

# Factors Affecting the Adoption of Branchless Banking in Pakistan

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**Abstract** - This research article is based on to identify the Factors Affecting the Adoption of Branchless Banking in Pakistan. This study proposed a contribution referred to as branchless banking through which consumers could overcome the hassle of traditional banking system. The independent variables are lack of awareness, consumer attitude, perceived ease of use, perceived risk, social influence, security, perceived usefulness, resistance to adoption are used in this study. Quantitative research approach is applied for this study. Random probability sampling was done. Result Shows that factors i.e. perceived ease of use, perceives usefulness, customer awareness, lack of awareness, social influences, security, resistance to adoption, consumer attitude has a significance impact on adoption of branchless banking in Pakistan, we have thoroughly studied all the factors & with the help of SPSS have identified the potentials factors which are significantly affecting on the adoption of branchless banking in Pakistan. Current era is an era of digital banking & every organization being a market competitive should be capable enough to adopt & promote branchless banking in the banking segment, factors are already being highlighted which becoming hindrance in adoption of branchless are banking in Pakistan. As technology has massively enhanced the equipped performance of banking industry, branchless banking is a fine example of this. This study's recommendations & conclusion will be helpful for the banking intellectuals and as they can have the idea about the factors which is directly effecting the adoption of branchless banking in Pakistan.

**Keywords:** Branchless Banking, Lack of Awareness, Security, Ease of Use, Social Influence, Resistance to Adoption.

## INTRODUCTION

Internet is of imperative essence to exceed expectations and progress of organization development. It has altered the banking part everywhere throughout the world. A spectacular development in banking division is to introduce Internet banking services. On another hand, the financial cost of transaction becoming lower when using an mobile phones than at the branch (Garcia-Alba et al., n.d.) and on the other hand consumer are getting convenience as they can have financial services where ever they are provided with mobile phone facility (Natarajan et al., 2021).

The expansion of branchless banking is exceptional compared to old delivery channels. It almost took roughly twenty years for ATMs to become accepted while online banking took a decade (Singh, 2016) Mobile banking been taunted as influential new marketing and Customer relationship management tool for financial services companies (Sinisalo et al., 2007). These phenomena is relatively true because the number of mobile phones are more than Personal computers in the market; cell phones made it simple to converse with the target market and build a stronger relationship as banks provide market compel-needed services (The World Bank, 2009)

In the country of Pakistan, cell phone usage is higher. In a recent statistic published by Pakistan Telecommunication Authority mobile phone subscribers has reached over 161.18 million by June 2019. Whereas only 12% of the Pakistani

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population having access to proper banking (Mahmood, 2015), the prediction of providing mobile banking services to large banked/unbanked population is at very high side (Akram et al., 2020,2019).

Pakistanis are as little reluctant with the adoption of technology and when it comes to the financial involvement mostly people prefer traditional banking where they can find prove in hard copy and also think that they can save themselves with fraud (Barnes and Corbitt, 2015). There is a lot of investment required to build the online infrastructure of banking system and at start some organization were not willing to adopt this new concept but the evolution of mobile phones organization saw the scope of branchless banking in this modern world where comfort and ease are the first priority of users (Tiwari et al.,2007; Haq et al., 2020)

The branchless banking providers had made investments into the mobile banking communications for effective demand of mobile banking service to the low income people. The biggest mobile banking service providers in Pakistan are Telenor with EasyPaisa & UBL with Omni. In order to information and communication technologies, such as the Internet and wireless technologies, have changed the world. . Other than that, the mobile banking sector in both developed and developing countries is rising enormously. In Pakistan mobile financial market is on its peak. The mobile banking suppliers have made speculations into the mobile banking foundation for successful stipulation of branchless banking services of the low-pay people. Mobile plays vital role in our life, as customer can choose branchless banking because it is convenient and have speedy action. Lack of awareness of branchless banking can affect its performance as customer don't have clear idea about the usage and they cannot take advantage from this other than that as a nation we are little reluctant to trust branchless banking because of poor security conditions of the country. Perceived risk & consumer attitude can also effect the performance of branchless banking.

As per previous studies these independent variables (lack of awareness, consumer attitude, perceived ease of use, perceived risk, social influence, security, perceived usefulness, resistance to adoption) are not studied together and also these variables are not studied with adoption of branchless banking but with the performance of branchless banking in a separate manner. As the number of mobile phones users are increasing day by day and with that people are seeking for convenience in terms of financial transactions as well. In this regard, this study will propose a contribution referred to as branchless banking through which consumers could overcome the hassle of traditional banking system.

#### **The following are the research questions:**

RQ1: How to increase the awareness of branchless banking?

RQ2: How to overcome the security issues of consumers?

RQ3: What role consumer attitude plays in the performance of branchless banking?

RQ4: What are the precautionary measures can be adopted to overcome security issues?

RQ5: How branchless banking perform better by slowing down the perceived risk?

RQ6: How to overcome the risk factor from consumer's mind?

RQ7: How to reduce to resistance to adoption of branchless banking?

RQ8: What factors influencing the customers to not adopt branchless banking?

RQ9: How to increase the perceived usefulness of branchless banking?

RQ10: How to increase perceived ease of use?

## **LITERATURE REVIEW**

Refer to past researches and investigations; the purpose was to recognize the factors which are affecting consumer manner towards the acceptance of branchless banking in Pakistan. After fundamentally review the writing/ literature that relate the improvements in mobile banking circumstances in Pakistan, some significant data which we assembled, which is stated in the context of this study. Here we investigate past researches and got a few details that is referenced individually including mobile banking concept.

### **Perceived Usefulness**

Perceived usefulness has almost been characterized "the degree to which a person believes that using a particular system would enhance his or her job performance" (David, 2013, p. 30)" Perceived usefulness is essential antecedent that decide the behavioral plan to utilize PC framework (Venkatesh and David, 2018). Last studies inquire that Perceived Usefulness prejudiced the personal computer usage straightly (Hanry and Stela, 2012; Hugint, 2014; Sudharna 2011).

When buyers understand significance of innovation bottom exchange technique for examine conveyance, as the aim to receive such types of services will increase. As indicated by (Akram and Treezae, 2012; Khattak et al., 2020) There is a another aspect of which there is repetitive proof of its significance not just in the respect of appropriation of data

frameworks & registering (Venkatesh and Davis, 1996, 2000; Venkatesh and Morris, 2000), yet in addition in flexible trading system (Wanget al., 2006; Raza et al., 2018).

Perceived usefulness straightforwardly influenced perspectives towards the adoption of mobile banking and that attitude was significant determinant of adoption of mobile banking goal among 435 college understudies in Turkey. The study led by (Amjin, Babaa, and Muhammadi, 2017) in existing mobile banking users in Malaysia, Perceived Usefulness were seen as a huge determinant in the aim to receive such services. The consequences of the exploration performed by (Sarfeena, Kazzi & Abdul Mannan, 2011) indicated that Perceived usefulness were the significant determinant in the adoption of mobile banking.

H1: Perceived usefulness has a significance impact on adoption of branchless banking

### **Social Influence**

Venkatesh et al. (2013) described social impact as level to which an individual person sees others that he should adopt the innovation or technology. Riquelme and Rio, 2012 did evaluation of 681 Singaporean customers presumed that risks, perceived usefulness and social norms 03 vital variables impacting the adoption of the branchless banking In an examination of the 158 clients from the significant banking Malaysia, (Ameen., and Muhammad Baba, 2017) exactly settled that the individual intend to utilize mobile banking was essentially influenced by the network nearby them. The experimental research directed by (Yunima, 2011) in the Taiwan by taxing 441 respondents, and the most critical indicator were social impact, in adoption of mobile banking.

The TRA & its augmentations (Fihyein and Ajzainn, 20155) indicate that the human behavior is too moved out before by the goals, which are the dependent on a person's nature according to the behavior and emotional standards. Venkatesh et al. (2013) spoke to emotional standards as social impact, which is gotten from hypotheses, for example, TRAM, TPBB, DTUPB, TAM2, C-TAM-TPBA, MPCCU, & picture in IDTI Social impact defined as person's idea of the others' feelings in the event that the person in question ought to play out a specific behavior. Earlier investigations of adoption of mobile banking has demonstrated a connection between the social impact & aim the to utilize mobile banking (Lauanen al., 2007; Amins al., 2008; Riquikme and Reoos, 2010; Putchel et l., 2011; Malik, 2021)

Social norms are the factors that can relate to make influential effect and significant on others such as the family, relatives, or friends, in that decision i.e. to make the use of a product or any kind of services. Pedinsa and Lingina (2012) recommended that the external and social influences can or cannot be ignored in any kind of adoption as model because of the contribution into adoption behavior. Social Norms has been to validate in the studies for example e-mail usage (Karanfa and Lievm, 2010), wireless finance adoption (Klegvnen., 2014; Malik et al., 2019), and mobile banking (Chiya and Luna, 2014; Ul Haq et al., 2021)

H1: Social influence has a significance & direct impact on adoption of branchless banking

### **Perceived Ease of Use**

Crossways board research has been offer assistance that the perceived ease of use significantly affected usage expectation; this is the significant predictor of improvement adoption. This research looks to the revalidate such of the connections in viewpoint of mobile banking services advertised. Perceived ease of use refers to how much single individual accepts that utilizing a specific framework would be free of effort (David, 2018; Liuna and Lida, 2010). In an recent study by (Chitingish & Munigao, 2013) led on the reception of “mobile banking services in rural regions of “African nation Zimbabwe, perceives ease of” use had intense impact on client's attitude in this manner affected the aim to adopt. In the other study by (Cheahen et., 2014), perceived ease of” use was found it decidedly related to the objective to adopt mobile banking services in Malaysia. A research performed on factors impacting the goal to the adoption of “the mobile banking services in Kenya, perceived ease of use were one of significant factors in usage (Lulem, Omwanisa, & Watima, 2012).

(Shaukat, 2018) has portrayed that the advances in IT have essentially impacted extreme charges of twentieth century. This examination inspected the effect of IT in authoritative execution concerning distinctive execution pointers of the Pakistani assembling & the banking areas. And the consequences of exploration had prompted end that the IT sector has been so positive effect on the hierarchical execution of the considerable number of associations yet the financial division execution exceeds the presentation of assembling segment. There has been broad research demonstrating a solid impudence of saw convenience of an innovation and its selection ((David, 2018; Luarnia and Linda, 2015; Venkaetesh and David, 2016, 2018; Wangia and Liaoni, 2010). These factors are set as influencing reception of the mobile banking in light of higher unpredictability in the utilizing little gadget to the direct financial exchanges.

Perceived ease of use is characterized by David (2018) as "how much an individual accepts that utilizing a specific framework would be free from efforts". It's the degree to which client accepts that the system is the anything but difficult to learn or to utilize. This is the development is like intricacy develop utilized in IDT (Rogermiss, 2015).

Mobile banking innovation ought to be basic and simple for client is to comprehend so as to upgrade acknowledgment (Chitungina & Munotigo, 2014; Mortimerim al., 2015; Kokiosal, 2014; Bumjaid & Malik, 2019). In the mobile banking, numerous elements can expand intricacy, for example, route issues, a little screen size, furthermore, transaction issues. In the event that the mobile banking assistance is anything but difficult to learn and utilize, it decidedly impacts the client's utilization.

H1: The higher the perceived ease of use of the mobile device for banking transactions, the higher the intention to adopt it or use it.

### **Perceived Risk**

Perceived risk as characterized by (Pivloun, 2010), "It is the client's subjective desire for suffering a loss in quest for a desired result". The total quality of the online services offered, that the probable risk of criminal operations & misrepresentation has the consistently been worried for both (consumer & services provider) (Ban and Pivlou, 2012). The risk factor as perceived by the bank customer in the electronics exchanges it may involve financial risk, service performance risk, community risk, psychological risk, time risk, and physical risk (Forsythen and Shimer, 2013; Manaa & ul Haq, 2021). As indicated by (Dinhwar and Stedin, 2013), perceived risk & unwavering quality seen as the chief hindrances to the mobile banking utilization in African country of Mauritius. Risk in the mobile banking is seen to become higher than the ordinary banking since data trade on the remote framework, which do create natural questions among the customers as hacking and different noxious attack, can may origin monetary and person information misuse (Yousaf et al, 2013).

Profitability proposed that banks need to improve their profitability separated to these enhancements in gainfulness, keep up effectiveness level and innovation and investigating accessible similarly, in banking industry efficiency is characterized as a financially savvy arrangement.

The cost acquires in directing mobile banking could low it is reception. In mobile banking setting, cost has seen as significant boundary to the appropriation (Yuna, 2012; Hanafiz et al., 2015; Awan et al., 2017). The expense caused incorporates underlying price tag, hardware cost, membership charges & exchange cost. Perceived financial cost is the degree to which an individual accepts that utilizing mobile banking would be costlier than different choices (Luarin and Linda, 2015).

H1: Perceived risk has a significance impact on adoption of branchless banking.

### **Security**

In today's modern world, Cyber threats interruptions, organize security breaks are normal reason's complex burdens. New analysts, researchers and specialized personals are attempting to structure new security methodologies for the assurance of PCs, databases, projects, frameworks and systems from unapproved access, assault, danger or pulverization (Shah, 2016). Malware is as of now biggest challenge for mobile and computing gadget users. Modern procedures purposely used to configuration to such structures which defeat security dangers. Traditional PCs have been received and propelling those methods is a difficult issue. Power consumption is one of most significant limitation to run conventional recognition engines on the device which is costly and cloud-based methods increase different protection concerns (Memon, 2015).

Technological security is one of the genuine concerns when leading budgetary exchanges through the electronic mediums. Along these lines, this could be one of the significant boundaries to reception of the mobile banking, as close to home & fiscal data could be the uncovered & utilized for false exercises. Kalakootia and Whenston (2017) characterized security as the danger which makes conditions, condition, or occasion with the possibility to make monetary hardship information or then again organize assets as devastation, divulgence, alteration of information, disavowal of administration and additionally extortion, waste, and misuse". Portable banking additionally includes more noteworthy vulnerability and hazard to the client. In the versatile/remote condition, security can be arranged as versatile installment empowering submission security, organize security & gadget security.

H1: Security does impact on adoption of branchless banking.

## Resistance to Adoption

The effect of gender on advancement dispersion is expanding and getting considerations from specialists in the recent years. For instance, Venkateesh and Morrish (2017) saw that the gender orientation as imperative indicator on the technology acknowledgment and the utilization. What's more, Riquelme and Rias (2014) inferred that the gender played important role in the directing impact on the aim to receive mobile banking sector services through SN, PU and PEOU in the Singapore. As per Venkateesh and Morrish (2010), females will in general be the impacted by SN when it is compared with males. The research is the likewise maintain by Greefen and Strauber (2007) in which SN was seen as a progressively notable factor in the female classification. Opposite, Roberts (2017) contended that both female and male are similarly kind" to social cues.

Relative advantage of leeway is defined as "how much a development is seen to be better than the thought it supplants" (Karaayannie, 2003; Roggers, 2013). One must remember that essentially supplanting demonstrated electronic charge and Mastercard exchanges for versatile installments may not be seen as increasing the value of buyers' shopping experience, along these lines reception of remote gadget for this reason may not occur. There is proof to recommend that when clients see an overall favorable position of the new innovation over the former one they are increasingly inclined to receive it (Lee et al., 2003; Leungier, 2003; Roggers, 2018). In the USA, cell phone appropriation has fallen behind Europe and Asia for the most part – some theorize – due to Americans' fixation on the PC (Williams, 2017). The little screen on a cell phone doesn't appear to be alluring when the reason for correlation is the PC screen. Despite the above examination, cell phones have a few focal points over fixed telephones and PC as for certain exercises. For instance, cell phones take out the need to line up for open telephones, to buy tickets, to be in correspondence any place the individual is.

H1: Resistance to adoptions does impact on adoption of branchless banking.

## Consumer Attitude

Accepting the acknowledgment and refusal of modernism advancement has one of center challenge in investigation of IS (Chuang and Kiwon, 2019). Various researchers had endeavored to examine the adoption of branchless banking (Suorantina and Miattila, 2014; Louarn and Linda, 2005; Guet al., 2009), though the models embraced was rather blend as the various framework were utilized to the foresee towards the goal to receive mobile banking. For instance, the dispersal of modernism (Roggers, 2013), Theory of Reasoned Action (TRA) (Fisherbein and Ajzainn, 2016), Theory of Planned Behavior (TPB) (Ajzain, 2018) and the Technology Acceptance Model (TAM) (David, 2018). Taking into account distinctions, Puschelian et al. (2011) commented on challenges for the analysts to think about these discoveries. As TAM is one of the most broadly received structures (Chuang and Kiwon, 2009), so as for examine the acknowledgment of the mobile banking, the examination will embrace to TAM. Mulling over that the TAM can just disclose up to the 40% of it is difference (Venkateesh and David, 2010) & regularly didn't contemplate the outside components (Szajna, 2013, for example, the segment factor (Gefien and Straube, 2014) and emotional standards (Taylore and Toddi, 2005), the examination will purposely broaden the TAM with sexual orientation, age, instruction, pay and abstract standards. As indicated by Fitz Gerald & Arnott (2018) and Karahan and Strauber (2016) varieties in segment factors and the abstract standards would be influence the buying practices of the clients. Hence, so as to research the aim to receive m-banking, the examination expands the TAM with segment factors and abstract standards.

One Individual standard refer to "individual perception that most people who are important to him think he should or should not perform the behavior in question" (Fisherbein and Ajzainn, 2017, p.302). An ongoing report by Riquelmen and Rios (2010) found that the SN had critical effect on acknowledgment of mobile banking services. The conclusion is additionally support by findings from Puschelier et al. (2010) where they found it out that SN is one of most significant components in the affecting clients to the receive mobile banking. As per Ajzain (2015), SN is set as to be seen social weight toward the reception choice. Puschelier et al. (2010) further more showed that social weight was the essentially ascribed by the companions, families or people inside a similar social gathering. In that capacity, the finding essentially suggests that social weight towards the utilization of mobile banking administrations will probably impact clients to accept the service.

The source of self-efficacy is SCT (Bandurina, 2017). Self-efficacy desire is "conviction that one can effectively execute the behavior required to deliver the results" (Bandurina, 2009). Furthermore, "desires for self-viability decide if adapting conduct will be started, how much exertion will be consumed, and to what extent it is supported notwithstanding hindrances and aversive encounters" (Bandura, 2017). Self-viability conviction is stretched out in IS look into; here, it is named PC self-adequacy, which is characterized as one view of their ability to utilize a PC (Compeau & Higgins,

2015). With regards to portable banking, if the client accepts that the individual in question has the necessary information, aptitude, or capacity to work portable banking there is the higher possibility of the endeavoring to utilize the administration. Because of this theory, the examination explores of whether a client has self-assurance to utilize the mobile banking. Previous examinations had demonstrated observational proof of the underlying connection between saw convenience and self-adequacy (Luarin and Linda, 2005; Wanget al., 2006; Sripalanat et al., 2011; Jeonge and Yoonie, 2013).

H1: Consumer attitude has the significant impact on adoption of branchless banking.

### Lack of Awareness

In the hour of electronic advancement, the web is transforming into the weapon of wrong doing, and battle This PC produced understanding of the current world speaks to an additional standard test to national security as it offers opportunities to poisonous on-screen characters to attack the fundamental systems. In like way, Pakistan's creating dependence on the web, notwithstanding its need and central focuses, makes vulnerabilities for the country's national security, particularly considering the way that it needs trustworthy cyber security systems. As demonstrated by the 2017 yearly report of the Global Cyber Security Index (GCI), Pakistan situated 67th out of 193 countries in regards to promise to cyber security. As per the report, this poor situating owes to the countries lacking measures — real, specific, legitimate, limit building and support — to upgrade cyber security. Pakistan's poor cyber security strategies are obvious from two or three models. In March 2013, Guardian revealed through Snowden's discharges that after Iran, Pakistan was the second generally centered on country for perception by the US National Security Agency (NSA).

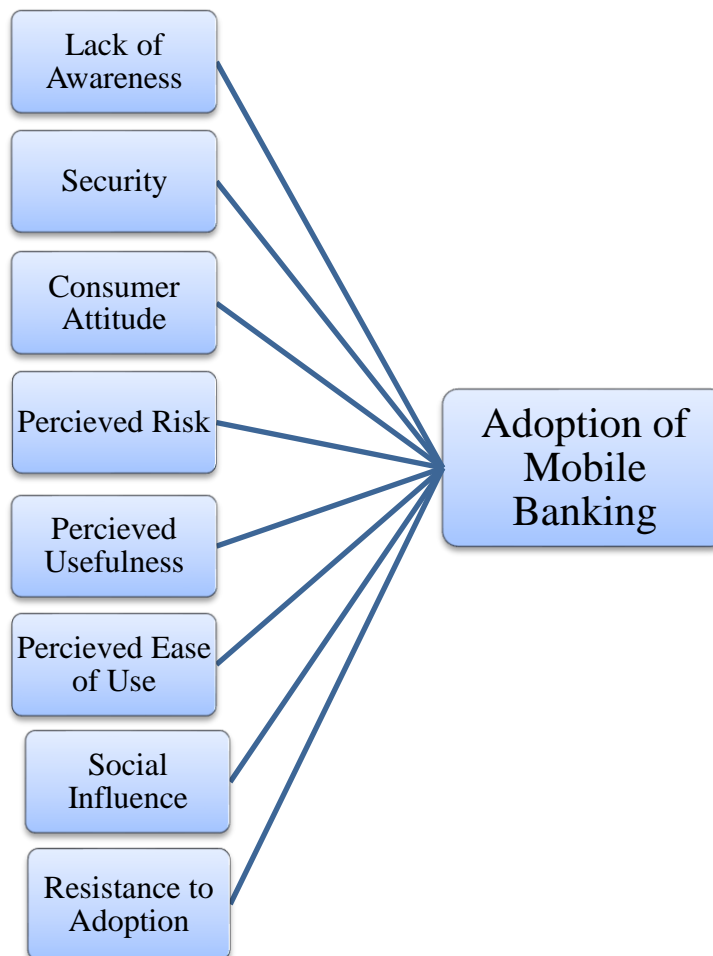


Figure 1: Conceptual framework

The cyber space is transforming into a huge social occasion place for ideologically and politically enlivened dread mongers, particularly considering the way that this offers them a beneficial space to look for after their close by and transnational plans. (Lee, Lee and Kim, 2017) They can use the web for different activities: correspondence, declaration, impact, radicalization, enlistment and planning. Moreover, they can abuse the ungoverned the web for upsetting the locales and frameworks of their enemies, taking money and arranging ambushes in the physical world. The use of the web for dread monger inspiration is beneficial and worthwhile in light of the fact that it offers mystery; it is unassuming and it gives transnational virtual reach (Mahmood, 2011). Advancement reception is one huge zones of community for information structures researchers. An arrangement of the speculative perspective has been made think about convenient financial apportionment: advancement scattering theory (IDT) (Rogders, 2015), development affirmation model (David, 2019) and its extension, united study of affirmation likewise, usage advancement (UTAT) (Venkatesh, 2013), and UTAT2 (Venkatesh et al., 2012). The mentioned theoretical models are got from social cerebrum science theory, for example, the assumption of mulled over action (TRA) (Fisherbein and Ajzain, 29155) & speculation of organized direct (Ajzainn, 2011). It has been confirmed by TRA that human beings conduct is gone before by the objectives, which are the molded dependent on individual's air towards the direct and observed passionate measures. TPB (Ajzainn, 2017) gotten from TRA, improving speculation with extra create called the evident direct control, which do portray advantages & openings require to shape lead. The impact of sex on headway scattering has gotten growing contemplations from authorities of late. For example, Venkatesh and Morris (2017) considered that to get in direction as a basic pointer on advancement affirmation and use. Likewise, Riquelme and Rios (2010) surmised that sexual direction accepts work in guiding the effect on objective to get mobile banking organizations through SN, PU and PEOU in Singapore. According to the Venkatesh and Morris (2018), females will by and large be influenced by SN when appeared differently in relation to the male. The assessment is also the reinforced by Gefien and Straube (2017) in which SN was viewed as logically prominent factor in female class. Inverse, Robertis (2013) fought that both males and females are the comparably kind to expressive signals.

H1: Lack of awareness does impact on adoption of branchless banking.

## RESEARCH METHODOLOGY

The quantitative research approach is applied for this study; as quantitative research is used to quantify the analysis of collected data formed with a deductive approach where the variables were already studied with different independent variables. Quantitative research is the way toward gathering and investigating mathematical information. It may be utilized to discover examples and midpoints make expectations, test causal connections, and sum up results to more extensive populaces. To test the relationship between the adoption of branchless banking with other variables (Perceived Usefulness, Social Influence, Perceived Ease Of Use, Perceived Risk, Security, Resistance To Adoption, Consumer Attitude, Lack Of Awareness) this quantitative research approach has been applied for this study.

As per (Cooper and Schindler, 2011) the study of correlation classifies the association between two or more variables. The correlation research design has been selected for this study to conduct a questionnaire survey in order to investigate the relationship between factors effecting towards the adoption of branchless banking in Pakistani banking sector, this design will help to identify the relationship between variables because in this study there are multiple independent variables so we will see the effects of factors which are affecting consumer attitude with Perceived Usefulness, Social Influence, Perceived Ease Of Use, Perceived Risk, Security, Resistance To Adoption, Consumer Attitude, Lack Of Awareness separately.

The philosophy of this study is positivist because the data will be gathered based on objectivity. Taking quantitative approach and it will be carried out through explanatory strategy to explain the factors which are affecting customer awareness towards the adoption of branchless banking in Pakistan. This is the important part for any research to collect data in order to evaluate the results, this is enable to answer the established research questions, the data for this study has been collected through questionnaire since it's a quantitative research so with the collected data we will see the results of factors affecting towards the adoption of branchless banking in Pakistan. Since it's a quantitative research & we want to see the effect of factors which are effecting the adoption of branchless banking in Pakistan, Questionnaire is used as a research tool for this study. 330 questionnaires have been distributed among the people of Karachi out of which 300 were properly filled used for evaluation of results (30 questionnaires were omitted as it were non- useable questionnaires). Data was collected through sources (primary & secondary both).

As we have limited time so whole population cannot be catered & that's why population has been divided further into samples. There are multiple sampling techniques which are used to divide population into sampling, but since it's a quantitative study so non-probability convenience sampling is used to collect the data from the desired population. There are different techniques to calculate sample but the technique which is used to calculate sample is through "raosoft" randomly population of 1000 was considered with 95% accuracy level and the total sample size of 278 was calculated by the software. Since it's a quantitative research and random probability sampling was done because as stated earlier the Pakistani is a whole population & due to time & other resource constraints survey cannot be conducted to the whole population so random chunk from population was picked up of 1000 & on which accuracy level decided & after that with raosoft sample size was calculated which was 278 in total. Questionnaire was distributed among potential respondents to have the accurate results of the research/study on timely basis. Other sampling techniques were not used & raosoft technique was used to calculate the sample size.

## DATA ANALYSIS

The demographic details of the respondents who participated in the study are: out of 300 respondents 56% were male & 44% were female. For this survey almost 52.3% of the respondents are in between age of 24-35. The private sector employees contributed 42.3% in this research. The preference for mobile banking among respondents is high as 75.8%.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness
SI	300	6.00	20.00	17.1033	2.80575	7.872	-1.318
PEU	300	7.00	25.00	21.7233	3.20223	10.254	-1.910
PU	300	6.00	20.00	18.1067	2.96501	8.791	-1.690
CA	300	7.00	20.00	17.6167	2.50412	6.271	-1.670
SEC	300	4.00	15.00	12.6233	1.89034	3.573	-1.998
ROA	300	4.00	15.00	13.6033	2.23666	5.003	-1.815
LOA	300	4.00	15.00	12.3433	2.01801	4.072	-1.888
PR	299	5.00	15.00	13.3880	2.48553	6.178	-1.543
CAW	299	4.00	15.00	13.0669	1.92010	3.687	-1.748
Valid N	299						

Table 01 is reflecting the descriptive analysis of study in which total number of respondents are 300 & skewness value of greater than 01 means that data is highly skewed, this negative values of skewness is showing the curve to the left side likely, the highest standard deviation is showing of variable which is 3.2 whereas the lowest SD is of variable security which is 1.89.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
0.924	9

The data analysis was done by using statistical package for social sciences (SPSS). While generated the questionnaire to check the reliability of it Cronbach's alpha test has been run which showed the results of 0.924 whereas the results should be greater than the value of 0.60.

Table 03 is showing correlation in between of variables (dependent & independent) the purpose of this model is weather its perceived ease of use, perceives usefulness, customer awareness, lack of awareness, social influences, security, resistance to adoption, consumer attitude has a significance impact on adoption of branchless banking, The social

influence has a significance impact of .768 on perceived usefulness. Perceived ease of usefulness has a significance impact of .789 on perceives usefulness.

Table 3: Correlations

	SI	PEU	PU	CA	SEC	ROA	LOA	PR	CAW
<b>SI</b>	1								
<b>PEU</b>	.626	1							
<b>PU</b>	.768**	.789**	1						
<b>CA</b>	.673**	.622**	.747**	1					
<b>SEC</b>	.451**	.525**	.484**	.467**	1				
<b>ROA</b>	.675**	.581**	.720**	.611**	.551**	1			
<b>LOA</b>	.372**	.316**	.364**	.365**	.467**	.582**	1**		
<b>PR</b>	.645**	.418**	.674**	.629**	.473**	.788**	.683**	1**	
<b>CA W</b>	.639**	.568**	.686**	.731**	.479**	.682**	.536**	.736**	1**

Correlation is significant at 0.01 level of significance

Table 4: Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.827 <sup>a</sup>	.685	.676	1.09312	
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.938	.569		1.647	.101
SI	.030	.038	.044	.799	.425
PEU	.080	.038	.131	2.133	.034
PU	-.007	.052	-.011	-.139	.890
CA	.272	.041	.352	6.690	.000
SEC	.009	.044	.008	.196	.845
ROA	.041	.054	.047	.757	.449
LOA	.088	.047	.092	1.863	.063
PR	.258	.056	.335	4.628	.000

The table 4 showing statistically significance relationship between these eight variables (perceived ease of use, perceives usefulness, customer awareness, lack of awareness, social influences, security, resistance to adoption, consumer attitude), the coefficient of correlation R was 0.827 & coefficient influence of  $R^2$  was 0.685. These eight variables significantly explained 68% of variance in the adoption of branchless banking in Pakistan.

## CONCLUSION AND RECOMMENDATIONS

This research article is showing the factors i.e. perceived ease of use, perceives usefulness, customer awareness, lack of awareness, social influences, security, resistance to adoption, consumer attitude has a significance impact on adoption of branchless banking in Pakistan, we have thoroughly studied all the factors & with the help of SPSS have identified the potentials factors which are significantly affecting on the adoption of branchless banking in Pakistan.

Current era is an era of digital banking & every organization being a market competitive should be capable enough to adopt & promote branchless banking in the banking segment, factors are already being highlighted which becoming hindrance in adoption of branchless are banking in Pakistan.

Due to multiple limitations like time, money etc. we tried to identify the factors which are affecting adoption of branchless banking, however research can be done with other variables besides these variables (perceived ease of use, perceives usefulness, customer awareness, lack of awareness, social influences, security, resistance to adoption, consumer attitude). Further this research can be done in marketing perspective as well where it can be research as how to promote branchless banking & what factors affects to promote & adoption of branchless banking in Pakistan.

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