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DETERMINANTS INFLUENCING GEN Z'S DECISION TO USE MOBILE BANKING DISTRIBUTION CHANNEL IN VIETNAM

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ABSTRACT

This study aims to investigate the key factors that influence the Gen Z's decision to use mobile banking services provided by commercial banks in Vietnam. In order to do that, we propose a research model in which the dependent variable is "Decision to use" and six independent factors of (i) Ease of use, (ii) Functional diversity, (iii) Safety and confidentiality, (iv) Risk level, (v) Approach, attraction, and (vi) Social influence. Primary data came from a survey through which 200 valid results were collected. The information is then coded and analyzed via the SPSS 20.0 software. The results reveal that two out of six proposed independent factors have the strongest relationship with the decision of using Gen Z's mobile banking services. Based on the findings, some suggestions are proposed for motivating customers to make decisions to use mobile banking services, which contribute positively to the success of the country's financial inclusion.

Keywords: Mobile banking, Gen Z, Determinants, Banking distribution channels.

INTRODUCTION

As of May 2021, Vietnam has been one of the countries with the huge number of smartphone users in the world (Statista, 2022). Especially in 2020, Vietnam was ranked 9th in the world, in terms of smartphone usage rate with 63.1%, much higher than other countries in the region. Along with the continuous increase in the number of people as well as the rate of smartphone use, 2020 is also a year marking the development of non-cash payment under the support of Mobile Banking when Vietnam recorded its first case of Covid-19 in early 2020. Vietnam, a potential market with a large population, is also considered an attractive environment with stable political and economic conditions and promising economic growth (Bui *et al.*, 2020). According to the latest statistics from the United Nations, as of April 2021, the population of Vietnam was about 94.2 million people. In particular, by 2021, Generation Z - the generation born and raised in the digital era will soon surpass the total population of Generation Y (the Millennial generation - born in the early 1980s to the late 1990s), by 2025. It is forecasted that this generation will account for about one-third of the working-age population in Vietnam

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(PwC, 2021). Therefore, the banks must find out the influencing factors and provide appropriate methods to retain and increase the number of users in this generation Z.

The main objectives of this research are to find out the determinants that influenced Gen Z's decision to adopt mobile banking service in Vietnam and attempt to investigate how they affect the mobile banking experience of Gen Z. The reason the research team decided to start this study was that, so far, despite the critical role of mobile banking for the youth market in Vietnam, but based on the overview research, there has not been any in-depth research both explores and investigates statistically related to the topic that has been implemented in Vietnam context. Hence, we highly recommend that there is a need to conduct research in mobile banking for the youth market like Gen Z, who will be predominant in the labor market for the next few years. The special context of Vietnam may either change the nature and importance of the decision to use mobile banking of Gen Z, so we will use suitable determinants that influence significantly to conduct the research.

This paper is organized as follows: The literature review will shed some light on mobile banking, mobile banking distribution trend, Gen Z, the determinants that affect the decision to use mobile banking of Gen Z in Vietnam, and hypotheses formulation. Then, the research methodology, analyses, and results are presented deeply. Lastly, the discussion and conclusions are suggested with some drawn limitations of the study.

Literature Review

Mobile Banking

Mobile banking is viewed as a channel through which consumers interact with a bank through a mobile device, such as a mobile phone or personal digital assistant (Zedgenizova *et al.*, 2021). In that sense, it can be considered a subset of electronic banking and an extension of online banking with its distinct characteristics (Laukkanen & Pasanen, 2008).

Mobile banking is understood as a modern distribution channel helping customers remotely access banking services using mobile devices connected to wireless telecommunications networks. Clients may check account balances and transaction history, transfer funds, pay bills, trade stock, and manage their financial portfolios. In the most general sense, mobile banking is understood as the use of a mobile device to establish contact with a financial institution - a bank that helps customers give service requests - via a telecommunications network. Barnes and Corbitt (2003) suggest that M-banking is a result of recent developments and innovations in the telecommunications sector, providing a new point of access for customers. Mobile banking is a type of e-commerce in which a bank interacts with its customers through a mobile device and enjoys all the facilities and services offered by the bank through a mobile application. Mobile banking services are being provided through multiple channels such as Short Messaging Service (SMS), Interactive Voice Response (IVR), Mobile Application and Wireless Application Protocol (WAP), etc. Banks are leveraging mobile innovation to offer their services to customers economically and profitably. The introduction of Mobile banking helps the bank's activities to be carried out efficiently, leading to customer satisfaction and loyalty.

Mobile banking is a banking service provided through a mobile phone. Thanks to mobile banking applications installed on mobile phones with Internet connection (GPRS/Wifi/3G),



customers can easily, and conveniently perform online transactions 24/7 with the bank anytime, anywhere, saving both time and costs.

Mobile Banking Trend

Mobile banking is becoming more and more popular, and the number of people that know and use it is increasing. According to the Government's statistical report, as of January 2020, there were 68.17 million people using Internet services in Vietnam; the growth rate of Mobile Banking has increased by 200%, and now, an average of 30 million people using the bank's payment system every day (General Statistic Office, 2020). In 2020, according to the State Bank of Vietnam, the number of payment transactions via the Internet will reach nearly 374 million transactions at a value of more than 22.4 million billion Vietnamese dong "or VND" (up 25.5% in transaction value and 8.3% in quantity over the same period in 2019). Along with that, the number of payment transactions via mobile phones reached nearly 918.8 million transactions with a value of nearly 9.6 million billion VND (up 125.4% in transaction value and 123.9% in quantity and over the same period in 2019). Presently, Vietnam has 78 banks implementing internet banking and 49 banks having mobile banking applications.

Z Generation (Gen Z)

Duong *et al.* (2021) stated that the generation of people entering the 20s of the 21st century with the characteristics and living habits of young Centennials (Generation Z) who were born between 1997 and 2012 is still new, still being researched and revealed.

The characteristics of thrift and simplicity should be thought of immediately about Generation X (the group of people born from 1961 to 1981). Gen Y - people born between 1981 and 1996 will be known as the Technological and Confident Generation. Each transition period according to a time difference of about 15 years will group into a generation with different personality characteristics and perceptions. Each generation group will have significant differences and differences in thinking and lifestyle (Nguyen *et al.*, 2019). Presently, in the 20s of the 21st century, it is been accepting young citizens of Gen Z. Nguyen (2020), Bach *et al.* (2022) showed that generation is a diverse, hyper-connected, short-lived group of influencers who are the business force across industries, brands, and digital platforms. Generation Z is the number one generation to write positive things online, showcase brands, and more.

According to Nguyen (2022), Gen Z (those born between 1997-2012) only accounts for 20% of Vietnam's population and still has the least source of income. However, this generation was born and raised in an environment of explosive growth and strong development of digital technologies such as the internet, social networks, and smart devices such as mobile phones, tablets, etc. The awareness and development opportunities of Gen Z are enormous; The power to update information, skills in using technology, and convenient, modern experiences are things that Gen Z has fully approached from a very young age. All learning, making friends, playing and entertaining activities of this generation are largely dependent and dominated by modern technologies, they are almost parallel with technology and much different from the world. Generation Y- their parents' generation - was born in the 80s and 90s. According to Shaun (2021) and Gatsi and Appiah (2020), Internet technology and smartphones have always been a part of their lives with 95% of teenagers in this age group having access to a phone and 45% of teenagers being online continuously.



Hence, Generation Z is considered a generation of potential customers who are not afraid to innovate, dare to change, and are expected by banks in the digital transformation and application of services. Mobile banking into the system of providing products and services. Exploiting well and taking advantage of the strengths of this generation will be a big step forward for the banking industry in the coming time (Adeniyi *et al.*, 2021). Therefore, Gen Z's behavior of using mobile banking is also similar behavior to other individual customers, but with its particular characteristics in terms of development environment and lifestyle, the choice of Consumption and use of a product of gene Z also have many dominant and influential factors that are significantly different from those of other generations. Then, we decided to select a survey age group belonging to the Generation Z group, which is derived from people born between 1997 and 2012 to conduct the research. As of 2022, this target group is between the ages of 10 and 25 years old. In Vietnam, gen Z accounts for about 25% of the national labor force, equivalent to about 15 million people (Nguyen, 2022).

Literature reviews have been synthesized and presented in **Table 1**, below:

Table 1. Results of the literature reviews

| Sources | Theoretical/Conceptual Framework | Conclusions |
|---|--|--|
| Davis, (1989); Shaikh and Karjaluoto, (2015); Shaun, (2021) | Perceived ease of use: The ease of a particular activity is related to the ease of doing or operations of the technology, thereby reflecting the user's attitude towards the technology; Mobile banking adoption is fragmented, though it commonly relies on the technology acceptance model and its modifications and Internet technology and smartphones always a part of Gen Z lives. | The mobile phone's ease of use positively affects Gen Z's intention to use mobile banking distribution channels. |
| Davis, (1989); Akturan, (2012); Mostafa and Eneizan, (2018); Bui <i>et al.</i> , (2020) | Functional diversity refers to the degree to which an individual believes that the usage of technology will enhance his or her performance. There is a positive influence of usefulness by functional diversity toward the adoption and usage of mobile banking. | Functional diversity positively affects Gen Z to decision to use mobile banking distribution channels. |
| Yeow <i>et al.</i> , (2008), Bui <i>et al.</i> , (2020) | It is the degree to which an individual believes mobile banking is trustworthy and secure, the safety and confidentiality had a positive and significant relationship with the intention to use mobile banking. | The decision to use mobile banking is affected positively by the level of safety and confidentiality of the mobile banking distribution channel. |
| Kabir, (2013) | There are impacts of factors including privacy risk, social risk, financial risk, and time risk to the decision to use mobile banking. | Risk is one of the key determinants to limit the choice of Gen Z in using the mobile banking distribution channel. |



| | | |
|---|---|--|
| Mostafa and Eneizan, (2018); Alghareeb, (2022); Nguyen and Phan, (2022) | The participant's perceptions such as perceived usefulness, perceived risk, social impact, and design aesthetics to attract customers supported their intention for further adoption of mobile banking. | The attraction and the way that the bank approach Gen Z will affect positively the decision of Gen Z and social influence can be found as an important determinant that positively affects Gen Z's decision in using mobile banking. |
|---|---|--|

Source: Compilations by the authors

Theoretical Framework and Research Models

Model of Factors Affecting the Service Use Behavior of Gen Z

Fishbein and Ajzen's Theory of Rational Action (TRA) Model

The theory of Reasoned Action (TRA) model, built by Fishbein and Ajzen in 1975, is designed to forecast behavioral intention, and that intention is determined by "Attitudes" and the influence of "Subjective Norms" surrounding the performance of those behaviors (Fishbein & Ajzen, 1975). This model predicts and explains the propensity to perform behavior by way of consumer behavior-oriented attitudes rather than consumer-oriented product or service attitudes.

Specifically, the theory has shown that determinants influencing human behavior, including:

- i. Attitude towards behavior: refers to whether the individual has a positive or negative evaluation of the performance of a behavior. When an individual believes that performing a behavior will bring good results for them, the individual forms positive thoughts and attitudes and performs the behavior. Conversely, if the person thinks that performing the behavior brings bad results, he or she will have a negative attitude about the behavior and refuse to do it;
- ii. Subjective Norm: the belief that a significant person or group of people will approve and support a particular behavior
- iii. Behavioral Intention: represents "a sign of a person's willingness to perform a behavior" (Ajzen, 1991), which is determined based on the individual's attitude and subjective standards around that behavior, the more positive and stronger it is, the intention to perform the behavior is higher; (iv) Behavior: an observable physical activity of an individual in a particular context and goal.



Ajzen's Theory of Planned Behavior (TPB) Model

The theory of rational behavior (Ajzen, 1991), is a theory that predicts possible planned behaviors with the central factor being an individual's intention to perform a given behavior developed from the theory of rational action, this theory is created to overcome the TRA's limitation that human behavior is entirely controlled by reason.

According to TPB, the intention of the behavior is affected by 3 factors:

- i. Attitude towards the Behavior is an individual's evaluation (which may be favorable or unfavorable) based on the results from performing a behavior;
- ii. Normative belief and Subjective norm: Normative belief is an individual's belief, or perception of the general norms of society, about what people think that individual should or should not perform that behavior. Subjective norm is the perception and thinking of a

- particular individual, influenced by the thoughts and judgments of those who have an important influence on that individual;
- iii. Beliefs about self-control and perceived behavioral control: Control belief is an individual's belief in the ability to control and perform a behavior, including factors that facilitate and hinder the performance of the behavior. Perceived behavioral control: is an individual's perception of the advantages or disadvantages of performing a behavior.

Davis' Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM Model) is also developed based on the theory of rational action (TRA) model by Davis (1989) and is widely used to explain user acceptance of new technologies.

TAM shows that the use of technology depends on the perception of (i) perceived usefulness: the degree to which someone believes that using a particular system will improve work efficiency and performance, and (ii) perceived ease of use: The ease of a particular activity is related to the ease of doing or operations of the technology, thereby reflecting the user's attitude towards the technology.

Proposing a Conceptual Framework

Synthesized from theories, models or inherited from literature from local and international contexts such as Singh and Srivastava (2020), Yu and Chian-Son (2012), Foon and Fah (2011), Sripalawat and Ngarmyarn (2011), Zhou *et al.* (2010), we proposed to employ TAM model after distilling and selecting the other appropriate determinants to build up the research diagram as in **Figure 1**, below:

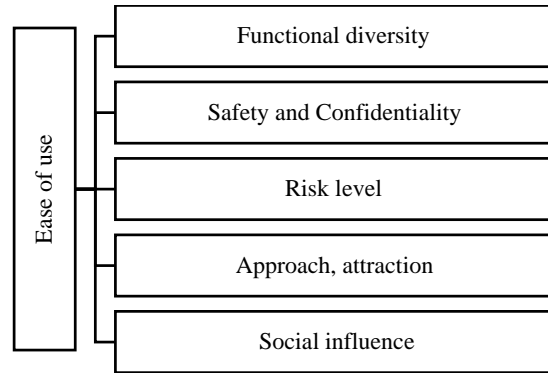


Figure 1. Proposed conceptual framework

The Ease of Use

As mentioned above, Davis (1989) shows that the use of technology depends on the perception of (1) perceived usefulness: the degree to which someone believes that using a particular system will improve work efficiency and performance, and (2) perceived ease of use: The ease of a particular activity is related to the ease of doing or operations of the technology, thereby reflecting the user's attitude towards the technology. Moreover, Shaikh and Karjaluo (2015) indicate that mobile banking adoption is fragmented, though it commonly relies on the

technology acceptance model and its modifications, revealing that compatibility (with lifestyle and device), perceived usefulness, and attitude are the most significant drivers of intentions to adopt mobile banking services in developed and developing countries. Shaun (2021) said that Internet technology and smartphones are always a part of Gen Z lives, 95% of teens have access to a smartphone and 45% of teens are online constantly. In line with previous studies, we formulate the following hypothesis:

H1: The mobile phone's ease of use positively affect Gen Z's intention to use mobile banking distribution channel.

Functional Diversity

Bui *et al.* (2020) indicate that "Mobile phones with banking technology are becoming more readily available in Vietnam. Similarly, many financial institutions and mobile phone service providers are teaming up to provide several banking services to customers via mobile phones. However, the number of people who choose to adopt or use such technologies is still relatively low. Therefore, there is a need to assess the acceptance of such technologies to establish factors that hinder or promote customer's intention to use mobile banking". Functional diversity refers to the degree to which an individual believes that the usage of technology will enhance his or her performance (Davis, 1989). Previous research findings have shown the positive influence of the usefulness of functional diversity on the adoption and usage of mobile banking (Akturan, 2012; Mostafa & Eneizan, 2018). Thus, the following hypothesis is proposed:

H2: Functional diversity positively affects Gen Z to decision to use mobile banking distribution channels.

Safety and Confidentiality

This can be understood "as the degree to which an individual believes mobile banking as trustworthy and secure" (Yeow *et al.*, 2008). Bui *et al.* (2020) also indicate through their research that safety and confidentiality had a positive and significant relationship with the intention to use mobile banking. Hence, the following hypothesis is proposed:

H3: The decision to use mobile banking is affected positively by the level of safety and confidentiality of the mobile banking distribution channels.

Risk Level

Kabir (2013) has investigated the determinants and their impact on mobile banking usage in a developing country. The findings show the impacts of factors including privacy risk, social risk, financial risk, and time risk on the decision to use mobile banking. Therefore, we hypothesize that:

H4: Risk is one of the key determinants to limit the choice of Gen Z in using a mobile banking distribution channel.

Methods of Approach, Attraction

In a recent research among undergraduate students at Kuwait university about the mobile banking distribution channel adoption, Alghareeb (2022), Mostafa and Eneizan (2018) revealed that the participant perceptions such as perceived usefulness, perceived risk, social impact,



design aesthetics to attract the customers supported their intention for further adoption of mobile banking. So, we formulate the following hypothesis:

H5: The attraction and the way that the bank approach Gen Z will affect positively the decision of Gen Z.

H6: Social influence can be found as an important determinant that positively affects Gen Z's decision in using mobile banking.

MATERIALS AND METHODS

After synthesizing theories from domestic and international research papers, the research team has distilled and selected suitable factors to build a conceptual framework (**Figure 1**) on factors affecting affect Gen Z's use of mobile banking.

The research team selects the survey area that is all Gen Z customers living and working in Vietnam using mobile banking and some people related in many industries and fields, place of residence, age, education, and income. Although the research scope focuses on customers who are using mobile banking, the research team has expanded to include those who have not used and used it to have data for evaluation, analysis, and make recommendations to banks in Vietnam.

This research comprises sampled and received 200 responses in compliance with the research paper, the sample size meeting the standard requirements of Bollen (1998), Hair *et al.* (1998) is more than 5 times the number of observed variables (minimum 150).

To measure the attitudes and feelings of survey participants, the observed variables are measured thanks to Likert scale with the following 5 levels of popularity: (1) Strongly disagree; (2) disagree; (3) normal; (4) agree; and (5) strongly agree. All valid samples are processed by SPSS software to conduct reliability analysis, exploratory factor analysis (EFA), KMO test, correlation analysis, and multivariable regression analysis based on a questionnaire built with 6 independent variables (Ease of use, Functional diversity, Safety, and Confidentiality, Risk level, Approach, attraction, Social Impacts) affect the dependent variable which is the use of Mobile Banking by Gen Z. The details are as in **Table 2**.

Table 2. Scale of factors influencing the use of mobile banking by Gen Z

| Variables and attributes | | Sources |
|-------------------------------------|--|--|
| 1. Easy to use (EU) | | |
| EU1 | Simple and convenient registration and service opening procedures | Davis, (1989); Shaikh & Karjaluoto, (2015); Shaun (2021) |
| EU2 | Quick action time | |
| EU3 | Quickly get used to it and become proficient in using it | |
| EU4 | Make transactions accurate, easy | |
| 2. Functional diversity (FD) | | |
| FD1 | Fully supply basic services: bank transfer, payment, card, savings, loan, mobile top-up... | Bui <i>et al.</i> (2020) |

| | | |
|--|--|--|
| FD2 | Provide extended services such as online savings deposit, investment, train ticket booking, and airline booking. | |
| FD3 | Regularly upgrade and develop new smart transaction authentication | |
| FD4 | Supplement risk warning features when using | |
| FD5 | The application's complementary functions are practical and useful for users | |
| 3. Safety and confidentiality (SC) | | |
| SC1 | High safety and confidentiality. | |
| SC2 | The bank provides clear and complete instructions and regulations on measures to ensure safety for customers when using. | |
| SC3 | Notify and confirm information after each transaction. | |
| SC4 | Personal information and customer accounts are kept and not disclosed to 3rd parties. | |
| SC5 | Operations of performing services are less troublesome and cause less financial loss. | |
| 4. Risk level (RL) | | |
| RL1 | Transferring money to the wrong destination account and the wrong transaction amount. | |
| RL2 | The system is regularly maintained and overloaded. | |
| RL3 | Intermediaries associated with mobile banking are easily hacked and reveal customer information. | |
| RL4 | Legal regulations related to mobile banking services. | |
| RL5 | Connection failure and internet loss. | |
| 5. Methods of approach, attraction (MA) | | |
| MA1 | Brand, the interface of the app | |
| MA2 | Personalization of service use (select account number by phone number, nickname account name of your choice). | |
| MA3 | Add features to attract users (horoscopes, zodiac signs...) | |
| MA4 | Expand affiliate partners to increase incentive programs for customers to use | |
| MA5 | Various forms of advertising and marketing and catching up with trends | |
| 6. Social impacts (SC) | | |

Yeow *et al.* (2008); Bui *et al.* (2020).

Kabir, (2013); Al-Jabri & Sohail, (2012)

Akturan & Tezean (2012)



| | | |
|-----|--|---|
| SC1 | Most people use it, so you need to use it | Yu, (2012); Daryali, (2018); Singh & Srivastava, (2020) |
| SC2 | If friends and relatives recommend using it, you will use it | |
| SC3 | The impact and spread of news and social networks affect the use | |

RESULTS AND DISCUSSION

Survey Sample Characteristics

The sample has 200 respondents, 77 were males (accounting for 38.5%) while the females account for a higher proportion (61.5%) of 123 people. The age group from 19 to 22 years accounts for the majority (76%) corresponding to 152/200 surveyed people, about 42/200 people (21%) from 23-25 years, the respondents in the age group of 15-18 years are in the minority with only 3% of total survey subjects. The majority of the respondents are students and pupils (accounting for 69%), and the rest of the respondents are office workers and other employees, respectively, accounting for a lower proportion, distributed at about 20.5% and 10.5%. For the group with an average income of less than 3 million VND, the highest number is 99/200 people (accounting for 49.5%), the group with income from 3 to 5 million VND (accounting for 19.5%) and 5 – 10 million VND (accounting for 21.5%), the income level greater than 10 million VND or more is 19 people (equivalent to 9.5%).

Scale Accreditation

The Reliability of the Scale Using Cronbach's Alpha Coefficient

The reliability of the scale is assessed through Cronbach's Alpha coefficient. In the study, using Cronbach's Alpha along with EFA exploratory factor analysis to eliminate inappropriate variables that can generate dummy factors.

The scale in **Table 3** with alpha reliability greater than 0.6 is qualified (the larger the alpha is, the higher the reliability is) (Taber, 2018).

Table 3. Reliability test of independent variables

| Variables | Number of measurement items | Cronbach's Alpha |
|-----------|-----------------------------|------------------|
| EU | 4 | 0.916 |
| FD | 5 | 0.901 |
| SC | 5 | 0.950 |
| RL | 5 | 0.906 |
| MA | 5 | 0.879 |
| SC | 3 | 0.828 |

All variables satisfy Cronbach's alpha coefficient greater than 0.7 and total correlations are greater than 0.3, so the variables meet the requirements of reliability. Therefore, no variables are excluded from the scale.

Exploratory Factor Analysis (EFA)

To evaluate the suitability of the exploratory factor analysis method, we employ KMO and Bartlett's test. Then we run the EFA exploratory factor test with a Factor loading factor of 0.5, the results are as in **Table 4**.

Table 4. KMO and Bartlett's tests

| KMO and Bartlett's Test | |
|--|--------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .955 |
| Bartlett's Test of Sphericity | Approx. Chi-Square |
| | Df |
| | Sig. |
| | 4,574.358 |
| | 276 |
| | .000 |

From **Table 4**, $0.5 < \text{KMO} = 0.955 < 1$ and the results of Bartlett's Test = 4574,358 reveals that the factor analysis is suitable with the research data and the statistical significance level Sig = 000 (lower than the level of 0.05) illustrates that the data used for analysis is appropriate, the observed variables are correlated with each other in the overall, meeting all the requirements to continue the EFA exploratory factor analysis.

Furthermore, EFA results as presented in **Table 5** indicates that all factor loadings are greater than the cut-off value of 0.5. Based on guidance proposed by Anderson and Gerbing (1988), (p_value) sig = 0.000 < 0.05 shows that the validity of the measurement for the six constructs was confirmed.

**Table 5.** EFA results for independent variables

| Attributes | Components and factor loadings | | | | | |
|------------|--------------------------------|-------|-------|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| EU1 | 0.863 | | | | | |
| EU2 | 0.847 | | | | | |
| EU3 | 0.781 | | | | | |
| EU4 | 0.775 | | | | | |
| FD1 | | 0.722 | | | | |
| FD2 | | 0.859 | | | | |
| FD3 | | 0.833 | | | | |
| FD4 | | 0.821 | | | | |
| FD5 | | 0.757 | | | | |
| SC1 | | | 0.757 | | | |
| SC2 | | | 0.861 | | | |
| SC3 | | | 0.783 | | | |
| SC4 | | | 0.781 | | | |

| | | |
|-----|-------|-------|
| SC5 | 0.779 | |
| RL1 | 0.759 | |
| RL2 | 0.881 | |
| RL3 | 0.827 | |
| RL4 | 0.819 | |
| RL5 | 0.766 | |
| MA1 | | 0.838 |
| MA2 | | 0.826 |
| MA3 | | 0.799 |
| MA4 | | 0.687 |
| MA5 | | 0.785 |
| SC1 | | 0.876 |
| SC2 | | 0.812 |
| SC3 | | 0.833 |
| DC1 | 0.889 | |
| DC2 | 0.853 | |
| DC3 | 0.848 | |

Analysis of regression is presented in **Table 6**, below:

Table 6. Regression analysis results

| Variables | Unstandardized coefficients | | Standardized coefficients | t-value | Sig. (p_value) | VIF | Findings |
|-----------|-----------------------------|------------|---------------------------|---------|----------------|-------|-----------|
| | B | Std. Error | β | | | | |
| Constant | -0.594 | 0.22 | | -2.69 | 0.008 | | |
| EU | 0.224 | 0.034 | 0.29 | 6.629 | <0.001* | 1.228 | Accept H1 |
| FD | 0.19 | 0.031 | 0.265 | 6.065 | <0.001* | 1.225 | Accept H2 |
| SC | 0.208 | 0.047 | 0.216 | 5.178 | <0.001* | 1.117 | Accept H3 |
| RL | -0.266 | 0.049 | -0.253 | -5.409 | <0.001* | 1.401 | Accept H4 |
| MA | 0.245 | 0.045 | 0.192 | 4.454 | <0.001* | 1.197 | Accept H5 |
| SC | 0.244 | 0.035 | 0.153 | 5.209 | <0.001* | 1.508 | Accept H6 |

As explained in **Table 6**, the following regression model was tested by using SPSS:

$$DC_i = \beta_0 + \beta_1 EU_i + \beta_2 FD_i + \beta_3 SC_i + \beta_4 RL_i + \beta_5 MA_i + \beta_6 SC_i + \varepsilon \quad (1)$$

Regression results shown in **Table 6** indicate that the variance inflation factor (VIF) indicator for each dependent variable which assesses how much the variance of an estimated regression coefficient increases if predictors are correlated is smaller than the recommended cut-off value of 5. Therefore, multi-collinearity among independent variables is minor and does not significantly affect the regression results.

In addition, regression results in **Table 6** also reveal that five of the six dimensions of mobile banking service quality have statistically significant positive impacts and one dimension has a statistically negative impact on overall Gen Z's satisfaction in Vietnam with a confidence interval of 95%. Moreover, the model of these given factors collectively explains the 58.8% variance of banks' information infrastructure (Adjusted $R^2 = 0.588$).

H1: The mobile phone's ease of use positively affects Gen Z's intention to use mobile banking distribution channels ($t=6.629$, $p<0.001$). The result is consistent with and supports the previous research (Davis, 1989; Shaikh & Karjaluo, 2015; Shaun, 2021). This implies that Gen Z customers will adopt mobile banking more and more if the ease of use increases.

H2: Functional diversity positively affects but is not significant in Gen Z's decision to use mobile banking distribution channels ($t=6.065$, $p<0.001$). This hypothesis is supported to be in line with Davis (1989), Mostafa and Eneizan (2018), and Akturan (2012), which shows that the diversity in function of mobile banking will attract Gen Z to adopt mobile banking.

Safety and Confidentiality also are found to support H3 ($t=5.178$, $p<0.001$): The decision to use mobile banking is affected positively by the level of safety and confidentiality of mobile banking distribution channel and consistent with Yeow *et al.* (2008), Bui *et al.* (2020).

The risk level is the unique factor have a negative impact on Gen Z in acquiring mobile banking and that supports H4 ($t=-5.409$, $p<0.001^*$) and is consistent with Kabir (2013), Al-Jabri and Sohail (2012) who also investigated the negative impact of this factor to limit the choice of Gen Z in using mobile banking distribution channel.

The attraction ($t=4.454$, $p<0.001^*$) and The social influence ($t=5.209$, $p<0.001^*$) are in line with previous findings by Alghareeb (2022) who revealed that the participant perceptions such as perceived usefulness, perceived risk, social impact, design aesthetics to attract the customers supported their intention for further adoption of mobile banking. So H5 and H6 are supported.

CONCLUSION

The findings reveal that determinants affecting Gen Z's decision to use Mobile Banking distribution channels in Vietnam are affected mostly by two important factors: Level of risk, Approach, and Attraction to Mobile Banking.

The level of risk for Gen Z's decision to use Mobile banking in Vietnam is considered a decisive factor for usage. Mobile banking is a product and service that uses information technology and proactively acts by customers as a fundamental element. In fact, Gen Z is especially concerned about using the technology platform because wrong transfer transactions, wrong amount, and intermediaries associated with Mobile banking are easily stolen and disclosed, the issues related to loopholes in the legal regulations on this service also have many potential concerns of users, who are Gen Z. Gen Z is the one who has the opportunity to learn and access technology early, so this group also realizes the risks of using mobile banking in life. The important assessment of the role and security of information, as well as the potential risks that gen Z pays great attention



to this factor and Vietnamese banks, should reduce risks by offering the necessary internal controls in digital environments to keep the system safe.

The second factor found by the research team is the approach and attraction of mobile banking. Gen Z, as a generation living in the era of the social network boom, is always attracted by fresh information flows, and innovative and unique services. The research shows that this target group prefers to use mobile banking services through attractive and intelligent brands and interfaces. Young people love and create a trend for highly personalized services, expressing their personality and themselves as much as choosing a beautiful account number with personal information. Gen Z target group always wants to try out services that update trends and increase special attractive features such as horoscopes, zodiac signs, date and time forecasts, etc. The impact factor related to the approach will be a cross-cutting factor according to this target group in using Mobile banking in the future. Hence, those are very important suggestions for mobile banking providers in Vietnam to focus on various forms of advertising and marketing to make their mobile banking products and services strong and attractive to Gen Z and especially strengthen IT controls in banks related to mobile banking.

However, this study employed a convenience sampling technique to collect data, hence the findings may be not generalized. Therefore, in future research, data sampling should be extended and more determinants should be investigated to improve our understanding to suggest suitable solutions to the commercial banks of Vietnam.

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