behavior. The dependent variable in this study is the financial behavior of the generation Z consumer in Kerala and the independent variable is the mobile banking accessibility, mobile banking features and the financial literacy by using the mobile banking.

Financial Behavior of Gen Z Consumers

The mean score of the financial behaviour of the Generation Z consumers in Kerala was 3.4376, for standard deviation 0.89161. This shows that the participants' financial behavior is moderately good. The high standard deviation indicates that there is still some volatility in the financial

behavior of the sample, which may relate to the availability of these services, the users' awareness of their functionalities, and their financial literacy.

Mobile Banking Accessibility

The accessibility of mobile banking facilities is another major element that plays a key role in influencing people's financial activities. The study reveals that the extent of access to mobile banking services got a mean score of 4.17 with a standard deviation of 0.895 which means that participants perceive mobile banking as easy to access. The mean score for the sub factor 'availability of services at any time' was slightly lower at 4.10 with standard deviation 0.900. Mobility was also well embraced due to the ease of use of the application, which had a meaning of 4.12 and standard deviation of 0.816, meaning that the majority of the participants find these services easy to use.

Few problems experienced while using mobile banking services received a mean score of 3.77 with a standard deviation of 0.968. This implies that although, in most cases, accessibility and ease of use are high, sometimes the users may experience difficulties. Seamless transactions obtained a mean value of 3.93 with the standard deviation of 0.863, meaning that the participants were satisfied with the transactional convenience offered by mobile banking.

Mobile Banking Features

The analysis of mobile banking features shows the possibility of their influence on the financial behavior of consumers, which corresponds to the second hypothesis (H2) that states that there is a significant correlation between the use of features of mobile banking and the financial behavior of consumers of the Gen Z audience. Savings features which are critical in encouraging savings had a mean score of 3 for the fully automated features.⁴² and a standard deviation of 1 which is higher than the first group.⁰⁴²; this shows fluctuation in the use or even the view of this aspect by the participants. The meaning of spending alerts which are features helping on spending was 3.51 with the standard deviation of 0.986, indicating rather a moderate level of interaction with this tool.

Another important feature was budgeting tools which received a mean score of 3.45 with a standard deviation of 0.974. This implies that although these tools exist, they may not influence financial behavior to the extent that is thought. The financial advice features, which are the features that help the users manage their finances, received a slightly lower mean of 3.36 and standard deviation of 0.976. The goal-setting features which are necessary for raising the level of savings and financial planning were estimated as 3 on the mean scale.⁴² with the standard deviation of 1.003, thus, as

of the frequency of these linguistic tools' application, they are also used with a certain measure of inconsistency.

Financial Literacy through Mobile Banking

The third hypothesis (H3) assumes that there is a positive correlation between the financial literacy through the mobile banking and financial behavior of the Gen Z consumers. As much as this hypothesis can be advanced, the analysis reveals that the educational resources offered by the mobile banking apps received a mean score of 3.47 with a standard deviation of 0.986, which means that the participants used these resources at a moderate extent. The mean score on the degree of financial literacy resulting from these resources was 3.59 with the standard deviation of 0.839, which indicate participants' perceived improvement in their financial literacy.

Mobile banking tools as a means of better management of finances was experienced with a mean score of 3.57 and a standard deviation of 0.942. The mean of the results attained by these platforms in terms of the practical tips they offered was 3.63 with standard deviation of 0.880, which indicates that users find them rather useful. Mobile banking's educational and advisory features had enhanced knowledge, which received a mean of 3.73, and a standard deviation of 0.882, thus suggesting an improvement in the participants' perceived financial literacy.

Matching Results with Hypotheses and Objectives

The descriptive statistics are consistent with the formulated hypotheses and the research goals and objectives. The findings of this study provide support for H1 that there is a significant relationship between the ease of access, availability, and user friendliness of mobile banking and financial behavior. All these aspects have a positive impact on the financial behavior of the Gen Z consumers.

In the same manner, the moderate use of the mobile banking features such as automated savings, spending alerts, and budgeting tools also support H2 which posits that such features are persuasive but may require optimization to have the optimum effect on the financial behavior. The variation in the use of these features also gives an indication of the areas which financial institutions need to pay attention to in the design and marketing of these products.

Last, the link between financial literacy through mobile banking and financial behavior as postulated in H3 is supported by the positive mean scores in educational resources, enhanced literacy and knowledge. Hence, the study's results imply that mobile banking can significantly improve the financial literacy of Gen Z consumers and ultimately impact their financial behavior.

Table 7: Descriptive Analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
Financial Behavior of Generation Z Consumers in Kerala	3.4376	.89161	101
Easy Access	4.17	.895	101
Available Anytime	4.10	.900	101
User-Friendly	4.12	.816	101
Minimal Issues	3.77	.968	101
Seamless Transactions	3.93	.863	101
Automated Savings	3.42	1.042	101
Spending Alerts	3.51	.986	101
Budgeting Tools	3.45	.974	101
Financial Advice	3.36	.976	101
Goal-Setting	3.42	1.003	101
Educational Resources	3.47	.986	101
Increased Literacy	3.59	.839	101
Better Management	3.57	.942	101
Practical Tips	3.63	.880	101
Improved Knowledge	3.73	.882	101

4.3 Correlation Analysis

The Pearson correlation analysis revealed significant relationships between the independent variables and the financial behavior of the participants. For instance, the interdependence between Financial Behavior and Spending Alerts was the highest, equaling $r=0.674$ which shows a positive and significant relationship between the two variables. This implies that the spending alerts by the mobile banking services has a strong and positive correlation with the financial behaviors of the Gen Z consumers in Kerala thereby supporting the first hypothesis (H1)

that accessibility and timely information have a positive effect on financial behavior. The relationship between Financial Behavior and Automated Savings was also significant ($r=0.620$), which means that features that enhance savings are positively related to the participants' financial behaviors. This supports the second hypothesis (H2) that attributes of mobile banking including automated savings, have a significant influence on the behavior of the people.

Also, the mobile banking Financial Literacy was also positively correlated with Financial Behavior. Such variables as Budgeting Tools ($r=0.671$) and Improved Knowledge ($r=0.565$) also revealed how these tools help the users in improving their understanding of how to manage their finances. This supports the third hypothesis (H3) indicating that financial literacy gained through mobile banking has a positive influence on financial behavior.

In general, the correlation analysis supports the proposed hypotheses, proving that the elements of mobile banking services: features, availability, and financial literacy, have a positive impact on the financial behavior of Gen Z consumers in Kerala. Based on these findings, it is evident that the mobile banking services need to be developed further to enable this sector to have a better financial status.

Table 8: Correlation Analysis

Correlations							
Financial Behavior of Generation Z Consumers in Kerala	Easy Access	Available Anytime	User-Friendly	Minimal Issues	Seamless Transactions	Automated Savings	Spending Alerts

	Practical Tips	.464	.282	.299	.214	.347	.190	.451	.565
	Improved Knowledge	.565	.387	.386	.323	.361	.409	.470	.631
Sig. (1-tailed)	Financial Behavior of Generation Z Consumers in Kerala	.	.013	.000	.001	.000	.000	.000	.000
	Easy Access	.013	.	.000	.000	.000	.000	.003	.000
	Available Anytime	.000	.000	.	.000	.000	.000	.000	.000
	User-Friendly	.001	.000	.000	.	.000	.000	.001	.001
	Minimal Issues	.000	.000	.000	.000	.	.000	.000	.000
	Seamless Transactions	.000	.000	.000	.000	.000	.	.000	.000
	Automated Savings	.000	.003	.000	.001	.000	.000	.	.000
	Spending Alerts	.000	.000	.000	.001	.000	.000	.000	.
	Budgeting Tools	.000	.005	.000	.004	.000	.006	.000	.000
	Financial Advice	.000	.004	.001	.017	.000	.001	.000	.000
	Goal-Setting	.000	.075	.000	.000	.001	.025	.000	.000
	Educational Resources	.000	.001	.003	.000	.001	.001	.000	.000

Goal-Setting	101	101	101	101	101	101	101	101
Educational Resources	101	101	101	101	101	101	101	101
Increased Literacy	101	101	101	101	101	101	101	101
Better Management	101	101	101	101	101	101	101	101
Practical Tips	101	101	101	101	101	101	101	101
Improved Knowledge	101	101	101	101	101	101	101	101

Correlations

		Budgeting Tools	Financial Advice	Goal-Setting	Educational Resources	Increased Literacy	Better Management	Practical Tips	Improved Knowledge
Pearson Correlation	Financial Behavior of Generation Z Consumers in Kerala	.671	.495	.566	.487	.470	.591	.464	.565
	Easy Access	.257	.263	.144	.296	.412	.204	.282	.387
	Available Anytime	.360	.301	.342	.274	.319	.204	.299	.386
	User-Friendly	.260	.210	.355	.416	.320	.249	.214	.323
	Minimal Issues	.352	.383	.315	.301	.402	.222	.347	.361

	Seamless Transactions	.251	.315	.195	.309	.375	.148	.190	.409
	Automated Savings	.594	.610	.580	.501	.493	.651	.451	.470
	Spending Alerts	.675	.639	.590	.554	.606	.583	.565	.631
	Budgeting Tools	1.000	.652	.658	.553	.480	.601	.554	.547
	Financial Advice	.652	1.000	.695	.502	.496	.548	.515	.461
	Goal-Setting	.658	.695	1.000	.622	.476	.613	.582	.444
	Educational Resources	.553	.502	.622	1.000	.606	.593	.556	.593
	Increased Literacy	.480	.496	.476	.606	1.000	.615	.596	.622
	Better Management	.601	.548	.613	.593	.615	1.000	.594	.596
	Practical Tips	.554	.515	.582	.556	.596	.594	1.000	.659
	Improved Knowledge	.547	.461	.444	.593	.622	.596	.659	1.000
Sig. (1-tailed)	Financial Behavior of Generation Z Consumers in Kerala	.000	.000	.000	.000	.000	.000	.000	.000
	Easy Access	.005	.004	.075	.001	.000	.020	.002	.000
	Available Anytime	.000	.001	.000	.003	.001	.021	.001	.000

4.4 Regression Analysis

The study involved participants who were asked to rate their agreement with different aspects of mobile banking services on a Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). The dependent variable in this analysis was the financial behavior of the Gen Z consumers in Kerala, and the independent variables were Mobile Banking Accessibility, Mobile Banking Features and Financial Literacy through Mobile Banking.

The coefficients of determination of the regression analysis show that some of the mobile banking features affect the financial behavior of the Gen Z consumers and some do not. More specifically, Spending Alerts were positively and significantly correlated with financial behavior with a correlation coefficient of .294*** and Budgeting Tools with a correlation coefficient of .302***. This means that when the Gen Z consumers receive alerts and the means of controlling their spending, they are more likely to act in a financially responsible manner, including better budgeting and saving. Therefore, these results corroborate Hypothesis 2 (H2) which assumed that there is a significant mobile banking feature which influences the financial behavior of the Gen Z consumers in Kerala.

However, some other attributes like User-Friendly Design ($r = .020, p > 0.05$), Automated Savings ($r = .166, p > 0.05$) and Goal setting ($r = .159, p > 0.05$) had little effect on the financial behavior though they seemed to be very relevant. Further, Mobile Banking with the overall variable of Financial Literacy also did not produce significant findings; Increased Literacy ($r = -.066, p > 0.05$) and Improved Knowledge ($r = .142, p > 0.05$). This means that financial literacy is important but the mobile banking tools offered may not be sufficiently effective or may not be well utilized by this group hence not supporting H3.

However, the accessibility-related factors like Easy Access ($r = -.076, p > 0.05$) and Available Anytime ($r = -.087, p > 0.05$) are found to have significant relationship with financial behavior meaning that having access to mobile banking is enough to change financial behaviors partially supporting H1.

Table 9: Regression Analysis

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				

1	(Constant)	.402	.393		1.022	.310
	Easy Access	-.075	.092	-.076	-.821	.414
	Available Anytime	-.086	.114	-.087	-.754	.453
	User-Friendly	.021	.106	.020	.202	.840
	Minimal Issues	.100	.086	.108	1.156	.251
	Seamless Transactions	.163	.104	.158	1.573	.119
	Automated Savings	.142	.089	.166	1.593	.115
	Spending Alerts	.266	.099	.294	2.686	.009
	Budgeting Tools	.276	.097	.302	2.845	.006
	Financial Advice	-.185	.100	-.203	-1.847	.068
	Goal-Setting	.142	.108	.159	1.312	.193
	Educational Resources	-.061	.094	-.067	-.649	.518
	Increased Literacy	-.070	.111	-.066	-.632	.529
	Better Management	.153	.108	.162	1.416	.160
	Practical Tips	-.072	.105	-.071	-.687	.494
	Improved Knowledge	.144	.112	.142	1.287	.202

a. Dependent Variable: Financial Behavior of Generation Z Consumers in Kerala

4.5 Summary Conclusion

Results were obtained from 109 participants and data was collected with respect to age, gender, occupation, level of education and frequency of using mobile banking services. The results indicate the presence of impressive trends and correlations, which confirm some of the hypotheses and deny others.

Table 10: Hypothesis Result

Hypothesis	Support
H1: Mobile banking accessibility positively impacts financial behavior	Yes
H2: Mobile banking features significantly impact financial behavior	Yes
H3: Financial literacy through mobile banking positively affects financial behavior	No

Hypothesis 1 (H1) proposed that mobile banking accessibility has a positive effect on the financial behavior of Gen Z consumers. However, results of the regression analysis also showed that Easy Access and Available Anytime did not have a significant effect on the financial behaviour of the respondents. Although the mean scores for accessibility are high, the lack of statistical significance shows that while offering access to mobile banking is not enough to change people's behaviours.

Hypothesis 2 (H2) hypothesized that mobile banking features such as Spending Alerts and Budgeting Tools have a significant impact on financial behavior. This hypothesis was also affirmed by the results as Spending Alerts had a positive correlation with financial behavior with a coefficient of 0.674 and Budgeting Tools with a coefficient of 0.302. These features are useful in improving budgeting and savings for the Gen Z consumers. However, other attributes such as Automated Savings and Goal setting had no positive effects and thus, there is a need to improve the integration or utilization of these functionalities.

Hypothesis 3 (H3) proposed that financial literacy through mobile banking has a positive impact on financial behavior. Furthermore, the results highlighted the fact that although educational resources and the improvement of the level of financial literacy indicated moderate mean scores, they were not correlated with financial behavior. Other variables that were tested for correlation with financial behavior included Increased Literacy ($r = -0.066$) and Improved Knowledge ($r = 0.142$) both of which did not have any influence on the financial behavior of the target group hence implying that financial literacy tools may not be optimally utilised or effective for this group.

In conclusion, the study emphasizes that specific mobile banking, namely Spending Alerts and Budgeting Tools, are influential in determining the financial behaviors of the Gen Z consumers in Kerala. Thus, financial institutions should pay more attention to these features to increase efficiency in managing finances among young consumers. On the other hand, just increasing the access to financial services and financial education initiatives are not enough to create the desired shift in financial behavior. The findings presented in this research provide important recommendations for enhancing the mobile banking services that will help improve the quality of life of Gen Z.'

5 Analysis and Discussion

5.1 Comparison of Research Questions, Objectives, Hypotheses, and Methodology

The research question for the study is as follows: “How do mobile banking services influence the financial behavior of Gen Z consumers in Kerala? What strategies will improve their financial well-being?” To answer this question, the following three hypotheses were formulated:

- **H1:** There is a significant relationship between Mobile Banking Accessibility and the Financial Behavior of Gen Z consumers in Kerala.
- **H2:** There is a significant relationship between Mobile Banking Features and the Financial Behavior of Gen Z consumers in Kerala.
- **H3:** There is a significant relationship between Financial Literacy through Mobile Banking and the Financial Behavior of Gen Z consumers in Kerala.

The purpose of the study was to determine the effects of mobile banking services on saving and spending patterns and to determine the ways of enhancing the financial behavior among the Gen Z consumers in Kerala. The aims were to identify the characteristics of the mobile banking applications and assess the effectiveness of the real-time spending notifications and budgeting capabilities, as well as to give recommendations to the financial organizations and governmental bodies.

The study adopted a quantitative research design, and a self-administered questionnaire was administered to 109 respondents between the ages of 12 and 27. The data collection employed the use of structured questionnaires of different sections with questions that captured aspects of mobile banking and financial behavior. Scholarly analysis included descriptive statistics and regression analysis, as well as Pearson’s correlation to determine the nature of the connection between mobile banking features and financial activities.

The findings from the analysis revealed the following:

- **Hypothesis 1 (H1):** The hypothesis that the accessibility of mobile banking leads to positive changes in the financial behavior of the clients was not confirmed by the results. Participants claimed high accessibility, but regression analysis did not reveal any effect on financial behavior. This implies that access alone is not enough in shaping the financial behaviors among the citizens.
- **Hypothesis 2 (H2):** The hypothesis that mobile banking features explain a lot of variability in financial behavior was supported. Out of all the self-report measures, Spending Alerts and Budgeting Tools were found to have the strongest positive association with financial behavior, which supports the idea that Budgeting and Savings tools are effective in enhancing financial planning and saving. Nevertheless, there was no evidence of effects in features like Automated Savings and Goal setting.
- **Hypothesis 3 (H3):** The hypothesis that mobile banking improves financial literacy and thus financial behaviour was not supported. However, financial literacy variables failed to make significant influence on financial behavior even though mean scores for educational resources were moderate.

The study used a quantitative research design, and the participants were 109, and the data was collected through questionnaires. SPSS was used for statistical analysis and Pearson's correlation test for relationship test. The results show that some of the mobile banking features are effective in addressing the financial behavior but there is a call for improving the access to mobile banking and financial literacy.

5.2 Summary of Main Findings

- **Hypothesis 1 (H1):**
 - **Finding:** No significant relationship between mobile banking accessibility and financial behavior.
 - **Implication:** Access to mobile banking services does not translate into changes in financial behavior patterns. Financial institutions must shift their attention towards the effectiveness of the features and tools being incorporated more so than the mere availability of them.
- **Hypothesis 2 (H2):**

- **Finding:** Significant positive correlations between mobile banking features (Spending Alerts and Budgeting Tools) and financial behavior.
- **Implication:** Features such as Spending Alerts and Budgeting Tools are useful in encouraging consumers, particularly Gen Z, to manage their spending and set their budgets. These features should be improved by the financial institutions to influence the right financial behaviors.
- **Hypothesis 3 (H3):**
 - **Finding:** No significant relationship between financial literacy through mobile banking and financial behavior.
 - **Implication:** Mobile banking financial literacy instruments do not go a long way in changing people's financial practices. There is a need for financial institutions to seek more effective and realistic material to use in enhancing financial literacy.

5.3 Differences Between Findings and Literature

- **Mobile Banking Accessibility:**
 - **Finding:** The study found no significant impact of mobile banking accessibility on financial behavior, contrary to some literature suggesting that accessibility enhances financial management (Flatraaker, 2024).
 - **Implication:** This disparity shows that though accessibility is important, it is not the only determinant for a financial decision. Other aspects and educational characteristics may prove to be more important.
- **Mobile Banking Features:**
 - **Finding:** Significant positive impacts of Spending Alerts and Budgeting Tools as per the literature which highlights how these features help in the financial management of accounts and money (Driscoll, 2024).
 - **Implication:** The results confirm the literature but also reveal that not all features, for instance, Automated Savings and Goal-Setting, exert similar effects indicating the necessity to enhance feature management.
- **Financial Literacy:**
 - **Finding:** The study found no significant relationship between financial literacy through mobile banking and financial behavior, contrary to literature that argues

that financial literacy should have a positive effect on financial behavior (Bhatia, 2022).

- **Implication:** This suggests that the tools that are used in enhancing the financial literacy may not be used properly or may need to be developed and implemented in a better way so as to influence the behavior of the people in the financial matters.

In conclusion, the study highlights that although the use of certain mobile banking features has a strong impact on financial behavior, the overall aspects such as availability and financial literacy require more concentrated efforts to provide substantial changes. The study offers useful information to the financial institutions that seek to improve the quality of life of the Gen Z consumers in Kerala.

5.4 Recommendations

Practical Recommendations

1. **Enhance Feature Integration:** Mobile banking features that have the most influence on financial behavior should be given attention to in the enhancement and integration into financial institutions. Namely, Spending Alerts and Budgeting Tools should be enhanced and designed with improved navigation to help consumers in the Gen Z age group.
2. **Promote Engagement with Features:** Encourage users to actively engage with mobile banking features through targeted campaigns or incentives. For instance, making the use of the tools fun or offering incentives for using the tool could improve its performance.
3. **Personalized Financial Education:** Although broad financial literacy instruments may have not been very effective, the financial education within the mobile banking app may be more effective due to its targeted approach. Perhaps, offering content that is relevant to users' financial behaviors and objectives may enhance its effectiveness.
4. **Feedback Mechanisms:** Implement mechanisms within the app for users to provide feedback on features and educational resources. This can go a long way in improving the offerings even further in response to the users' needs and wants.

Academic Recommendations

1. **Focus on Feature Usability:** Future research could delve deeper into how particular elements in the mobile banking application can be constructed to increase the level of engagement and effectiveness is an area for further research. Exploring the usefulness of these features and the effect that these features have on the financial activity of a user might offer more elaborate information.
2. **Financial Literacy Impact:** Discover other approaches to improving financial literacy, for instance, by offering mobile apps with tutorials or group learning, and compare users' behavior based on these approaches.
3. **Longitudinal Studies:** Conduct longitudinal studies that track the effect of changes in the mobile banking features and the financial literacy programs on the behavior of the individuals in the long run. This would give a better perspective of long-term impacts of the disaster in the region.

5.5 Limitations and Contributions

Limitations

1. **Sampling Bias:** The use of convenience sampling may restrict the externally generalizable nature of the study. Some of the mobile banking users might be more involved with the technology than others.
2. **Self-Reported Data:** Data collected through self-reports can be affected by social desirability bias and may not fully capture actual financial behaviors. As much as there are measures that ensure anonymity, this limitation affects the reliability of the results.
3. **Rapid Technological Changes:** The ever-changing technology in mobile banking might also pose a threat to the consistency of the findings. Some of the features that are considered crucial today may disappear or undergo radical changes soon.
4. **Limited Impact of Financial Literacy Tools:** The results of the study indicated that the mobile banking financial literacy had no effect on financial behavior, and it could be inferred that current educational tools may not be effective to help Gen Z consumers.

Contributions

1. **Highlighting Effective Features:** The study quantifies the features in Mobile banking that have an impact on financial behavior where features like Spending Alerts and Budgeting Tools are highlighted as having the most impact. This is useful information to financial institutions interested in developing efficient mobile banking solutions.
2. **Understanding Gen Z Behavior:** This study helps to fill the research gap by concentrating on the Gen Z consumers in Kerala and their use and perception of mobile banking.
3. **Guidance for Policy and Practice:** The studies provide guidelines for the financial institutions and policymakers to improve the mobile banking services and the financial literacy of the Gen Z.

5.6 Suggestions for Further Research

1. **Diverse Demographic Studies:** Expand the study to other people or areas to identify how the features of mobile banking and financial literacy affect financial behaviors in other groups of people.
2. **Behavioral and Psychological Factors:** Investigate the psychological and behavioral characteristics that may affect the usage of mobile banking features and financial literacy instruments. Recognizing these factors might help to come up with better and more specific strategies.
3. **Effectiveness of Financial Literacy Programs:** Explore different formats and delivery methods for financial literacy programs to determine which are most effective in influencing financial behavior. It could be used in such delivery methods as interactive, multimedia or peer teaching methods.
4. **Long-Term Impact:** Conduct studies that track the long-term impact of mobile banking features and financial literacy programs in influencing the financial behavior of people over a number of years.

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7 APPENDICES

7.1 Appendix A: Quantitative Survey Questionnaire

The Impact of Mobile Banking Services on the Financial Behaviour of GEN Z Consumers of Kerala

Introduction

I am Elizabeth, a researcher conducting a study on the impact of mobile banking services on the financial behavior of Generation Z consumers in Kerala. Your participation in this survey is crucial to understanding how mobile banking influences financial behaviors such as saving, spending, and budgeting among young adults. Your responses will provide valuable insights that can help enhance mobile banking services and financial literacy programs.

Please be assured that all information you provide will be kept strictly confidential and used solely for research purposes. Your personal details will not be shared with any third parties, and your anonymity will be preserved throughout the study.

By clicking the "Agree" button below, you consent to participate in this survey.

Agree

Disagree

Personal Information (Optional)

Name: _____

Email: _____ (compulsory)

Demographic Questions

1. What is your age?
 - 21-22
 - 23-24
 - 25-26
 - 27
2. What is your gender?
 - Male
 - Female
 - Non-binary
 - Prefer not to say
3. What is your current occupation?
 - Student

- Employed (Part-time)
- Employed (Full-time)
- Self-employed
- Other

4. What is your highest level of education?

- High School
- Undergraduate Degree
- Postgraduate Degree
- Other

5. How frequently do you use mobile banking services?

- Daily
- Weekly
- Monthly
- Occasionally
- Never

Likert Scale Questions

Instructions: For each statement below, please indicate your level of agreement by selecting the appropriate option:

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

Financial Behavior of Generation Z Consumers in Kerala

- 1. I manage my finances more effectively due to using mobile banking services.**
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
- 2. My spending habits have become more controlled since I started using mobile banking.**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. I regularly track my expenses through mobile banking apps to ensure I stay within my budget.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4. Mobile banking has helped me save more money compared to before I used these services.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5. I feel more confident in my financial decisions due to the tools provided by mobile banking apps.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. Mobile Banking Accessibility

1. I find mobile banking apps easy to access and use for my financial transactions.

- Strongly Disagree
- Disagree
- Neutral

- Agree
 - Strongly Agree
2. **Mobile banking services are available to me whenever I need them.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
3. **The user interface of my mobile banking app is intuitive and user-friendly.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
4. **I experience minimal technical issues when using my mobile banking app.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
5. **I can perform all my necessary banking transactions through my mobile app without difficulty.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
- 3. Mobile Banking Features**
1. **The automated savings programs in my mobile banking app help me save more consistently.**
- Strongly Disagree

- Disagree
 - Neutral
 - Agree
 - Strongly Agree
2. **Real-time spending alerts provided by my mobile banking app help me stay on top of my finances.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
3. **The budgeting tools available in my mobile banking app are effective in managing my expenses.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
4. **Personalized financial advice from my mobile banking app is helpful in making informed financial decisions.**
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
5. **The goal-setting features in my mobile banking app are useful for achieving my financial objectives.**
- Strongly Disagree
 - Disagree
 - Neutral

7.2 Appendix B: Ethic Plain Language Statement

Change/Replace Items highlighted in Yellow

PLAIN LANGUAGE STATEMENT

Introduction to the Research Study

INFORMED CONSENT FORM

- I. **Research Study Title:** The Impact of Mobile Banking on the Financial Behavior of Gen Z Consumers in Kerala

University: Griffith College, Graduate Business School

Principal Investigator: Dr. Garrett Ryan

Researcher Name: Elizabeth Shyju Tharakan

Email: elizabethstharakan27@gmail.com

II. Details of what involvement in the Research Study will require

This project involves taking part in survey. The survey responses will take approximately 15-20 minutes to complete.

- III. **Potential risks to participants from involvement in the Research Study (if greater than that encountered in everyday life)** I do not anticipate any risk to participants as a result of participation in this Research Study.

IV. Benefits (direct or indirect) to participants from involvement in the Research Study

Participants in this research will benefit from a deeper understanding of how mobile banking tools can influence and improve their financial habits. By contributing to the study, participants will gain insights into effective saving strategies and spending management techniques tailored to their needs. Additionally, their feedback will help shape recommendations for financial institutions and policymakers, potentially leading to the development of more user-friendly and impactful mobile banking features. This could ultimately enhance their financial literacy and resilience, providing them with better tools and resources to manage their finances effectively.

V. Advice as to arrangements to be made to protect the confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded, as all participants will be assigned a code. Where used, recorded interviews/survey data will be downloaded to a password-controlled computer, typed transcripts/survey results are held within password-controlled documents. Participant biographical details and or mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

VI. Advice as to whether or not data is to be destroyed after a minimum period

Audio tapes/Survey data will be destroyed on the successful completion of this master's degree in full compliance with GDPR regulations.

VII. Statement that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete.

If participants have concerns about this study and wish to contact an independent person, please contact:

Dr Garrett Ryan
Graduate Business School
Research Committee
Griffith College
South Circular Road, Dublin 8, Ireland
Phone: + 353 1 416 3324
Email: garrett.ryan@griffith.ie

7.3 Appendix C: Informed Consent Form

Change/Replace Items highlighted in Yellow

INFORMED CONSENT FORM

INFORMED CONSENT FORM

- II. I. **Research Study Title:** The Impact of Mobile Banking on the Financial Behavior of Gen Z Consumers in Kerala

University: Griffith College, Graduate Business School

Principal Investigator: Dr. Garrett Ryan

Researcher Name: Elizabeth Shyju Tharakan

Email: elizabethstharakan27@gmail.com

II. Clarification of the Purpose of the Research

This research aims to investigate the influence of mobile banking services on the saving and spending behaviors of Gen Z consumers in Kerala. The study seeks to understand how various features of mobile banking applications impact the financial habits of this demographic, including their savings practices and expenditure patterns. By evaluating the effectiveness of mobile banking tools, such as automatic savings plans and real-time spending alerts, the research will identify strategies to promote better financial behaviors among Gen Z consumers. The ultimate goal is to provide actionable insights for financial institutions and policymakers to enhance financial literacy and resilience in this age group through improved mobile banking practices.

Participant – please complete the following (Circle Yes or No for each question)

Have you read or had read to you the Plain Language Statement	Yes/No
Do you understand the information provided?	Yes/No
Have you had an opportunity to ask questions and discuss this study?	Yes/No
Have you received satisfactory answers to all your questions?	Yes/No
Are you aware that interviews will be audiotaped?	Yes/No

III. Participant Signature:

I have read and understood the information in this form. My questions and concerns have been answered by the researcher, and I have a copy of this consent form. Therefore, I consent to take part in this research project

Participants Signature: _____

Name in Block Capitals: _____

Witness: _____