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FROM ACCESS TO ADOPTION: TRUST AND USEFULNESS IN DIGITAL BANKING -MEDIATING ROLE OF DIGITAL SELF-EFFICACY AND MODERATING ROLE OF CASH DEPENDENCY

Shylet Mathias[1], Abbokar Siddiq[2]

[1]*Research Scholar, Department of Commerce, Mangalore University, Mangalagangothri, Konaje- 574119, Karnataka, India. ORCID ID:0009-0002-6825-5176,*

[2]*Professor, Department of Post Graduate Studies in Commerce, University College, Mangalore-575001, Karnataka, India. ORCID ID: 0000-0001-7199-7133,*

ABSTRACT **DOI No: 10.36713/epra26975** **Article DOI: https://doi.org/10.36713/epra26975**

Digital banking has seen tremendous growth in recent years, resulting in significant changes to the way banks provide financial services; however, rural customers have unevenly adopted digital banking services. This study will investigate the factors that influence the adoption of digital banking among rural customers located in Coastal Karnataka, specifically focusing on perceived usefulness and trust. The study will also examine the mediating influence of digital self-efficacy and the moderating influence of habitual cash dependency on the relationship between these constructs and the rural customers' digital banking adoption behavior. A structured questionnaire will be administered to rural banking customers and the collected data will be analyzed using several statistical techniques, such as Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). It is expected that results from the analysis will show that perceived usefulness and trust influence rural digital banking adoption, directly, as well as indirectly through the mediating influence of digital self-efficacy. It is also anticipated that habitual cash dependency will moderate the relationship between these constructs and rural customers' digital banking adoption making it more difficult for these customers to move toward digital banking platforms. This research builds on prior studies by developing a model of the adoption process for digital banking that includes behavioral, cognitive, and situational variables and how they work together to create an overall experience in rural communities. The results could assist policy-makers, banks, and companies providing digital products and services with providing services that increase consumer confidence, provide education in the use of digital tools, and decrease the amount of cash-based transactions.

KEY WORDS*: Digital Banking Adoption/Perceived Usefulness, Trust, Digital Self Efficacy, Habitual Cash Dependency, Customers from rural areas.*

1. INTRODUCTION

The advancement of digitalization in financial services has had a considerable impact on banking making banking easier to access and costing less money due to faster transaction times. Digital banking is important in providing individuals with access to financial services, especially within developing countries such as India (Shaikh & Karjaluoto, 2015). The Digital India initiative has helped accelerate the acceptance of digital financial services across the country (Gupta & Arora, 2017). Perceived usefulness and trust have been consistently cited as two of the significant determinants of technology acceptance; the Technology Acceptance Model (TAM) suggests that the perceived usefulness of a technology advances individuals' willingness to accept that technology (Davis, 1989). Trust is particularly important when dealing financially over the internet because it can reduce uncertainties related to online transaction risk (Gefen et al., 2003). Furthermore, digital self-efficacy, defined as an individual's belief in the ability to use digital technologies, plays a large role in influencing individuals' adoption behaviours. According to Social Cognitive Theory, increased digital self-efficacy instils confidence in the user and encourages them to adopt technology (Bandura, 1997; Hatlevik, 2017). However, habitual dependency on cash as a form of transaction remains widely accepted among rural residents in India, where using cash is a regular part of their lives (Venkatesh et al., 2012). Based on these considerations, this research study will investigate the adoption of digital banking within Coastal Karnataka in rural areas by integrating perceived usefulness, trust, and digital self-efficacy.

2. LITERATURE REVIEW

The shift of banking services towards digital platforms has made digital banking adoption an important area of study in finance today. Previous studies have shown that two of the greatest factors influencing people's decisions about adoption of fintechs and digital banking are perceived usefulness and trust (Papanikolaou, 2025; Firmansyah, 2022) . When users

perceive a benefit from using digital banking, as well as an increase in transaction efficiency, they are likely to adopt this technology. Trust is a critical factor in reducing uncertainty for consumers when it comes to digital financial products. It has been well documented in the literature that the absence of trust (and therefore the inability to verify) continues to be one of the greatest barriers to the adoption of fintechs (Jafri et al., 2023). Studies specifically provide evidence that trust has a significant impact on user adoption intentions for fintech's and digital banking (Zhao, 2024).

Digital self-efficacy, or an individual's belief in his or her ability to successfully use digital technologies, is also an important factor that influences whether they adopt digital finance products. Studies reveal that users who have greater confidence in their digital skills will be more likely to use digital financial services (Ullah et al., 2022). This suggests that user capability is not only a consideration when evaluating system features, but it is also an important contributor to behaviourally based continuance intentions for all technologies. However, adoption does not occur only from things that are good and positive. Cash is the most regularly used medium of exchange and continues to affect how people behave financially in developing countries, for instance, habitual use through repetition impacts how consumers make their payment decisions and could potentially delay the move onto digital platforms despite users understanding the benefits of using them (Venkatesh et al., 2012). All of this shows how people are dependent on cash could resist adopting digital banking. While a significant amount of literature exists on the issue of adopting financial technologies, most of the available research has focused mainly on individual attributes like trust, usefulness, or risk. There has also been very little research on developing a single framework to integrate perceived usefulness, trust, digital self-efficacy or habitual behaviour, especially in rural settings. Accordingly, part of the aim of the present study is to bridge this gap by examining the above-mentioned factors together to develop insight into the adoption of digital banking in rural Coastal Karnataka.

3. THEORETICAL FRAMEWORK

The research will use two established theories as a basis for the study, namely, Technology Acceptance Model (TAM) and Social Cognitive Theory (Self-Efficacy Theory). Together these theories provide a strong basis for understanding how individuals adopt digital banking. The Technology Acceptance Model (TAM) was created by Davis (1989) and explains how an individual's evaluation of the perceived usefulness and perceived ease of use of technology determines his or her intention to use it. Of the three primary constructs in TAM, perceived usefulness is the most important variable predicting whether users will accept new digital systems. In digital banking services, users will be more likely to adopt them when they are perceived to provide a benefit, increase efficiency or improve financial transactions. TAM ranks as one of the most widely used and influential technology adoption models in research and practice. Along with TAM, Social Cognitive Theory (SCT) provides an explanation for how a person's belief in their ability to complete a task (i.e., self-efficacy) affects the person's behavior. Bandura (1997) defines self-efficacy as the level of confidence a person has in his or her ability to accomplish tasks. In digital settings, especially rural settings, even if individuals have access to digital banking services, they may not feel confident using them. Therefore, digital self-efficacy is an important factor in bridging. Combining these two theories enhances the conceptual framework for the research study at hand. The Technology Acceptance Model (TAM) focuses on the way that individuals assess various technologies by making a conscious evaluation concerning the extent to which the technology adds perceived value or utility and can be trusted. Contrarily, Self-Efficacy theory addresses the confidence in one's ability to act upon their assessment of a technology. The combination of the two frameworks provides an enhanced understanding of whether an individual will use digital banking, specifically in rural arenas, where both their assessments of a technology and confidence to act based on that assessment are important.

4. CONCEPTUAL MODEL

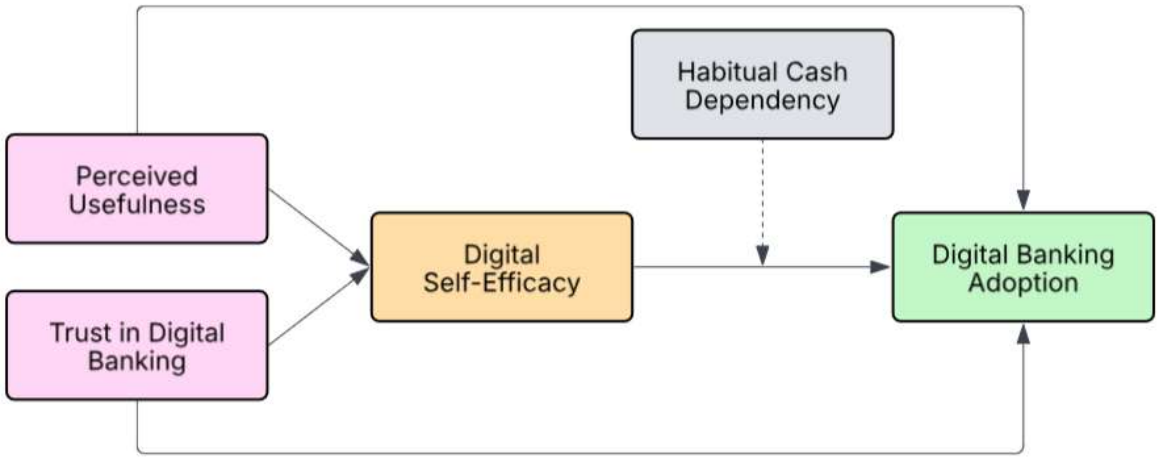


Figure 1 Conceptual Model

Source: Compiled by the Author

5. HYPOTHESIS

The Technology Acceptance Model (TAM) emphasizes that the perceived benefit of using a specific type of technology is the main reason why users decide to adopt a new technology, called 'perceived usefulness' (Davis, 1989). For example, users are more likely to use a digital banking service if they believe it is user-friendly and accomplishes their goals of performing many transactions efficiently. Many prior studies have shown that perceived usefulness has a significant positive relationship with the user's likelihood of using digital and/or mobile banking services (Alalwan et al., 2017; Shaikh & Karjaluoto, 2015). Thus, we hypothesize that there will be a positive relationship between perceived usefulness and digital banking use.

H1: Perceived usefulness has a significant positive effect on digital banking adoption.

Another important factor for understanding why users will use digital banking services is trust. Financial transactions often require users to deal with uncertainty, perceived risk, and security issues. Through the establishment of trust, users are less vulnerable in their view of the security and trustworthiness of using digital finance-based technologies (Gefen et al., 2003). Several studies show that the extent of trust in banking systems, banking services and banking technology infrastructures is significantly related to users' likelihood to decide to begin using digital banking services (Zhou, 2011). Other studies have similarly shown that trust has direct and significant effects on users' intent to use and actual use of digital banking services (Oliveira et al., 2014). Therefore, we expect there to be a positive relationship between trust and digital banking use.

H2: Trust in digital banking has a significant positive effect on digital banking adoption.

Perceived usefulness not only impacts how users adopt or engage with a technology, but it also instills greater self-assurance for the individual that they are able to utilize the technology in an effective manner. When an individual views digital banking as useful or beneficial, they are inclined to participate in digital banking and this further solidifies their self-perception of competence (Bandura, 1997). Prior research has found that perceived usefulness positively correlates with user confidence and competence in using digital technologies (Compeau & Higgins, 1995). Digital performance studies have also been shown to have a similar effect on users' digital self-efficacy when they view the utility of technology (Hatlevik, 2017). As a result, perceived usefulness is expected to correlate positively with digital self-efficacy.

H3: Perceived usefulness has a significant positive effect on digital self-efficacy.

Trust within digital banking will augment users' confidence level at executing digital banking transactions because when using trusted systems, there is less uncertainty and perceived risk. If users believe that the digital banking system is safe and secure, they are more likely to feel competent using the system. Prior research has identified that user trust positively affects users' confidence and perceived control within a digital environment (Zhou, 2011; Oliveira et al., 2014; Kim et al., 2009) therefore, as the level of trust increases, so will the level of digital self-efficacy.

H4: Trust in digital banking has a significant positive effect on digital self-efficacy.

In essence, digital self-efficacy is an important component of the user's confidence in utilizing digital technology. Therefore, digital self-efficacy will play an important role in the adoption of digital banking by the user. Users of digital banking who perceive they can effectively carry out or perform digital transactions are more likely to adopt and continue to use the services offered by a bank. Establishment of a positive relationship between digital self-efficacy and adoption of digital banking has been confirmed by empirical studies showing a distinct link between self-efficacy, technology adoption, and usage behaviour (Compeau & Higgins, 1995; Venkatesh et al., 2012; Yu, 2012). Therefore, digital self-efficacy is likely to positively relate to the use of digital banking.

H5: Digital self-efficacy has a significant positive effect on digital banking adoption.

User's perceptions will not necessarily result in adoption behaviour but rather the user's confidence in the use of the technology. When a user perceives digital banking as valuable, they will be more involved with the product and therefore, greater self-efficacy and adoption will result from the user's perception of the value of digital banking services. Research supports that self-efficacy serves as a mechanism which connects perceived benefits from the use of digital banking to behavioural outcomes (Bandura, 1997; Mutahar et al., 2018; Alalwan et al., 2017). Thus, digital self-efficacy mediates the relationship between perceived usefulness and the use of digital banking.

H6: Digital self-efficacy mediates the relationship between perceived usefulness and digital banking adoption.

Trust influences user behaviours towards digital banking through a direct effect and an indirect effect via psychological mechanisms such as self-efficacy. In instances where users of an organisation have trust in the digital banking system, the user would feel less anxious and be more self-assured in their ability to use the digital banking system. Research findings indicate that trust enhances users' confidence and creates a direct effect on the user's intention to engage with the digital banking system via their own internal belief system (Gefen et al., 2007; Compeau et al. 2007).

H7: Digital self-efficacy mediates the relationship between trust in digital banking and digital banking adoption.

The relationship between digital self-efficacy and digital banking adoption may be hindered by habitual dependence on cash. Despite a user's perceived confidence towards using digital banking systems, consistent cash usage habits may make it difficult for them to migrate to digital media. Habits yield from patterned behaviors are a significant predictor of technology adoption and often supersede a user's rational thinking (Venkatesh et al., 2012; Limayem et al., 2007; Polites & Karahanna, 2012). Therefore, the greater the user's habitual withdrawal from cash transactions, the less positive influence their self-perceived capability with digital banking will have on their overall likelihood of adopting that technology.

H8: Habitual cash dependency significantly moderates the relationship between digital self-efficacy and digital

banking adoption, such that the relationship becomes weaker when cash dependency is high.

6. METHODOLOGY

The present study adopts a quantitative and cross-sectional research design in order to identify what factors affect the adoption of digital banking for rural coastal Karnataka users Dakshina Kannada, Udupi and Uttara Kannada. Primary data was collected from 247 respondents using a structured questionnaire which was administrated in both online and offline fashions. A non-probability sampling method combining convenience and snowball sampling was utilised, given the challenges in terms of access to respondents. The structure of the questionnaire collected demographic information and information regarding the constructs. Perceived usefulness and trust are separate independent variables in this study; Digital self-efficacy is the mediator; habitual cash dependency moderates the relationship between digital banking adoption (the dependent variable) and the other variables. Data was analyzed using SPSS and AMOS/SmartPLS, reliability and validity testing, CFAs, and SEM to assess the proposed relationships.

Table 1: Demographic Profile

Demographic Variable	Category	%	Demographic Variable	Category	%
Age	18–25	17.4	**Family Type**	Nuclear	55.1
	26–35	22.7		Joint	44.9
	36–45	17.8	**District**	Dakshina Kannada	29.1
	46–55	23.1		Udupi	33.2
	Above 55	19.0		Uttara Kannada	37.7
Gender	Male	49.8	**Bank Type**	Public	27.9
	Female	48.2		Private	26.3
	Other	2.0		RRB	23.9
Marital Status	Married	37.2		Cooperative	21.9
	Single	31.2	**Internet Use**	Daily	23.9
	Others	31.6		Weekly	23.1
Education	No formal	19.0		Occasionally	31.6
	Primary	14.2		Rarely	21.5
	Secondary	14.2	**Transaction Mode**	Cash	53.8
	Higher secondary	19.8		Digital	46.2
	Graduate	19.4	**Income**	<10k	15.4
	Postgraduate	13.4		10–20k	22.7
Occupation	Farmer	17.4		20–40k	17.0
	Daily wage	14.6		40–60k	22.7
	Homemaker	15.0		>60k	22.3
	Salaried	19.0			
	Self-employed	16.2			
	Student	17.8			

Source: Primary Survey

Table 1 Illustrates the largest segment of respondents is about 46-55 years old (23.1%) and there is a fairly equal distribution of responses in each age category. Gender is nearly equal with slightly more males at 49.8% than females at 48.2%. Married people (37.2%) make up the largest portion of respondents and single people and those who do not identify as either are also equally represented among respondents. Respondent education level was fairly evenly distributed across each level of education, with the higher secondary level (19.8%) and graduate level (19.4%) making up the largest groups. The largest occupational segment of respondents is employed by salary (19.0%), followed closely by students (17.8%), farmers, and people who are self-employed. Income levels of respondents were fairly evenly distributed, with the largest number of respondents in the income bracket of ₹10,001-₹20,000 (22.7%) and ₹40,001-₹60,000 (22.7%). Most respondents belong to nuclear families (55.1%) with the largest geographic area from which respondents are from is Uttara Kannada (37.7%). The most commonly used banking source for respondents is through Public Sector Banks (27.9%), followed narrowly by Private Sector Banks. Most respondents use the Internet occasionally (31.6%) and the majority of respondents still prefer to transact in cash (53.8%) as opposed to digitally demonstrating that cash continues to be substantially used.

Table 2 contains the descriptive statistics for the study's constructs. Most constructs have mean values greater than the mid-point of the scale, showing that participants generally have moderate to positive attitudes toward digital banking. Trust in Digital Banking had the highest mean (M = 3.5684, SD = 0.70271), suggesting that participants are relatively confident in the digital banking systems. Similarly, Habitual Cash Dependency (M = 3.2745, SD = 0.86858) has a moderately high mean, indicating that cash continues to be an important behavioral habit for rural users. Perceived Utility (M = 3.1490, SD = 0.54563) and Digital Self-Efficacy (M = 3.1927, SD = 0.51870) both have moderately high means, indicating that respondents believe digital banking is useful, and they are confident in their ability to use digital technologies. The mean for Digital Banking Adoption (M = 2.0737, SD = 0.54002) was the lowest of any construct, indicating that even though perceptions of digital banking were generally positive, there is still a low level of actual adoption.

Overall, the results indicate that trust, perceived usefulness and self-efficacy exist among respondents but other barriers to adoption, including habitual cash usage, are potentially hindering full adoption of digital banking products and services.

Table 2: Descriptive Statistics

Constructs	Mean	Std. Deviation
Trust in Digital Banking	3.5684	0.70271
Perceived Utility	3.1490	0.54563
Habitual Cash Dependency	3.2745	0.86858
Digital Self-Efficacy	3.1927	0.51870
Digital Banking Adoption	2.0737	0.54002
Overall	**3.0517**	**0.6359**

Source: Primary Survey

7. RESULTS

7.1 Structural Model Assessment

Structural Equation Modeling, or SEM, is a statistical technique for the examination of complicated relationships between latent and observable variables. It allows for the simultaneous analysis of theoretical models with more than one set of independent and dependent variables, by combining regression and factor analysis. SEM allows for the assessment of total, direct, and indirect effects, as well as analysis of structural relationships expressed in the data.

7.2 Path Analysis

Table 3 displays the reliability and validity results of the constructs. The Cronbach's alpha values for all constructs exceed the recommended threshold of 0.70, indicating satisfactory internal consistency. Similarly, the composite reliability (CR) values are above 0.70, confirming the reliability of the measurement model. The mean values of all constructs are above the midpoint, suggesting a moderate to positive perception of digital banking among respondents, with trust in digital banking recording the highest mean (M = 3.568, S.E. = 0.703). Digital banking adoption shows the lowest mean (M = 2.074), indicating relatively lower levels of actual usage despite favorable perceptions.

Convergent validity is established as the Average Variance Extracted (AVE) values for all constructs exceed the recommended threshold of 0.50. Furthermore, the Maximum Shared Variance (MSV) values are lower than the AVE values for each construct, confirming adequate discriminant validity.

Overall, the results indicate that the measurement model is reliable and valid, and therefore suitable for further structural model analysis.

Table 3: Reliability and Validity Results

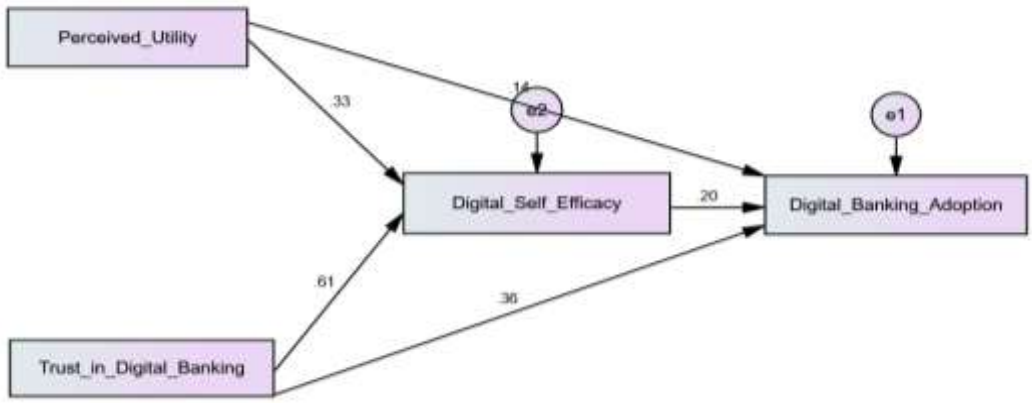
Construct	Mean	S.E.	Cronbach's Alpha	CR	AVE	MSV
Trust in Digital Banking	3.568	0.703	0.866	0.903	0.652	0.480
Perceived Utility	3.149	0.546	0.779	0.850	0.531	0.460
Digital Self-Efficacy	3.193	0.519	0.757	0.837	0.508	0.440
Digital Banking Adoption	2.074	0.540	0.767	0.843	0.518	0.490

Source: *Output of primary data using AMOS/SPSS*

Note: CR = Composite Reliability; AVE = Average Variance Extracted; MSV = Maximum Shared Variance

7.3 Mediaton Analysis

This study aimed to find out how much digital self-efficacy acted as a mediator in the connection between perceived utility (PU) and trust (TR) in relation to digital banking adoption (DBA). As shown in Table 5, both PU and TR have a significant direct relationship with DBA. The total effect of PU on DBA (0.187) and TR on DBA (0.345) is greater than the direct effect between PU to DBA (0.127) and TR to DBA (0.258), indicating that the data confirms the existence of mediation. Digital self-efficacy's indirect influence between PU and DBA is (β = 0.059) and (TR and DBA is (β = 0.087). Therefore, digital self-efficacy mediates partially between PU, TR, and the DBA. Digital banking adoption also has two direct relationships, as both perceived usefulness and trust will improve a user's confidence, and therefore the likelihood of adopting digital banking.



Source: Output of primary data using AMOS

Figure 2: The Mediating Role of Digital Self-Efficacy in the Relationship Between Perceived Utility, Trust, and Digital Banking Adoption

Table 4: Mediating Effects of Digital Self-Efficacy

Relationship	Total Effect	Direct Effect	Relationship	Mediating Effect
PU → DBA	0.187	0.127	PU → DSE → DBA	0.059
TR → DBA	0.345	0.258	TR → DSE → DBA	0.087

Source: Output computed using AMOS

Note: PU = Perceived Utility; TR = Trust; DSE = Digital Self-Efficacy; DBA = Digital Banking Adoption

7.4 Moderated Effect

This study examined the moderation of digital banking adoption through habitual cash dependency. As shown in Table 6, Digital Self-Efficacy has a strong positive influence on Digital Banking Adoption across all levels of cash dependency; however, its impact varies by level of cash dependency. At low habitual cash dependency, the relationship is moderate (β = .516); at medium levels that relationship becomes stronger (β = .652); and at high habitual cash dependency we see a moderate (but notable) reduction in the effectiveness of Digital Self-Efficacy on Adoption (β = .556). The reduction in effect size suggests that as habitual cash dependency increases, the positive influence of Digital Self-Efficacy on Digital Banking Adoption is reduced.

The results suggest that Digital Self-Efficacy will facilitate Digital Banking Adoption while the value held in cash transactions will diminish the impact of Digital Self-Efficacy on Digital Banking Adoption. Therefore, habitual cash dependency acts as an important moderating factor in the lack of correlation between Digital Self-Efficacy and Digital Banking Usage.

Table 5: Moderating Effect of Habitual Cash Dependency

Moderator	Level	β (Std.)	S.E.	t-value	p-value	Decision
Habitual Cash Dependency	Low	0.516	0.088	4.855	<0.001	Supported
	Moderate	0.652	0.071	8.463	<0.001	Supported
	High	0.556	0.091	5.944	<0.001	Supported

Source: Output of primary data using AMOS

Note: DSE = Digital Self-Efficacy; DBA = Digital Banking Adoption

8. DISCUSSION

The outcomes of this study shed light on many aspects that impact rural users' decision to choose digital banking services within the Coastal Karnataka area. According to the Technology Acceptance Model (TAM), the amount of usefulness perceived by a user is positively influencing their decision to use digital banking services. Therefore, rural users will adopt digital banking services if they feel digital banking is beneficial, convenient, and will improve their current financial activities (Davis, 1989; Alalwan et al., 2017). However, perceived usefulness has a relatively small effect size; therefore, it cannot be assumed that perceived usefulness is enough to drive adoption decisions of rural users. In addition to perceived usefulness, trust was found to be a greater predictor of digital banking adoption. Therefore, for users, trust or security in a financial system will encourage that user to conduct business within a digital banking platform (Gefen et al., 2003). In rural communities, users will perceive that they have a greater level of uncertainty and risk associated with their use of digital banking; therefore, trust or security has a greater influence over whether or not they choose to adopt.

The study also has identified that both perceived usefulness and trust positively impact digital self-efficacy; however, trust has a stronger effect on digital self-efficacy. This reinforces that if a user has trust in the system, their belief in using digital banking will increase. Additionally, this supports Social Cognitive Theory, which states that humans learn through interaction with others.

9. CONCLUSION

The research examined elements facilitating digital banking usage uptake for rural users and developed a single conceptual model of how to combine prior research into perceived usefulness, trust, digital self-efficacy and habitual cash use into one framework. The results suggest that both trust and perceived usefulness are significant influences on digital banking adoption. However, trust is a much stronger predictor than perceived usefulness indicating that the creation of confidence in digital banking systems must be focused on to support user acceptance. The study also demonstrates that digital self-efficacy is an important facilitator of adoption; both as a direct predictor of actual adoption as well as using digital self-efficacy as a mediator. Users who are self-efficacious in using digital banking services; therefore, will have an increased likelihood of adopting digital banking services with the assumption of having access to technology. It is evident from the results of the study that access to technology alone is not sufficient for users who do not have the requisite ability to use those technologies. Additionally, results indicate that habitual cash dependence is a significant barrier between digital self-efficacy and adoption. Further, the results suggest that significant habits formed from reliance on cash continues to create a negative effect in influencing financial decision-making in rural communities. The study has provided a thorough understanding of the adoption of digital banking by integrating cognitive perceptions, psychological confidence, and habitual behaviors into a collective influence. It has also emphasized that for successful digital transformation to occur, there is a need for further improvements to both systems features and trust, as well as for users' digital skillsets.

10. IMPLICATIONS

The study provides both theoretical and practical contributions to the literature by expanding the understanding of digital banking adoption in rural areas. In terms of theory, it supports the Technology Acceptance Model by incorporating digital self-efficacy and habitual behaviours into the model and demonstrating that adoption is a result of cognitive perceptions related to usefulness and trust, as well as the confidence of users and the habitual/entrenched nature of their existing behaviours. Therefore, it suggests that further research needs to consider incorporating constructs such as behavioural resistance and capability-based constructs into the study of technology adoption in rural settings, in order to further advance knowledge about technology adoption in these contexts. From a practical perspective, the findings of this study highlight that there needs to be a holistic and inclusive approach taken by financial institutions and policymakers to help enable the adoption of digital banking. Financial institutions must focus on building trust in their systems through mechanisms such as security, reliability, and transparency, which will help reduce perceived risks and improve confidence of users.

Simultaneously, enhancing users' digital self-efficacy through relevant training programs, enhancing digital literacy initiatives, and creating simplified user interfaces all provide users with the confidence to utilize the digital banking services available to them. Habits of cash usage can inhibit the adoption of digital banking services even if the users have the skills necessary to conduct digital transactions, so addressing habitual cash dependencies is just as important as implementing strategies designed to increase digital self-efficacy. To begin shifting users towards utilizing digital methods of conducting transactions, banks may want to implement strategies such as incentive-based strategies, awareness campaigns, and gradual, behaviourally-targeted interventions. Research indicates that through collaborative efforts among banks, government agencies, and local governments, banks can significantly accelerate the rate of digital banking adoption. Thus, an effective effort to achieve meaningful adoption of digital banking services that promote financial inclusion in rural economies will require a comprehensive approach that simultaneously creates a positive perception of digital banking services, builds the individual capability of the user to effectively utilize digital banking services, and reduces the user's behavioural resistance to using digital banking services.

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