A systematic review of the behavior intention on mobile banking and stock trading

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Abstract This study aims to present a systematic and thorough evaluation of the empirical literature that has been published on behavior intention regarding mobile banking and stock trading from 2011 to 2023. Fifty-one articles published in the journal Web of Science as well as additional records discovered through other sources are included in the overview literature. The methodology study uses a systematic literature review by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) standards. Our findings show that perceived usefulness and perceived ease of use are the most important factors influencing intentions to adopt mobile banking and stock trading. The focus of the literature has been on formal study designs, statistical approaches, cross-sectional studies, and causal studies carried out in a specific country, particularly in Asia and Africa. Nonprobabilistic sampling with relatively large sizes is frequently used in studies. The majority of research examines conceptual models based on theoretical concepts. Comparative studies are needed to compare behavioral intention and use behavior to adopt mobile banking technology and stock trading. Future studies should accommodate demographic variation as a construct and explore other suitable factors, such as social influence, personal innovativeness, trust, and risk perception that can influence behavior intentions, to improve and strengthen model predictions.

Keywords: behavior, intention, mobile banking, stock trading

1. Introduction

Digital technology development is rapid and accompanied by an increase in mobile internet users. Research on information systems has given considerable attention to behavioral intentions (Jeyaraj, 2021). Behavior intention is the intention of an individual to carry out particular actions in the future in the context of using information technology (Venkatesh et al., 2003; Davis et al., 1989). The literature on the usage and adoption of information technology most frequently uses behavioral intention as a dependent variable (Wu & Du, 2012). Several previous studies have examined behavioral intention in relation to technology acceptance (Venkatesh et al., 2012; Tai & Ku, 2013). New technologies are developing rapidly in several fields, such as finance, marketing, and other fields, accompanied by mobile technology innovations. The financial technology related to finance and investment that is widely used today includes digital or mobile banking and stock trading.

Mobile banking is one of the strategic and important innovations in banking retail. The use of mobile banking as a technological innovation to address the availability and affordability of banking services has been strongly supported (Kim et al., 2023). Changes in interface technology have allowed industry finance to pleasant customers quickly through the use of technology supermarkets. Several studies, most recently discussed the use of the mobile internet, have been carried out (Lee and Chen, 2022; Jumnaan et al., 2020), including studies of mobile banking applications (Giovanis et al., 2019; Majumdar & Pujari, 2021). Most empirical studies on m-banking have tried to understand the factors that influence the adoption or intention to use technology (Agyapong et al., 2018; Baptista & Oliveira, 2017; Merhi et al., 2019). Mobile technology is adopted in the service business and used in trading securities called trading share mobile. Several studies discuss behavioral intentions to use online stock trading or mobile stock trading (Chong et al., 2021; Tai & Ku, 2013).

Studies about behavioral intention mostly use the TRA approach (Raut, 2020), the TPB (Sivaramakrishnan et al., 2017), the DTPB (Giovanis, Athanasopoulou et al., 2019), the UTAUT (Jadil et al., 2021; Tai & Ku, 2013), or the UTAUT2 (Farah et al., 2018; Merhi et al., 2021). Only a few studies use protection motivation theory (PMT), prospect theory, or the theory of affordances. The importance of behavioral intention using technology finance has long been studied by academics and practitioners in various disciplinary knowledge functions. An overview of the literature has shown that topic intention behavior using mobile banking and stock trading dominate a large part of the related research; however, until recently, no research has been conducted on review study-related empirical behavior intention, in which judges and set trend
characteristics are theoretical, methodological, and thematic from track studies, to synthesize existing knowledge and assess the status of related literature.

The purpose of this study is to provide a review of systematic and holistic studies of the behavioral intention to use mobile banking and stock trading. This study analyzed the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) technique. This research starts from design research, space scope research, method sampling or data collection, as well as appropriate data analysis of the topic and investigated field. Then, some problems are diagnosed from the related literature, as well as suggestions for repairs and directions for future studies.

2. Literature Review

Theory base is used to understand the meaning of social research. According to Goodnight et al. (2020), the theory is built to explain "how" and "why" society works as a whole. In the articles discussed, approximately 23 theories were used based on a study about behavioral intentions. Studies about behavioral intentions mostly use the TRA approach (Raut, 2020), the theory of planned behavior (TPB) (Sivaramakrishnan et al., 2017), the DTPB (Giovanis et al., 2019), the UTAUT (Jadil et al., 2021; Tai & Ku, 2013), and the UTAUT2 (Farah et al., 2018; Merhi et al., 2021). Only a few use protection motivation theory (PMT), prospect theory, or the theory of affordances. Researchers and practitioners across a wide range of knowledge-based disciplines have long investigated the behavioral intention to use technology in finance.

The most prevalent theories applied in related research include the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). TAM theory is a user-centered approach to system technology information. Based on the theory of reasoned action (TRA), this model was created by Davis et al. (1989). The TAM is based on TAM theory because decisions made by individuals to accept technology system information are action aware and can be explained and predicted by intention behavior. TAM added two main constructions to the TRA model: perceived usefulness and perceived ease of use. Constructing perceived usefulness and constructing perceived ease of use are the main influencing behaviors in the TAM. The TAM is a theoretical model that describes how users receive and use technology.

The Technology Acceptance Model (TAM) is the foundation of the unified theory of acceptance and utilization of technology (UTAUT). The UTAUT was constructed by Venkatesh et al. (2003) as a union from eight existing and published acceptance models, namely, the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), the Motivational Model (MM), the Theory of Planned Behavior (TPB), the Combined TAM and TPB (C-TAM-TPB), the Innovation Diffusion Theory (IDT), the Model of Personal Computer Utilization (MPCU), and Social Cognitive Theory (SCT). The UTAUT model combines multiple acceptance model technologies to allow more evaluation largely through the adoption of individuals and behaviors used in context organizations. This model also takes into account influence moderation from type, gender, experience, age, and volunteerism in the adoption process (Venkatesh et al., 2003).

The theories that are often used in the articles discussed in this systematic literature review are the TAM, TPB, and UTAUT. A small number of articles use innovation diffusion theory (IDT), UTAUT2, the theory of reasoned action (TRA), the decomposed theory of planned behavior (DTPB), the decomposed theory of reasoned action (DTAM), prospect theory, the elaboration likelihood model (ELM), the stimulus–organism–response (S-O-R), the information system success model (ISSM), protection motivation theory (PMT), trust theory, the theory of affordances, and the theory of consumption values. The systematic literature review included 51 journals or articles, which are (Purohit & Arora, 2023; Almajali et al., 2023; Kim et al., 2023; Petrović et al., 2022; Patsiosit et al., 2022; Nguyen et al., 2022; Kimigaari & Baei, 2022; Chan et al., 2022; Jain et al., 2022; Lee & Chen, 2022; Al Moosa et al., 2021; Jadil et al., 2021; Kamdjoug et al., 2021; Karjaluoto et al., 2021; Merhi et al., 2021; Raut, 2020; Chaouali et al., 2020; Elhajjar & Ouaida, 2020; Shankar et al., 2020; Usman et al., 2020; Trinh et al., 2020; Giovannis et al., 2019; Owusu et al., 2019; Akhtar & Das, 2019; Athanasopoulou et al., 2019; Lai, 2019; Shareef et al., 2018; Farah et al., 2018; Singh & Srivastava, 2018; Alalwan et al., 2018; Chaouali et al., 2017; Glavee-Geo et al., 2017; Makanyeza, 2017; Sivaramakrishnan et al., 2017; Çal & Lambkin, 2017; Baptista & Oliveira, 2017; Sreejesh et al., 2016; Tran & Corner, 2016; Alalwan et al., 2016; Lu et al., 2015; Wang et al., 2015; Al-Jabri, 2015; Abrid et al., 2015; Mortimer et al., 2015; Mohammadi, 2015; Ramayah et al., 2014; Govender & Sihlali, 2014; Chen, 2013; Tai & Ku, 2013; Yu, 2012; Zhou, 2011).

3. Materials and Methods

3.1. Source of the Database

A clear picture of the scope of the review room compatibility is given in this article because of the complex understanding of the field. This approach involves beginning and basing methods on evaluating the scope of the gathering literature on a certain topic as well as providing clear information about these topics, studies that can be accessed, and the whole literature, as well as a focused summary. (Munn et al., 2018). The criteria for individuals who were determined by the researcher at the beginning of the study were guidelines in search of articles in journals in the database, which included type of document, year of publication, and language. Systematic analysis in relevant areas, including social science, is used largely by research academics (Busch, 2019). According to (Bell, 2018), the use of databases as a search strategy carried out by researchers is a good base and organized. There is no perfect or complete electronic database available for this study;
therefore, we used the Web of Science (WOS), the indexed Social Science Citation Index (SSCI), and additional records identified through other sources. The WOS database search yielded 21,294 articles covering field science, science, social, arts and humanities for identifying study quality at the most relevant height. It also takes advantage of connection material among articles produced by expert readers working on eye lessons and provides a link between related comments and reference quotes.

3.2. The Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) was used to analyze this study's systematic literature review.

The guide and flow in the case review reference system used in this article follow the PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) statement. The PRISMA guidelines are helpful tools for researchers to improve the effectiveness of systematic reviews and meta-analyses (Moher et al., 2009). PRISMA has been used in some published articles in journals indexed on the Web of Science, such as (Ghani et al., 2021) and (Tanaro et al., 2020). This study focused on the WOS database to search 144 articles, and 28 articles from other sources. The studies covered the scope of the review room as part of the systematic review of the literature. Because the purpose of the review is to provide a load description and complete picture of what has been achieved, the goal is to gather as many possible appropriate facts from every study, covering variables, methodology, and analysis.

3.3. A Systematic Review Process

A systematic overview is meant to classify all works that discuss certain problems to provide comprehensive and unbiased literature (Pereira et al., 2014). A systematic literature review involves gathering literature using clear techniques and can be repeated for identification, evaluation, and synthesis with high objectivity (Kraus et al., 2020). Systematic analysis was chosen to make the base existing knowledge more easily accessible and imitated according to Voorberg et al. (2015). Thus, the SLR was used in this study to ensure that the literature on the subject was clear and complete. The literature was reviewed systematically until needed to avoid bias and ensure accuracy, applicability, and, as a result, relevant results.

There are multiple processes in a systematic review that include 1) searching and identifying journal articles, 2) choosing relevant studies based on established criteria, and 3) synthesizing all studies (Ghani et al., 2021). The first step involved searching the literature and finding article-relevant journals. In the database, there are thousands of articles published in each journal. Therefore, to find similar articles, we used systematic analysis. Then, with the use of the existing criteria set, relevant research was selected. Criteria special should be identified previously to ensure that the criteria are in line with the research purpose. All the components and elements obtained for producing useful outputs are connected via synthesis at the stage end. The synthesis was used to answer and reveal proofs for all the questions before the primary research-level questions were reviewed. Furthermore, we searched for articles about behavioral intentions related to mobile banking and stock trading using the above academic database and keywords. The criteria used in the WOS (Web of Science) query string were TS=("behavior intention" OR "intention to use" OR "behavioral intention" OR "intention") AND ("mobile banking" OR "m-banking" OR "mobile stock" OR "stock trading" OR "stock market"). Several criteria were set at the beginning of this study, including guidelines and limitations in the search of article journals in the WOS database and additional records identified through other sources; publication years 2011-2023; document types, English; WOS categories in business finance or management or economics or business; and WOS indexed by the SSCI. To complete the systematic review process, three steps or more were required after scanning and searching results across the database. The PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) Item Statement Flow is useful for identifying and generating a systematic search of the results (Moher et al., 2015). Identification, screening, and eligibility are the steps involved, as shown in Figure 1.

Overall, there are 172 articles on mobile banking and stock trading behavior intentions in the Web of Science academic database, and additional records identified through other sources have been systematically searched and identified through a search review. A total of 98 articles were published as articles that were not related to field studies. The type of document under consideration was determined by the researcher who only chose the article journal and used English. During step filtering, ten duplicate articles were deleted. Thirteen articles were excluded for eligibility. The reason is that studies that have not provided empirical data cannot be accessed. Finally, fifty-one (51) articles were included in this study.

4. Results and Discussion

4.1. Analysis of study settings

Research settings can be seen as the place where researchers perform research. For comparison, studies have shown that there is a significant difference in contextual behavioral intention between two different countries' cultures and conditions for their economies. In terms of region or continent, which became the focus of study, the continent of Asia is a region that is often studied (66.7%) and is partially large in India and Taiwan; the second most common region is the African continent (13.7%), followed by Europe (13.7%), Australia (3.9%), and America (2%). Many studies have been conducted in

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Asia and Africa, which represent large populations and many countries in developing countries. There were 92.2% of the articles focused on one country, while the remaining 5.9% involved two countries (Table 1). One article focused on three countries (Mortimer et al., 2015) and compared behavioral intentions to use mobile banking and stock markets between developed and developing countries, for example, between West Asia and Europe (Çal & Lambkin, 2017; Merhi et al., 2021).

Table 1 Number of studies based on country.

<table>
<thead>
<tr>
<th>Scope of research</th>
<th>Total (n=51)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries involved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One</td>
<td>47</td>
<td>(92.2%)</td>
</tr>
<tr>
<td>Two</td>
<td>3</td>
<td>(5.9%)</td>
</tr>
<tr>
<td>Three or more</td>
<td>1</td>
<td>(2%)</td>
</tr>
<tr>
<td>Focus region</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>34</td>
<td>(66.7%)</td>
</tr>
<tr>
<td>Africa</td>
<td>7</td>
<td>(13.7%)</td>
</tr>
<tr>
<td>Europe</td>
<td>7</td>
<td>(13.7%)</td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>(3.9%)</td>
</tr>
<tr>
<td>Amerika</td>
<td>1</td>
<td>(2%)</td>
</tr>
</tbody>
</table>

In 2011, one article first appeared, followed by another in 2012. In 2013, 2 articles were published, and two articles were published in 2014. In 2015, 2017, and 2020, 6 articles were published. Three articles were published in 2016. Furthermore, in 2018 and 2021, the same number of published articles were published—i.e., 4 articles. Eight additional articles were published in 2022. Moreover, in 2023, there will be 3 articles. Fifty-one articles met the inclusion criteria, as shown in Figure 2.
4.2. Methodology of Study

Every study used a technique to analyze or develop a method for classifying, processing, and interpreting data about the selected topic. This shows how the researchers disclose problems and goals, as well as how they communicate the results of the data collected during period research. A formal study using the proper procedure started with the hypothesis for answer-and-question research. Articles that use formal approach approximately 94.1%, this related with development-related research with technology acceptance try to investigate factors that only affect behavior intention to use technology that, in part big use the formal approach in his research. However, studies found that only 5.9% of the total number of articles use an exploratory approach (Table 2). Some studies have explored how the individual behavior of investors in investing in the capital market focuses on trading stock. On the other hand, revealing how to enhance financial trust between individuals motivates them to participate in financial markets and find a way to reach success financially (Akhtar and Das, 2019).

<table>
<thead>
<tr>
<th>Research design</th>
<th>Total [n=51] Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem crystallization</td>
<td></td>
</tr>
<tr>
<td>Formalized</td>
<td>48 (94.1%)</td>
</tr>
<tr>
<td>Exploratory</td>
<td>3 (5.9%)</td>
</tr>
<tr>
<td>Topical scope</td>
<td></td>
</tr>
<tr>
<td>Statistical</td>
<td>50 (98%)</td>
</tr>
<tr>
<td>Case Study</td>
<td>1 (2%)</td>
</tr>
<tr>
<td>Time dimension</td>
<td></td>
</tr>
<tr>
<td>Cross-sectional</td>
<td>51 (100%)</td>
</tr>
<tr>
<td>Longitudinal</td>
<td></td>
</tr>
<tr>
<td>Variable association</td>
<td></td>
</tr>
<tr>
<td>Descriptive</td>
<td>1 (2%)</td>
</tr>
<tr>
<td>Causal</td>
<td>50 (98%)</td>
</tr>
</tbody>
</table>

On the scope topic, almost all the studies used a statistical approach (98%), and 2% used a case study approach. This statistical approach is usually applied in studies in which instruments are used to collect data through a survey or in cases in which the sample size is large enough that statistical analysis can be used. A cross-sectional study was used in all the studies that discussed individual behavioral intentions toward mobile banking and stock trading. This cross-sectional study discloses only individual behavioral intentions over a certain time course. Checked articles not anyone using longitudinal study. Longitudinal studies are very rarely used because they involve time or a long period of time in solution and have a sufficiently high cost (Aykol & Leonidou, 2018). A longitudinal study is needed to determine how change behavior is related to behavioral intentions related to technology acceptance, such as mobile banking and stock trading, which are changing and evolving over time.

Almost all the articles use causal methods for linking connections between variables and focus on determining connections; that is, 98% of the articles use causal methods. Otherwise, because descriptive studies represent only 2% of the whole article, descriptive focus studies ensure the frequency of an incident variable or how far two covariance variables are involved in the research. The results of the analysis indicate that causal growth increases over time. This finding shows that the research trends developed aim to construct and test conceptual models based on theory.

4.3. Unit of Sample

The sample sizes used in most of the articles ranged between 250 and 499 (45.1%). The second most common sample size was 500-999 (25.5%), while the next most common sample size was 100-249 (21.6%). The sample size is large, with more than 1000 samples at approximately 3.9%, and the least common sample size is small, with 99 samples, with only approximately 3.9%. A large sample is used as a reference for research because a nonprobability sampling procedure is used when there is no sampling frame, and if the population is spread very wide, the sampling cluster becomes no. A larger sample size is used to upgrade the representation sample and allow the researcher to gather more respondents in a study (Table 3).

A total of 35.3% of the articles discussed had a response rate of 40% or more, indicating a high-level response. A response rate of 30% to 39% was found in 9.8% of the reviewed articles. A temporary level response of 20% to 29% was mentioned in 5.9% of the articles. Only a small percentage (2%) of the checked articles mentioned remembering responses less than 19%. A high response rate relates to the use of electronic data collection questionnaires, which makes it easy for researchers to collect the data.

Research that discusses behavioral intentions related to individuals’ acceptance or use of technology. Users were the most common informants included in the articles examined (66.7%). The second most often used group informant key was the Investor (reported 15.7%). The student (9.8%) was the informant key third used in the article. The next informant least common in article 5.9% was knowledge experts. Users or users, often also referred to as customers’ mobile banking and
stock trading, are considered to represent key informants who provide valid information and who will produce holistic conclusions about individuals’ intentions to use mobile banking and stock trading.

Table 3 Unit of Sample.

<table>
<thead>
<tr>
<th>Sample size</th>
<th>Total (n=51) Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 99</td>
<td>2 (3.9%)</td>
</tr>
<tr>
<td>100 – 249</td>
<td>11 (21.6%)</td>
</tr>
<tr>
<td>250 – 499</td>
<td>23 (45.1%)</td>
</tr>
<tr>
<td>500 – 999</td>
<td>13 (25.5%)</td>
</tr>
<tr>
<td>&gt; 1,000</td>
<td>2 (3.9%)</td>
</tr>
<tr>
<td>Respon rate (%)</td>
<td></td>
</tr>
<tr>
<td>&lt;19</td>
<td>1 (2%)</td>
</tr>
<tr>
<td>20-29</td>
<td>3 (5.9%)</td>
</tr>
<tr>
<td>30-39</td>
<td>5 (9.8%)</td>
</tr>
<tr>
<td>&gt;40</td>
<td>18 (35.3%)</td>
</tr>
<tr>
<td>Not Available</td>
<td>24 (47.1%)</td>
</tr>
<tr>
<td>Key informant</td>
<td></td>
</tr>
<tr>
<td>Users</td>
<td>34 (66.7%)</td>
</tr>
<tr>
<td>Investors</td>
<td>8 (15.7%)</td>
</tr>
<tr>
<td>Student</td>
<td>5 (9.8%)</td>
</tr>
<tr>
<td>Knowledge expert</td>
<td>3 (5.9%)</td>
</tr>
<tr>
<td>Not Available</td>
<td>1 (2%)</td>
</tr>
</tbody>
</table>

4.4. Analysis of the Field Study

Mobile banking (82.4%) and stock trading (17.6%) are the product emphases discussed in articles, and mobile banking is more often discussed than stock trading is. Devices handheld for access information banking or transaction banking through SMS messaging, applications that can be downloaded, and wireless protocol applications for access services, financial and nonfinancial, are used in conjunction with mobile banking (Glavee-Geo et al., 2017). The growth of mobile banking has correlated largely with the convergence and growth of large device wireless smartphones worldwide. This convergence pushes companies from various industries and subsectors of economics, such as banks and institutions that finance others, to compete and collaborate (Lee et al., 2015). Transaction finance, which is prevalent in the modern era of the economy, revolves around the stock market (Huang et al., 2005). Online trading is a good solution in the development of trading existing shares in the system (Gopi & Ramayah, 2007).

In the context of adoption technology, which has a new focus on mobile banking and stock trading, large articles have focused only on behavioral intentions. However, several studies have investigated intention behavior and actual usage together. Nevertheless, very few research studies postuse that technology because all studies based on cross-sectional research over certain periods of time require longitudinal studies examining behavioral intentions and actual usage until postuse. Some studies have explored how the individual behavior of investors in investing in the capital market focuses on trading stock because individual behavior changes with the development of the economy, which is accompanied by rapid development of technology. Fifty-one articles were analyzed regarding behavioral intentions to adopt mobile banking and stock trading.

5. Final Considerations

The Fifty-One analysis revealed that behavioral intention in adopting mobile banking and stock trading was generally influenced by social influence, price value, performance expectancy, and perceived usefulness, in order of influencing power. Behavior is strongly influenced by the intention of the individual and the facilitating conditions. Two pushers of the most significant intention to adopt mobile banking are perceived usefulness, perceived ease of use. For the moderation effect of type, gender and age had significant moderating effects on performance expectancy and behavioral intention, and age had a moderate effect on facilitating conditions and perceived self-efficacy in actual adoption. Attitude, subjective norms, perceived behavioral control, and financial literacy significantly affect the intention to invest in the stock market. Factor-related technology, performance expectancy, and social influence determine the main intention to adopt mobile banking, followed by two related channels: perceived risk and perceived trust in the use of mobile banking and user-inherent innovation potential. Next, considering experience service as a variable moderator, we find that there are significant differences in the influence of perceived social status and trust on intention among users with high and limited experience service.

Behavior intention and use behavior have long been recognized by academics and practitioners in various discipline knowledge functions. The overview shows that the topic of behavioral intention in mobile banking and stock trading
dominates part of the related research. Two pushers of the most significant intention to adopt m-banking are perceived usefulness and perceived ease of use. Approach studies rarely involve cases, but permanent studies should be performed because they could provide insight into problems in research. This article uses cross-sectional analysis to discuss individuals’ behavior in relationship with their behavioral intentions. However, longitudinal studies are needed to investigate phenomena as dynamic behavioral individuals. Scope one has attracted increased amounts of research in the Asian region, especially in developing countries such as India and Pakistan.

Behavior intention in developing countries is interesting for research because of the potential for a large market share in context of behavioral intention and the use of technology. Expanding market size by bringing a large number of nonusers to ingroup consumers is the main path to success when part of the medium market size develops and improves (Sinha & Sheth, 2018). Comparative studies are needed to compare behavioral intention and use behavior to adopt m-banking technology and stock trading. Future studies should consider demographic variation as a construct and explore other suitable factors, such as social influence, personal innovativeness, trust, and risk perception, that can influence behavioral intentions to improve and strengthen the model’s predictions.

6. Limitations and recommendation

This study used from the Web of Science database, which is used to search for and filter articles on mobile banking and stock trading and additional records. Future studies can refer to the data or expand their research insights to gain a more comprehensive understanding and knowledge of mobile banking and stock trading. The literature on this topic is a formal study in which the researcher builds new hypotheses based on previous findings. The formal approach relates closely to the many statistical studies used in the article. Although approach studies use very rare cases, studies on permanent cases should be performed because they could provide insight into problems in research. This article uses cross-sectional analysis to discuss individuals’ behavior in relationship with their behavioral intentions. However, longitudinal studies are needed to investigate phenomena as dynamic behavioral individuals. Scope one has attracted increased amounts of research in the Asian region, especially in developing countries such as India and Pakistan. Behavior intention in developing countries is interesting to study because of the potential for a large market share in context of behavioral intention and the use of technology. Expanding market size by bringing a large number of nonusers to ingroup consumers is the main path to success when a medium market size develops and improves (Sinha & Sheth, 2018). Additional studies comparing behavioral intentions to adopt technology are needed to determine the role difference demographics in behavioral intentions to adopt m-banking in different settings (Glavee-Geo et al., 2017).

The procedures for collecting or collecting data from the research discussed used a nonprobability sample. Many studies use convenience sampling because they involve a very large population. A large sample size was chosen to overcome related difficulties through the use of generalizable convenience samples and to reduce possible pick-up bias (Alalwan, Yogesh, et al., 2016). Method data collection through electronics has become common because of the support of the internet, which has made it easy for researchers to access and could streamline costs and time. Users or customers are the partial informants most commonly used in the article; some articles use investors, students or students; and knowledge experts explain individuals’ behavioral intentions on acceptance of mobile banking and stock trading. The data analysis showed that the trend study part of the discussion of behavioral intentions involved conceptual model testing based on the quality of the construction built. Structural equation modeling is method analysis used in a large part of an article. Popular research tests conceptual models based on concept theory for quality from construction built strongly and realistically.

The related empirical literature on the behavioral intention to use mobile banking and stock trading is often developing over time. The behavior of individuals in article dynamics, which is always changed by development technology, includes external factors as well as internal factors. Opinions about the empirical literature suggest that future research should include the following: a) longitudinal studies should be used to provide more insight into dynamics and development behavior, because behavioral user characteristics are dynamic; b) future studies should focus on deep mass meta-analyses of the context of m-banking and stock trading and adjust the findings to include additional size effects about the associations causal of these factors; c) future studies should use approach cross-culture to evaluate the impact of dimensions on the intention to use mobile banking and stock trading; d) future studies should use more samples representative of generalized findings; and e) future studies could accommodate variation demographics (such as level income, education, type gender, age, and level experience) as constructs, model elaboration for testing and comparisons of real-time and behavioral investment and subinvestment-related factors of literature finance behavior to improve and strengthen model prediction. Future studies could be directed to test intention and use behavior on various class asset finance systems and combine size objectives and subjectivity from financial literacy. g) Researchers need to explore other suitable factors in the mobile banking and stock trading context, such as social influence, personal innovativeness, trust, and risk perception, that can influence behavioral intentions.

Ethical considerations
Not applicable.

Conflict of interest

The authors declare that they have no conflicts of interest.

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