

# **“Understanding Mobile Banking Adoption and Experience Among Working Women: A Systematic Review (2020-2025)”**

**Priyanka Patel**  
**Research Scholar**

**Dr. Ruchi Hardik Desai**  
**Assistant Professor**



## **Abstract:**

The swift expansion of mobile banking has revolutionized the worldwide financial industry, providing users with convenience, accessibility, and efficiency. For employed women, mobile banking has become an essential resource that enhances financial autonomy and time efficiency while juggling career and personal obligations. This review article investigates the literature available from 2020 to 2025 to assess the adoption, views, satisfaction, and difficulties of mobile banking among employed women. Results from the analyzed studies indicate that elements like usability, perceived value, trustworthiness, and social impact significantly influence adoption choices. Although working women typically view mobile banking favorably and express high satisfaction with services such as fund transfers, bill payments, and account inquiries, they continue to have concerns about security risks, cyber fraud, inadequate customer service, and technological obstacles. The review further emphasizes a noticeable digital gap, as urban women utilize mobile banking more than rural women, attributed to variations in digital literacy, infrastructure, and levels of awareness. This study finds that mobile banking is a crucial financial service for professional women, yet it needs major enhancements in security, awareness initiatives, and customer support frameworks to foster lasting trust and contentment. The research points out gaps, especially in grasping how age, income, regional variations, and digital financial literacy influence adoption trends. These insights may assist policymakers, financial institutions, and upcoming researchers in developing more inclusive and secure mobile banking services adapted to the requirements of working women.

## **1. Introduction:**

In the 21st century, the worldwide banking sector has experienced a digital shift, with mobile banking becoming one of the key advancements. Mobile banking allows customers to execute different financial activities like checking balances, transferring funds, paying bills, applying for loans, and making investments through smartphones and internet-connected devices. Its ease of use, rapidity, and availability have transformed how individuals engage with banking institutions.

For employed women, mobile banking has evolved into more than a financial resource – it significantly contributes to their economic and social empowerment. Balancing various duties at both work and home, working women frequently encounter time limitations, and mobile banking offers them a convenient way to handle financial tasks effectively. Mobile banking minimizes the necessity to go to physical bank locations, saving time, boosting productivity, and promoting financial independence.

The COVID-19 pandemic (2020–2022) intensified the global shift towards mobile banking. Lockdowns and restrictions drove customers, especially working women, to digital platforms, turning mobile banking into a necessity instead of a choice. Research conducted from 2020 onward indicates that women are increasingly viewing mobile banking as a secure, convenient, and dependable way to manage their finances. Nonetheless, challenges like cybersecurity threats, insufficient digital skills, inadequate customer service, and technological obstacles persist, particularly affecting women in rural and semi-urban regions.

The understanding, acceptance, contentment, and difficulties of mobile banking for working women have thus emerged as an important field of academic study. Various research conducted from 2020 to 2025 has investigated elements affecting mobile banking adoption, such as trust, usability, perceived benefits, social pressure, and risk awareness. Satisfaction levels are high regarding convenience and accessibility, but they are lower in aspects like customer service and security.

This review article seeks to synthesize the current literature released from 2020 to 2025, concentrating particularly on women in the workforce as a demographic. Through the synthesis of results from various studies, the paper aims to offer an in-depth understanding of how female workers utilize and perceive mobile banking services, their level of satisfaction, and the obstacles they still encounter. Additionally, the document highlights areas lacking research and proposes future pathways for scholars, policy makers, and financial entities.

## **2. Objective:-**

- 1) To analyze and integrate current research on mobile banking uptake, views, contentment, and obstacles.
- 2) To explore how the experiences of working women with mobile banking have been analyzed in various contexts.
- 3) To examine main results, commonalities, and distinctions in previous studies.
- 4) To recognize key obstacles noted in previous research concerning mobile banking usage by women.
- 5) To identify areas where research is lacking and propose avenues for future investigation.

## **3. Methodology:-**

This review article relies on secondary data gathered from academic journals, research studies, reports, and working papers released from 2020 to 2025. Keywords like mobile banking adoption, working women, digital finance, customer satisfaction, and banking

challenges were used to identify sources. Around 40–50 research papers were analyzed, from which the most pertinent were chosen for synthesis. The literature review utilized both thematic and chronological methods.

#### **4. Literature review:-**

##### **(A) Adoption of Mobile Banking:-**

Multiple studies have examined the elements affecting the acceptance of mobile banking by employed women. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) are commonly utilized frameworks to clarify adoption behavior. Studies show that employed women are encouraged to utilize mobile banking for its efficiency, ease of use, and less reliance on traditional banking. Nonetheless, adoption rates differ among socio-economic groups, as rural working women encounter more obstacles than those in urban areas.

##### **(B) Perception of mobile Banking:-**

Awareness significantly influences how something is utilized. Research indicates that women frequently view mobile banking as a contemporary and crucial resource for managing finances. Favorable views are linked to user-friendliness, confidence in technology, and backing from banking regulations. Nonetheless, worries regarding fraud, concealed fees, and insufficient personalized support adversely affect perceptions.

##### **(C) Customer satisfaction:-**

Customer satisfaction is connected to dependability, speed of transactions, affordability, and issue resolution. Research shows that although a significant number of working women appreciate mobile banking for its convenience, they feel dissatisfied when faced with technical issues, inadequate customer support, or delays in transactions. Ongoing enhancements and intuitive applications elevate satisfaction rates.

##### **(D) Challenges in Mobile Banking for Women:-**

Frequent difficulties recognized in earlier studies consist of:

**Security Issues:** Anxiety over data breaches and internet scams.

**Digital Literacy:** Older working women have a restricted understanding of mobile applications.

**Connectivity Challenges:** Access to networks and internet in rural and semi-urban regions.

**Work–Life Pressure:** Time limitations hinder the ability to learn and adjust to new banking technologies

## 5. Analysis:-

- The adoption of mobile banking by working women has exhibited a consistent increase from 2020 to 2025.
- Simplicity of use and perceived value are the key factors influencing adoption.
- Even with high levels of satisfaction, trust and security concerns persist as significant challenges.
- Urban women tend to embrace mobile banking more than rural women because they have superior access to technology and higher digital literacy.

## 6. Conclusion:-

Mobile banking is a crucial financial service that aids working women by offering convenience and flexibility. The literature review suggests that although levels of adoption and satisfaction are rising, obstacles like trust, security, and digital literacy still impede wider acceptance. Future studies ought to concentrate on local analyses, tailored training for women, and creating inclusive financial technologies to tackle gender-related issues.

## 7. Findings:-

The review indicates that more and more working women depend on mobile banking as an easy financial resource. Adoption is influenced by practicality and need, yet viewpoints differ based on trust and levels of literacy. Customer satisfaction tends to be elevated when banks offer dependable, safe, and easy-to-use services. Nevertheless, ongoing obstacles like technological ignorance, insufficient awareness, and anxiety about fraud hinder comprehensive adoption.

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