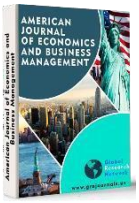

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Article

The Impact of Smartphone Applications on Reshaping Students' Saving and Spending Patterns: Evidence from the Bank of Baghdad

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Abstract: The aim of this research is to explore the impact of using mobile banking applications on the finance behavior of university students; specifically focusing on University branch of Bank of Baghdad. The major concern here is to identify how mobile banking application affects the savings, expenses and transaction regularity behavior of the youngsters. In order to achieve this goal, a descriptive-analytical methodology was used where original banks' documents were studied. In this regard, the target population consisted of those ranging between 18 and 35 years of age, who were chosen according to purposive sampling with a sample size of 500 accounts of mobile application users. The results reveal that mobile banking application affects the payment regularity and encourages saving among young students positively. Yet there are some challenges like poor literacy and low trust in security systems that hinder the efficiency of the application. Such challenges can be overcome by enhancing awareness campaigns along with making interface of the application simple for use by the wider public.

Keywords: Mobile Banking, Student Financial Behavior, Savings, Banking Applications, Bank of Baghdad

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1. Introduction

Mobile banking has been hailed over the last twenty years as a transformative force in financial services. It has radically transformed how banking operations are deployed, making it possible to carve out new avenues of competitive advantage for institutions in terms of digital infrastructures. Smartphones have become ubiquitous, and the proliferation of internet and wireless connectivity also enables customers to carry out financial transactions quickly and at a distance—which means they no longer need to visit physical branches. As such, consumption behaviors and financial transactional practices have been fundamentally challenged [1]. Mobile banking growth is intertwined with technological advancement that accompanied the broader digital transformation of the finance industry. Consequently, the vast majority of banks have deliberately placed their investment in mobile technologies to both consolidate competitive positions and create new services that meet the changing expectations requirements of clients [2]. Various aspects affect the adoption of mobile banking services, such as trust in customers, the ability to use them, and issues of privacy and security. All these factors have been affected by the legal restrictions that exist when implementing these services, hence reducing their diffusion rate

even further. It is imperative that financial services be acquainted with these variables to develop strategies for building customers' engagement and further integration [3, 4]. There have been empirical studies that have discussed the shift to the use of mobile banking as an important strategy. In one of his works, Al-Sarhan and Ababneh explained that competitive advantage comes with the use of mobile banking applications in Jordanian commercial banks. On the other hand, Hamid, in his study on Agricultural Cooperative Credit Bank, showed how ease of use and security were crucial in making customers adopt this service. Boussouha and Melloulh looked into mobile payments in Algeria and realized that these have potential in solving liquidity crises [5].

Mobile banking must not be viewed only as a technological solution for our times but should be seen as an important tool that would allow banks to stay competitive and provide their customers with easy access to their financial services. In this respect, it is important to explore the aspects and issues associated with the use of mobile banking applications by financial institutions and consumers in this research paper. It is expected that the results of the present study will be useful for scientific discussion and practical application.

Study objectives:

- These goals are aimed at the interpreter's knowledge about an application of smartphones on a banking service phenomenon. Specifically, the research seeks to:
- Explore the extent of customer usage of a mobile app for banking.
- To determine the technical, organizational and behavioral factors influencing customers from using such services.
- A review of regulatory and legal barriers to access from the mobile platform.
- Develop new recommendations and guidelines in the bottom line of financial management in a bank, to enhance the further embracing of these services as well as obtaining sustainable competitive advantages.

Problem Statement:

Focusing on the research problem, upon conducting field observations regarding university branch's banking application use, it was found that student enthusiasm was low level which should go against the background of high technology infrastructure at disposal. This brings into question what leads individuals to behave in this manner, and the costly implications that follow. As Hassan pointed out, "there is a gap between young people's technological awareness and their real intention towards digital banking services [6]." In a similar view, Hamid also added that "regulatory conditions and trust are decisive factors determining adoption behavior [3]. Despite rich functionality of mobile apps, "users often find it challenging to obtain the knowledge required to leverage them fully [7]. On the other hand, Bousahwa and Mlouh found "there is a direct link between app proficiency and better indicators of personal financial behavior [5]." Despite the importance of digital banking services, few studies have examined the financial behavior among youth in Iraq. The use of real-life evidence in researches is still quite rare, according to field research. Students tend to favor using the physical branch of the bank at Baghdad University when paying bills due to the existence of other secure ways of payment, like digital ones. The use of digital products greatly depends on cultural and social aspects. Local community habits and social norms affect whether people accept or reject digital services (Abdul Rahman & Muqdadi). It should be stated that the scarcity of campaigns aimed at promoting digital payment services among bank employees and few training sessions results in student ignorance of such opportunities. [8]. Accordingly, the Liberation Commission (2024) noted that "there was a tangible percentage of awareness campaigns; however, it did not suffice to instigate mass changes in behavior." Moreover, the ambiguity in digital

service usage effecting on youth financial behavior such as saving culture, spending and consumption patterns just complicate the problem further. This leads to important questions about what particular aspects and contextual elements future studies need to consider in the Iraqi context. Several sub-questions emerge from the main research question that guide the investigation:

- How much do youth from universities, specifically from the Baghdad University branch, depend on mobile banking applications?
- How does the application affect their rate of savings per month
- How does the application affect their rate of payment of bills and transfers of money?
- What are the major barriers to youth using these services, even if they have them available?

Research Hypotheses:

This investigation is grounded on several assumptions that will be examined throughout the study, namely:

- It is hypothesized that the simplicity of interacting with mobile banking applications is positively associated with customers' willingness to adopt such services.
- Security and trust are believed to be decisive elements influencing individuals' acceptance of mobile financial platforms.
- Legal and regulatory constraints are expected to represent substantial barriers that hinder the broad diffusion of mobile banking practices.
- The utilization of mobile banking technologies is assumed to contribute to strengthening banks' competitive edge in the marketplace.

2. Material and Methods

For the purpose of conducting the research, a descriptive-analytical framework will be adopted, with an aim to collect and analyze the data in order to test the postulated hypotheses. Several tools will be used for the process, including surveys and interviews, while data obtained through earlier literature on the topic and academic sources will be incorporated to create a strong theoretical base. Statistics will be used for analyzing the data gathered, which is aimed at increasing objectivity and validity of the interpretation of the phenomenon under scrutiny.

Study Scope:

- Time Span: The research looks into the time period between 2021 and 2024. The said period has been chosen due to the clear trend towards the growth of mobile banking services utilization among the clients of the Bank of Baghdad – University Branch.
- Geographical Span: The geographical span of the research pertains to the clients of the Bank of Baghdad – University Branch situated in the Iraqi capital, Baghdad. With a large number of students present at the above-mentioned institution, it becomes evident that the latter represents a suitable environment for researching financial behavior concerning mobile banking.
- Subject Span: The current study focuses on the influence of mobile banking services on the financial activities of young people. Indicators such as saving, spending, consistency of the actions taken and the frequency of visits to the banks will be used as primary variables. Others can be regarded as secondary ones.

Theoretical Framework

Mobile Banking – Concept and Development

The mobile banking system has, in many ways, revolutionized traditional banking activities [1]. Using mobile phones, consumers are able to perform various financial transactions such as checking their balances, money transfer, bill payment, buying things online, requesting microloans, and more without having to go to any branch. According to Hamid, the quick adoption of mobile banking technology is directly related to digitalization, increased penetration of smartphones, and communication networks. In a similar fashion [2] It is essential now, particularly among younger people, because of its efficiency and availability. There are many advantages to this method; however, it still faces a few problems. According to Abu Al-Wafa and Migdadi, data security and electronic payment security have always been the issues. [9]. Al-Hain stresses the importance of having effective surveillance and safeguards in place to minimize the risk of frauds and scams, which will ensure that there will be no breach of trust due to convenience [4]. However, the continual progress made through FinTech plays an important role in developing such services as well as introducing new innovations to serve more customers. [10]. The findings from field studies carried out in several Arab and Islamic countries reveal that mobile banking services have greatly influenced the improvement of customer satisfaction and the user experience. This is especially true for young people who use technology extensively in their day-to-day activities. As stated, "the mobile banking service has greatly helped in increasing customer satisfaction and customer experience." [11]. Additionally, the research suggests that the provision of such services is not limited to one specific social stratum. Rather, they cover different social strata; hence, they help create more equality in terms of finances between the social strata. In other words, the services are not limited to only one stratum of society but many others. [12].

Youth Financial Behavior – Definition and Influencing Factors

The topic of youth financial behavior is important because it helps to develop products that suit the financial needs of young adults. Financial behavior involves all the activities a person undertakes when dealing with his or her finances, regardless of whether it concerns savings, expenditure, investments, or borrowing. [5]. The above behavior is influenced by various determinants which include social, psychological, and economic factors. In terms of psychology, there are aspects such as financial knowledge and banking literacy. As stated by Hassan, "financial literacy fosters rational and well-informed financial decisions." It encourages saving more and less borrowing. Social factors play a crucial role in influencing the way people behave financially. Society plays a major role in influencing people's financial decisions especially those brought up in societies that embrace responsible financial behavior. [3]. Technology and technological advancement have continued to revolutionize the manner in which young people use financial institutions. As observed by Daoud & Al-Zoubi, mobile applications have facilitated easier access to financial information as well as faster transactions. The latter has encouraged the adoption of digital transactions and the rejection of cash transactions. [7]. Economic circumstances, such as earnings, unemployment, and inflation, affect financial choices. If there are not enough resources, people may opt for loans or save less money, as seen from [13]. The social and cultural factors have a significant impact on how young people control their personal finances. The norms and values within society often determine how people spend and save money. For instance, in societies where generosity and social expenditure is highly valued, young people tend to spend quickly and not save. [8]. Moreover, studies have shown that the adoption of online banking by young people is closely associated with the degree of trust they place in technology and the financial sector. This trust can be fostered by positive government policies and continuous financial literacy programs [14]. Given these new developments, an examination of youth financial

behavior plays a key role in formulating the design of financial products that match the needs and requirements of customers. Mobile banking takes a central stage here. This is evidenced by statements such as the one made by Al-Sarhan and Ababneh: "Mobile banking provides a tool which enables youth to take full control of their finances in a safe and easy way [1].

The Impact of Mobile Banking on the Financial Behavior of Young Students

The emergence of mobile banking services has greatly changed the way young individuals manage their finances. Mobile banking systems enable easy and fast transactions, which help improve personal financial management. According to Bousahoua and Mlouh, mobile banking apps help young individuals manage their finances by tracking expenses and savings using their phones. [5]. The widespread availability of such services has made money transactions commonplace and at the same time improved the ability to make well-informed choices. Mobile applications have provided analytics and alerts that help users plan their budgets and financial resources. This has been pointed out by Hamid, as they help avoid wastage and save more. [3]. Additionally, mobile banking improves the level of financial inclusion for young people living in distant areas through giving access to various kinds of financial products. Financial inclusion creates responsible behaviors and increases economic engagement. According to Al-Shaibani & Al-Bay, mobile banking increases financial inclusion for young people and gives access to different financial products. [11]. In addition, mobile banking facilitates access to microloans and personal finance options, enabling young individuals to meet urgent financial needs without resorting to informal sources of credit [12 , 15]. The introduction of mobile banking has been found to be highly correlated with higher rates of customer satisfaction and trust towards the banking industry. These factors have motivated customers to explore a wider range of financial products and services, which helps to improve their living standards. According to Abdulrahim and Muqdadi, "mobile banking has been linked to high customer satisfaction and trust towards the bank, motivating them to use more financial products." [8].

This demonstrates the need for banks to constantly update and expand their mobile services in order to make sure that they meet the needs and expectations of the younger generation. However, there are still obstacles. The younger generation faces problems relating to data theft, scams, and low digital financial literacy skills, leading to improper management of their finances through online banking apps [4]. As such, it is important for banks to conduct constant awareness drives and set up proper security systems

Research Methodology

This research was conducted using a descriptive-analytical approach based on the analysis of empirical information obtained from the Bank of Baghdad - University Branch. The main goal was to investigate the connection between the use of mobile banking by young people and their financial practices. Quantitative and qualitative methods of analysis were used to analyze the official statistics of the bank related to the accounts for the years 2021 to 2024.

Study Population and Sample

The study subjects include Bank of Baghdad – University Branch clients aged between 18 and 35 years. The research uses a sample size of 500 customer accounts using the mobile banking application, identified through purposive sampling.

Data Sources

This experiment was conducted using real-life data collected in cooperation with the IT and Digital Services department of the bank. Some of the main parameters used in this research included:

- Usage frequency: the number of times each user accessed the mobile banking application.

- Types of transactions include money transfer, bill payment, mobile recharge, and other money transactions.
- Monthly average balance indicates the financial position of clients.
- The number of transactions per month indicates transaction frequency.
- Demographic information: age, gender, marital status, and educational background.

This combination of behavioral and demographic data provides a comprehensive foundation for analyzing customer interaction patterns with mobile banking services.

Tools, Indicators, and Statistical Analysis

The study employed several analytical tools to examine the relationship between mobile banking usage and financial behavior.

Analysis Tools These included:

- Simple regression analysis to identify correlations between app usage and financial practices, such as saving or budgeting.
- Trend analysis to observe behavioral changes before and after adopting mobile banking.
- Frequency analysis to categorize service usage across different age groups.

Indicators of Financial Behavior

Financial behavior was assessed through multiple indicators, namely:

- Monthly savings rate (increase or decrease following app adoption).
- Consistency of bill payments conducted via the application.
- Frequency of financial transfers (transaction counts).
- Efficient balance management, reflected in reduced unnecessary spending.
- Greater reliance on digital banking services compared to branch visits.

Statistical Analysis

The data analysis was conducted using SPSS version 26. The mean and standard deviation of the variables were calculated to evaluate the participants' behavior. An independent t-test was used to examine the difference in behavior before and after adopting mobile banking services among youths.

3. Results and Discussion

Statistical Analysis of Data

Section One: Presentation and Analysis of Actual Data

Table No. (1): Average Number of Application Usages per Month by Age Group

Table 1. Average number of times the application is used monthly by age group

age group	Number of accounts used	Average number of monthly uses	standard deviation
18-22 years	120	14.3	2.9
23-27 years	180	17.8	3.4
28-32 years	130	19.5	2.7
33-35 years	70	16.1	3.0

Source: Baghdad Bank data – University Branch (2021-2024(.

Table (1) demonstrates a positive correlation between age and the frequency of mobile banking application usage. The (28–32) age group records the highest level of

The engagement is 19.5 times per month on average. Such behavior indicates that users have an already developed approach towards finances and use of electronic finance services. The age category 18 to 22 shows the least amount of interaction. This result is consistent with the expectations since young people often lack bank account history and have less money than older categories.

Table 2. Average monthly balance before and after using the application

the condition	Average monthly balance (dinars)	standard deviation
Before using the app	210,000	42,000
After using the application	285,000	38,000

Source: Baghdad Bank data – University Branch (2021-2024).

As is clearly shown by the statistics, there was a marked increase in the mean monthly balance after implementing mobile banking services. In particular, there was an increase from 210,000 dinars to 285,000 dinars. Such results demonstrate the role that mobile banking plays in making the youths aware about finances and encouraging them to save and manage money.

This shows that the research hypotheses are justified by the fact that mobile banking makes a direct influence on the behavior of the youth concerning their finances positively.

Table 3. Number of monthly financial transactions before and after using the application

Transaction Types	Before application	after application	relative change (%)
Money Transfers	3.2	5.6	+75%
Bill Payments	1.5	4.1	+173%
Top-up Credit	2.1	3.8	+81%
Total Transactions	6.8	13.5	+98.5%

Source: Financial transaction records from the bank's database (2021-2024)

Table (3) This paper emphasizes a dramatic increase in the number of monthly transactions after the introduction of the application. The greatest increase can be seen in the section of bill payments, where the figure exceeds 170%. Such results may indicate that younger users find the application as an efficient tool for conducting their financial affairs.

This evidence supports the claim that finance technologies help develop better financial behavior. Having access to necessary tools and convenience in transactions allows users to organize their finances effectively.

Table 4. Number of branch visits to the bank before and after using the application

Period	Average number of monthly visits	standard deviation
Before using the app	2.4	0.8
After using the app	0.7	0.5

Source: Customer attendance records – Bank of Baghdad – University Branch (2021-2024).

Implementation of mobile banking apps has led to an enormous decrease in the average number of customer visits to physical bank branches. The average visitation rate decreased by more than 70%, thus emphasizing the role of mobile technology in conducting financial operations without dependence on physical bank branches. The findings support the overall objectives of digitalization within the banking industry and emphasize the importance of mobile technology in the banking process.

Testing the Study Hypotheses

Hypothesis One:

There is a statistically significant difference in the monthly savings rate before and after using the mobile banking application among the selected group of young students.

Table 5. T-test for average monthly savings before and after using the application

The variable	average	standard deviation	Calculated T	Degrees of freedom (df)	Sig (2-tailed)
Before using the application	105,000	21,000			
After using the application	146,000	18,500	17.38	499	0.000

Source: Results of statistical analysis of Baghdad Bank data using SPSS

The obtained significance value (p-value = 0.000) implies that the difference obtained is statistically significant at the significance level of 0.05. In this regard, it can be said that using the mobile banking app helped increase the savings rate on a monthly basis, thus proving the validity of the first hypothesis.

Second hypothesis:

There is a statistically significant difference in bill payment regularity before and after using the application.

Table 6. T-test for bill payment regularity before and after using the application

Status	average	standard deviation	Calculated T	df	Sig (2-tailed)
Before using the app	1.5	0.6			
After using the app	4.1	0.8	24.91	499	0.000

Source: Monthly Billing Data Analysis – SPSS

The difference in the means is clearly great, and as a result of getting a significance level of 0.000, the second hypothesis is statistically proven. In turn, this resulted in the enhancement of the regular payment by users.

Third hypothesis:

The use of a mobile banking application has an effect on the number of monthly financial transactions.

Table 7. T-test for the number of financial transactions before and after the application

Usage type	average	standard deviation	Calculated T	df	Sig (2-tailed)
Before using the app	6.8	1.1			

After using the app	13.5	1.6	31.47	499	0.000

Source: Statistical Analysis of Account Transactions – SPSS

The results clearly show the significance of the difference between the two situations, suggesting that the employment of the app led to a considerable growth in the volume of transactions for the users, thus verifying the third hypothesis.

Fourth hypothesis:

The mobile banking application contributes to reducing reliance on in-person bank visits.

Table 8. T-test for the number of branch visits to the bank before and after using the application

Phase	average	standard deviation	Calculated T	df	Sig (2-tailed)
Before application	2.4	0.8			
After application	0.7	0.5	29.62	499	0.000

Source: Internal bank records and SPSS analysis

The statistic value (Sig=0.000) indicates a statistically significant difference, which therefore proves the assumption about the positive impact of the application on a decrease in visits to bank branches and proves the validity of hypothesis four. Empirical studies prove that mobile banking applications greatly influence the financial behavior of young individuals. According to Table 1, the age group of 28-32 years is characterized by the maximum frequency of using the application – 19.5 times per month because of developed financial skills and preferences for using digital services. This point was confirmed by Al-Sarhan and Ababneh [1], who proved that young educated and employed people use digital banking services more often. Table 2 provides the information about increasing the average balance per month by 210,000 dinars to 285,000 dinars. According to Hamid, banking applications motivate clients to manage their expenditures and save money on a regular basis. In addition, according to Table 3, an increase in transactions by 173% was observed, which proves the growing number of operations carried out online on a daily basis. Bousahwa and Mlouh note the importance of payments made via the application, as well as the ability to ease the process of visiting the bank branch [5]. Finally, the results provided in Table 4 indicate the decline of visits by 70%. Al-Shaibani and Al-Bay prove that electronic services allow easing congestion in bank branches [11].

Discussion of Hypothesis Testing Results:

The hypothesis testing results provide strong empirical support for the positive impact of mobile banking applications on financial behavior.

- Saving Behavior: As per Table 5, there is a statistically significant difference between the saving rates before and after the application was used (Sig = 0.000). This result confirms the validity of the first hypothesis that claims mobile banking enhances saving among the youth. Ali points out that "banking apps make users aware of their expenditure and saving habits" [16].
- Bill Payment Regularity: Table (6) suggests a significant increase in the consistency of bill payment behavior, which confirms Hypothesis two about the positive effect of apps on commitment to finances. According to Abboud, e-banking services help improve financial discipline. [17]

- Transaction Volume: Table (7) reflects a positive impact of the application on the amount of financial transactions conducted on a monthly basis, with the figure almost tripling after its implementation. Thus, the third hypothesis is proved right by showing that mobile banking promotes transaction performance. In this respect, Ben Alqama and Saihi refer to the significance of financial technologies [2].

- Bank Visits: The table below (8) demonstrates a significant reduction in the number of people visiting banks due to the introduction of mobile banking services, thus confirming the fourth hypothesis. According to Al-Hain, mobile banking is one way of reducing the cost of operations related to bank branch visits [4].

The above conclusions are consistent with the literature as a whole. According to Mohammed and Al-Nadhir, electronic banking is not anymore a choice, but rather a necessity due to changes in financial behavior [15]. Also, Abouwafa and Muqdadi argue that application mobiles add value to bank's business as it enables fast and accurate services [9]. Moreover, Abdulrahim and Muqdadi prove that mobile banking improves customers' satisfaction as a result of its user-friendly interface and availability [8]. Moreover, the research shows that technology is not only changing financial behavior, but also bank's culture making it less dependent on infrastructure resources [18]. On their part, Nazzal and Al-Mualla state that applications' trust factor plays an important role for youth adoption. Also, Dawood and Al-Zoubi emphasize the role of smart marketing in improving the banks' image and usage [7, 14]. Furthermore, Lambert states that mobile phones play an integral role in development of emergent economies and its financial sector in particular [19]. To sum up, the above mentioned evidence clearly shows the interdependence between financial behavior and digital banking technologies. Thus, strategic investment into digitization and mobile applications is justified.

Literature review has shown that the results have supported the conclusions drawn by Mohammed & Al-Nadhir, whereby electronic banking is no longer considered an option, but rather a necessity due to changes in financial behavior [15]. Abu Al-Wafa & Muqdadi also found out that mobile apps contribute to competitive advantage for banks by offering quick and accurate services [9]. It can be seen from the data analysis that the digital banking revolution is not merely a luxury but a necessity, which affects people's financial behavior. It was stated by Abdulrahim & Muqdadi that the use of applications leads to customer satisfaction due to user-friendliness and accessibility [8].

Further, these results support the conclusion that technology is transforming not just financial behavior but the culture of dependence on branch offices, thus easing infrastructure challenges and improving efficiency, according to Zaitoun et al. Likewise, Nazzal and Al-Mualla argue that confidence in applications forms a critical determinant of youth use of applications, based on high usage levels in mature generations [14, 18]. Daoud and Al-Zoubi stress that marketing banking applications plays an essential role in enhancing the reputation of the bank and encouraging customers to make use of these applications, explaining the increase in usage by mature generations [7]. Lastly, Lambert emphasizes that mobile phones function as important development tools in developing countries, including the financial services industry [19]. Overall, the results confirm that digital banking applications are more than just convenient tools; they are strategic tools for transformation.

In conclusion, the results clearly show that there is an obvious relationship between the behavior of finances and banking technology; therefore, it can be seen that the move by the bank to adopt the complete digitalization of processes is well supported by the evidence provided.

Results:

- Use of mobile banking apps from 2021 to 2024 had an observable effect on the behavior towards money of the younger population. Based on statistical data, the age category of 28-32 was reported as one of the most active users of the app, thereby pointing to the increased interest of this age group in using digital services in finance. One possible reason for this trend might lie in the financial stability of the young generation or their better chances of obtaining jobs. It is noteworthy that the average monthly balance has been observed to have risen up to 75,000 dinars since the use of the app.
- On the other hand, the research reveals a significant increase in financial dealings, where the payment of bills is observed to have increased significantly after the implementation of the software. These changes reflect greater financial control and effective handling of transactions, which are evidenced by the considerable decline in branch visits, since most transactions are currently being handled through online platforms.
- The statistical tests conducted using t-test indicated there was a significant difference between the behavior of the subjects before and after the use of the app, considering savings, payment habits, frequency of transactions, and visits to branches. This means that all the hypotheses set out for the study have been confirmed.

Recommendations:

Based on the foregoing and the findings, the study recommends the following:

- The need to enhance and expand digital banking services among young people through awareness campaigns and the development of user-friendly application interfaces to suit different age groups, especially younger groups that have shown less usage.
- It is suggested that other banking institutions be encouraged to adopt similar mechanisms to improve financial resource management and reduce reliance on bank branches to achieve financial inclusion goals.
- The results of this study can be used to design digital financial training programs for university students to enhance their ability to use digital transformation tools to manage their finances efficiently.

4. Conclusion

The results of this study provide robust evidence that mobile banking applications are helping to reshape the financial behaviour of young students, as evidenced by the dramatic increase in savings rates and frequency of transactions and payments, and a strong decrease in dependence on bank branches. The findings reveal that digital banking technologies foster financial discipline, encourage effective financial management, and contribute to youth financial inclusion, although recognizing that some limitations exist to their effectiveness in this regard due to low levels of digital literacy, security, and privacy considerations. Taken together, the conclusions suggest that financial institutions need to adopt a customer-oriented approach to the development of mobile applications, secure their systems better, and engage in financial literacy education efforts to increase adoption and usage in terms of impact. Also, the findings highlight mobile banking as a revolutionary possibility and a major step taken by banks towards efficiency in operations. The limitations of this study, however, lie in the single-institutional setting and specific group of subjects used in this research, which implies the necessity of additional studies conducted among different populations in other behavioral context, and

in examining forms of instrumental and expressive culture to determine their potential role in shaping digital finance adoption.

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