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Understanding Mobile Banking Adoption Determinants in Somalia: A Technology Acceptance Model Approach

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Abstract. Mobile banking holds promise for increasing financial inclusion in Somalia, where mobile phone infrastructure far outpaces access to traditional banking. This study investigated factors driving intentions to use mobile banking amongst 130 Somalis using a quantitative survey. Perceived ease of use, usefulness, and trust in security were found to positively influence adoption intentions; while perceived cost and risks showed no significant effect. Outcomes suggest that improving user-friendly design, emphasizing practical benefits, and conveying reliability of mobile banking platforms should be prioritized to accelerate uptake.

Keywords: Mobile banking. intention to use, perceived ease of use, perceived usefulness, Somalia

1. Introduction

Mobile banking refers to the capability of performing financial activities through a mobile platform using a mobile device (Chitungo & Munongo, 2013). This explanation considers not only fundamental services such as fund transfers as well as bank account statements but also digital payment options. It also covers financial services reliant on information, for instance, real-time updates on account limits and balances, as well as access to stock brokerage information. As pointed out by (Asfaw, 2015), mobile banking is a pivotal instrument driving advancement, fostering development, stimulating innovation as well as enhancing business competitiveness.

Analysts need to know a lot about M-banking because it helps banks and other financial service providers to gain a competitive benefit by gaining knowledge of the primary factors that influences the desire to use Mobile banking. Apps also reduce the cost of mobile banking. Mobile banking's facilities make it easier for families to budget, especially when things aren't going well. (A. Asongu & Nwachukwu, 2018) state that mobile banking allows women to start and run their own businesses while also saving money on transportation and transaction costs.

Financial inclusion, particularly in developing countries, has long been a significant challenge due to various economic, social, and technological factors. Mobile banking has emerged as a promising solution to bridge the gaps in financial inclusion by leveraging the widespread availability of mobile phones. Research in this area aims to understand the challenges, assess the impact of mobile banking interventions, and propose strategies to enhance financial inclusion.

In many developing countries, especially in rural areas, there is a lack of physical banking infrastructure. People often have to travel long distances to access traditional banking services, making it inconvenient and expensive. Mobile banking addresses this challenge by providing financial services through mobile devices, reaching even remote and underserved communities.

Addressing the pervasive challenge of financial exclusion in developing countries requires a nuanced understanding of multifaceted obstacles rooted in economic, social, and technological factors. The rise of mobile banking emerges as a promising solution, leveraging the widespread availability of mobile phones to bridge critical gaps. In regions where physical banking infrastructure is lacking, particularly in rural areas, mobile banking offers a transformative alternative, extending financial services to remote and underserved communities. Gakure, Anene, Arimi, Mutulu, and Kiara (2013) reported that a significant number of individuals in developing countries lack access to financial services. These individuals have obstacles related to expenses, location, and education, which prevent them from securely transferring funds, saving money, obtaining insurance, or getting loans (Sukhbir & Yogita, 2015).

Previous studies in similar settings have often employed models such as the Technology Acceptance Model (TAM) and its extensions to understand the factors influencing the adoption of technological innovations. Mohammadi, (2015) did a study of mobile banking usage in Iran. utilizing the Technology Acceptance Model (TAM), the author offers nuanced insights into the factors impacting users' attitudes and behaviors in adopting this technology. The study identifies "system compatibility" as a pivotal determinant, emphasizing the significance of aligning mobile banking systems with users' needs and technological environments for fostering positive attitudes. Additionally, the research underscores the role of "resistance," revealing its substantial negative impact on both the perceived ease of use and usefulness of mobile banking. This highlights the crucial influence of factors contributing to resistance, such as concerns or skepticism, in shaping users' perceptions of the ease and utility of mobile banking services.

Research in other developing countries has shown that factors such as perceived usefulness, perceived ease of use, and social influence play pivotal roles in shaping individuals' attitudes towards adopting new technologies, including mobile banking services. Additionally, studies have highlighted the significance of trust and security concerns as critical determinants influencing technology adoption, especially in financial services.For instance, Akturan & Tezcan, (2012), Akturan & Tezcan, (2012)

revealed that perceived social risk, perceived performance risk, perceived benefit, as well as PU directly influence individuals' attitudes towards mobile banking. Similarly, Koenig-Lewis et al., (2010) suggests that Perceived usefulness, as well as risk are substantial indicators for using mobile banking services.

In Somalia, a country still recovering from years of conflict and facing challenges in its financial sector development, mobile banking holds immense potential to address the needs of unbanked and underbanked populations. However, mobile banking has not yet achieved widespread adoption and factors influencing individuals' intention to use mobile banking remain understudied.

The availability and use of mobile phones has grown rapidly in Somalia, with more than two-thirds of the population having access to a mobile device. This presents a favorable environment for the adoption as well as utilization of mobile banking services. Mobile banking can provide financial inclusion to those who are outside the traditional banking system, improve access to credit, and enable secure and efficient transactions.

Somalia has a large mobile money user base, with over 83% of mobile phone users using or subscribing to mobile money services. Compare this to the penetration rate of financial services, which is just 5% among rural populations and 1% among internally displaced people (World Bank, 2017). Mobile money is used for a wide range of transactions, from paying for education fees, disbursing donations/charity, receiving vouchers from the government, shopping online, receiving cash transfers from NGOs, and paying government taxes. The high penetration of mobile money in Somalia is caused by a number of issues, such as the lack of access to standard banking services, the high cost of transfers, and the ease of mobile money.

Somalia experiences a high mobile phone penetration rate of 70%(Group, 2018), indicating widespread mobile technology access. However, this technological advancement contrasts sharply with the country's limited financial inclusion. As per the data obtained from the World Bank, merely 15.5% of the Somali population can access banking services and owns a bank account. This indicates the possibility for mobile banking to tackle the matter of financial inclusion. Nevertheless, the current uptake of mobile banking in Somalia remains limited. This prompts an inquiry into the factors that impact the intention to utilize mobile banking in the region.

Even though some study has already been done on mobile banking adoption in a number of countries, including developing countries, there is a gap regarding the factors that influences the intention to use mobile banking specifically in Somalia. Existing research may not fully capture the unique socio-economic, cultural, as well as infrastructural context of Somalia, which could significantly impact the utilization of mobile banking services. Hence, there is a need for comprehensive research specifically focused on understanding the factors that influences the intention to use mobile banking in Somalia. Such study would contribute to bridging the existing knowledge gap and provide valuable insights for policymakers, mobile network operators and financial institutions to drive the usage of mobile banking services in the country. The aim of this paper is to identify the factors influencing the intention to use mobile banking in Somalia.

2. Literature Review

2.1. Mobile Banking

Mobile banking is the ability to do financial activities through a mobile platform using a mobile device (Chitungo & Munongo, 2013). (Asfaw, 2015) disputes that mobile banking is a leading tool for pushing progress, helping establishment, encouraging creativity, and making businesses more competitive. Mobile technology has spread more quickly and widely in the developing world than any other technology ever made by humans. As a result, there is a huge flow of text messages that goes far beyond what an individual needs for conversation. Also, people who don't have access to traditional services are increasingly being told that they need custom-made services like mobile banking (Ogetange, 2014). Banking through a mobile platform is made possible by the bizarre growth of networks for mobile

devices. for instance, phones in growing economies. This makes it possible to use virtual bank accounts on a mobile device, like a phone.

Technology Accepted Model

The Technology Adoption Model (TAM) created by Davis and Bagozzi seems to be the most popular framework for promoting the spread of new ideas. Many researchers have utilised this framework to investigate what variables influence people's adoption of new technologies for example, (Viswanath & Fred D.， Davis, 2000). As per (Davis, 1989), TAM's sequential connection between attitudes, beliefs, intentions, as well as actions allows us to predict how individuals will utilize new technology. Furthermore, TAM states that an individual's attitude towards their intention to utilize an innovation is determined by their perception with regard to the innovation's usefulness as well as perceived ease of use (PEoU), having the intention serving as a mediator between the perception along with the actual use of the innovation. PEoU has been shown to affect PU (Hanafizadeh et al., 2014). According to this theory, PU as well as PEoU are crucial factors in determining whether to embrace and utilise it. As a result, several studies on MB adoption include additional factors, such as perceived cost of use, perceived risk, compatibility with lifestyle (Hanafizadeh et al., 2014).

2.2. Perceived Usefulness (PU)

The term "perceived usefulness" defines that the degree to which consumers feel that utilising mobile banking would enhance their overall banking experience and make it easier to complete their financial tasks. Some previous studies consistently found a positive relationship between PU as well as intention to use mobile banking. As per (Wessels & Drennan, 2010). PU as well as PEoU significantly influence the intention to use mobile banking. Similarly, (Akturan & Tezcan, 2012)(Akturan & Tezcan, 2012) revealed that perceived social risk, perceived performance risk, perceived benefit, as well as PU directly influence individuals' attitudes towards mobile banking. According to (Koenig-Lewis et al., 2010), PU, as well as risk are substantial indicators for using mobile banking services. Riquelme & Rios, (2010) discovered that the factors with the most impact on the intention to use mobile banking services are social risk, social norms, as well as PU. For (Wessels & Drennan, 2010)(Wessels & Drennan, 2010), the perceived cost, perceived risk, PU, and compatibility of mobile banking all influence customer adoption mobile banking.

H1: There is a relationship between perceived usefulness and intention to use mobile banking.

2.3. Perceived ease of use

Davis,(1989) defines the PEoU as the extent to which the M-banking use is effortless. It is an individual's evaluation of the effort expended as a result of utilising a technology (Davis, 1989). PEOU may also be defined as the belief that using technology will not be mentally taxing and will not require a significant amount of effort as well as time. According to (Raza et al., 2017), PEoU is positively connected to both PU as well as attitude towards mobile banking. Additionally, PU was discovered to possess a positive and substantial connection with attitude and intention towards adopting mobile banking.

H2: There is a relationship between PEoU and intention to use mobile banking.

2.4. Perceived Cost

Perceived costs encompass the financial, time, and effort-related expenses associated with adopting and using mobile banking services. Studies have shown that perceived costs serve a substantial role in shaping individuals' intention to use mobile banking. As per (Wessels & Drennan, 2010) the perceived risk, PU, perceived cost, and compatibility of mobile banking all influence customer adoption mobile banking. Additionally, the results lend credence to a mediation hypothesis, according to which

customers' attitudes mediate the impact of various consumer perceptions on their intentions towards the usage of mobile banking. According to (Krishanan et al., 2016), several factors significantly influence consumers' attitude towards mobile banking utilization, which, in turn, influences their intention to use mobile banking. Moreover, these factors comprise perceived cost, PU, perceived risk, perceived interactivity, relative advantage, as well as easefulness. Perceived monetary cost influences behavioural intention to utilise mobile banking (Tung et al., 2014).

H3: There is a relationship between perceived cost and intention to use mobile banking.

2.5. Perceived Risk

Perceived risk resembles individuals' subjective assessment with respect to potential negative outcomes or uncertainties correlated with utilizing mobile banking services. Perceived risk can stem from concerns related to privacy and security, technical issues, and potential financial losses. Research suggests that perceived risk has an influence on individual's intention to use mobile banking. (Li, 2013) found that perceived risk significantly influences individuals' attitude towards utilizing online banking. When individuals perceive higher levels of risk associated with online banking, it can negatively impact their attitude towards using it. (Koenig-Lewis et al., 2010) identified PU as well as perceived risk as substantial indicators with regard to the mobile banking services use. If individuals perceive mobile banking as useful and beneficial, it positively influences their intention to use it. However, if individuals perceive higher levels of risk associated with mobile banking, it can hinder their intention to use the services. (Hsieh, 2015) revealed that perceived risk significantly predicts the intention of the physicians to utilize such a system. Greater levels of perceived risk are likely to reduce the physicians' intention to adopt and utilize an electronic medical records exchange system.

H4: There is a relationship between perceived risk and intention to use mobile banking.

2.6. Perceived trust

In the framework of mobile banking, "trust" expresses the extent to which the customer has confidence in the service. Trust exists when a user perceives the service they are using can be relied on. Some Scholars have examined customers' usage of mobile banking. According to research by (Al-Jabri, 2015) there is a negative correlation between perceived risk as well as trust, suggesting that higher levels of trust may lower this barrier to mobile banking adoption. Perceived trust and purchase intention are both negatively affected by perceived risk (Chen & Chang, 2012). In line with (Eid, 2011) research, it was observed that perceived security risk as well as perceived privacy were associated negatively with the establishment of trust in electronic commerce websites in Saudi Arabia. However, (Tiwari & Tiwari, 2020) discovered that perceived trust exhibits a noteworthy positive impact on the intention to adopt mobile banking.

H5: There is a relationship between perceived trust and intention to use mobile banking.

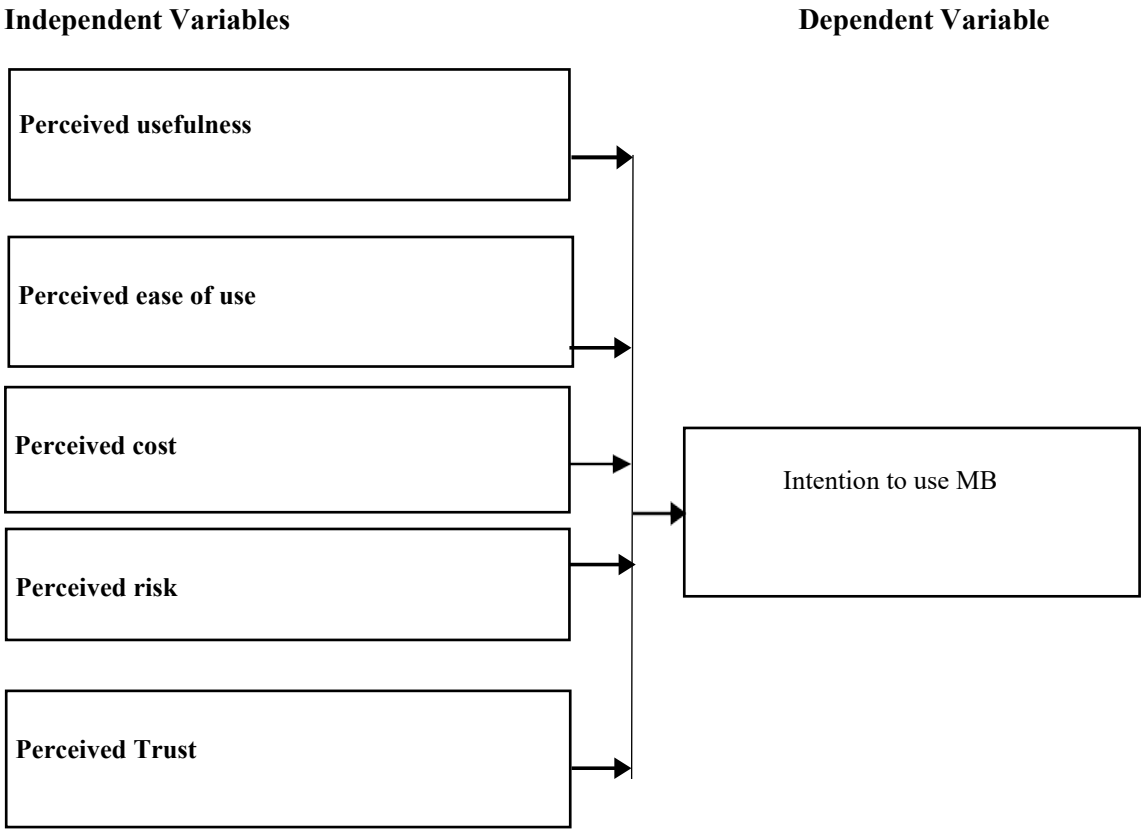

Fig.1: Conceptual Framework

3. Materials and Methods

This research utilized a quantitative research approach employing a descriptive research design. Here, the quantitative approach was chosen as it allows for the statistical and numerical analysis of the impact of independent variables (PU, PEoU, Perceived risk, Perceived cost as well as Perceived trust) on the dependent variable (Intention to use mobile banking) in Somalia. The study focused on individuals within Somalia, particularly those who own mobile phones and utilize mobile money services, with a specific emphasis on capturing diversity across geographic regions. We aimed to capture the perspectives of individuals residing in both urban and rural areas. Additionally, our focus on demographic segments involved participants from various backgrounds, including different age groups, genders, educational levels, and socioeconomic statuses. This approach was adopted to obtain a comprehensive understanding of the factors influencing the intention to use mobile banking across different contexts within the Somali population.

The data collection aspect was performed by the researchers through face to face and an online self-administered questionnaire which can be filled out by respondents from various backgrounds. For sampling design, the method chosen was purposive sampling, where respondents are chosen based on participants who are most likely able to understand the specific goals this research seeks to uncover. For the data analysis aspect, as many as 130 respondents answered the questionnaire. The quantitative results have been processed by SPSS, followed by pieces of analysis to interpret those findings. We used descriptive statistics to summarize and describe the main features of the data. To explore the relationships between variables, we also conducted correlation analyses. Exploratory Factor Analysis (EFA) was employed to classify the data based on their corresponding variables. This kind of analysis

helped us learn more about the connection between the variables under investigation.

3.1. Model specification

This study utilizes cross-sectional data collected at a single point in time. Regression analysis was employed to assess the impact of independent variables on the dependent variable. Multiple regression models were constructed, allowing us to understand the unique contribution of each variable while controlling for others. The linear regression method, specifically Ordinary Least Squares (OLS), is employed to define the model in this study. OLS is considered one of the most robust methods in regression analysis, and it is depending on certain assumptions. The regression model employed in this research is as follows:

$Y= \alpha +\beta 1X1 +\beta 2X2+\beta 3X3+\beta 4X4+\beta 5X5+e$

Where,

Y= Intention to use mobile banking

α = constant term

X1- Perceived ease of use

X2- Perceived usefulness

X3- Perceived cost

X4- Perceived risk

X5- Perceived trust

B1, β2, β3, β4, β5 = Beta coefficients that indicate the weight of every factor

4. Results

This paper aims to find out factors influence the intention of the people to use mobile banking in Somalia A sum of 130 participants was acquired for the purpose of analysis.

Table 1: Demographic characteristics of the respondents

Factors	**Percentage**
Gender	
Male Female	91.5 8.5
Total	**100**
Age	
18-24 25-34 35-44 45 and above	22.2 66.2 10.8 0.8
Total	**100**
Educational background	
Primary school Secondary school Diploma Batchelor degree Postgraduate degree	0 5.4 0 56.9 62.3
Total **100**	
Monthly Income	
$100-300 $301-600 $601-900 $901 and more	43.8 28.5 13.1 14.6

Total	100
Household size	
5 or less 6-10 11 and more	49.2 38.5 12.3
Total	**100**
Level of experience	
Less than one year 1-2 years 3-4 years 5 years or more	9.2 25.4 26.9 38.5
Total	**100**

In accordance with the provided data, the survey reveals that most of our respondents were male (91.5%), whereas 8.5% were female. These findings can be attributed to the prevailing trend observed in Somalia, where the male gender monopolizes the workforce, education, as well as distinct life aspects. Approximately 60.2 per cent of our respondents were in the age range of 25 to 34, highlighting a significant representation of the youthful population among Somalis. This finding suggests that the majority of Somalis are relatively young. As for education, the majority of the respondents (62.3 %) are postgraduate level, followed by 59.6 % at is undergraduate level. Furthermore, regarding monthly income, The highest percentage of respondents (43.8%) have an income of $100-300. The next highest percentage (28.5%) have an income of $301-600. for household size, The largest percentage of households (49.2%) have 5 or fewer people. The next largest percentage (38.5%) have 6-10 people. The remaining households are more evenly distributed, with 12.3% having 11 or more people. Finally, the data obtained reveal that the majority of respondents have less than 5 years of experience.

4.1. Reliability Test

In this study, the reliability of the instruments was assessed through the utilization of Cronbach's alpha. Cronbach's alpha serves as a commonly employed assessment to gauge the internal consistency and dependability of a scale or measurement. An alpha value exceeding 0.6 is typically interpreted as indicative of strong reliability. The alpha coefficient spans from 0 to 1, with values approaching 1 indicating greater uniformity among the items in the measurement. Based on table 2 indicted that the variables PU, PEoU, Perceived cost, Perceived respectively.

Table 2: Reliability

Variables	Cronbatch's alpha
Preceived ease of use	0.800
Preceived usefulness	0.599
Preceived cost	0.686
Preceived risk	0.784
Preceived trust	0.564
Intention to use MB	0.737

4.2. Correlation test

Table 3: Correlation test

		Perceived ease of use	Perceived usefulness	Perceived cost	Perceived risk	Perceived trust	Intention to use MB
Pearson Correlation	Perceived ease of use	1	.189*	.451**	0.095	.361**	.347**
	Perceived usefulness	.189*	1	.518**	.580**	.303**	.273**
	Perceived cost	.451**	.518**	1	.458**	.277**	.227**
	Perceived risk	0.095	.580**	.458**	1	.248**	0.092
	Perceived trust	.361**	.303**	.277**	.248**	1	.470**
	Intention to use MB	.347**	.273**	.227**	0.092	.470**	1
**. Correlation is significant at the 0.01 level (2-tailed).							

The correlation between variables indicates the direction and strength of the relationship between them. Table 3 displays Pearson's correlation coefficients for the four constructs, encompassing values from 0.092 to 0.580. In all cases, there is a positive correlation among the variables, implying that alterations in one variable's value correspond to consistent changes in the same direction within the other variable. In this study, perceived usefulness demonstrates the highest correlation coefficient with perceived risk, at 0.580. On the other hand, intention to use exhibits the lowest correlation coefficient with perceived risk, showing a value of 0.092.

4.3. Estimation of model parameters

To demonstrate the relationship between our variables, this research used OLS. The methodology section outlines the specifics of the model, while the outcomes of the model parameters are exhibited in the subsequent Table 4.

Table 4: Unstandardized coefficients

Unstandardized Coefficients				
Variable	Beta	Std. Error	t-Statistic	Prob.
(Constant)	7.071	1.941	3.644	0.000
Perceived ease of use	0.173	0.083	2.084	0.039
Perceived usefulness	0.211	0.103	2.051	0.042
Perceived cost	-0.006	0.097	-0.060	0.952
Perceived risk	-0.114	0.082	-1.399	0.164
Perceived trust	0.399	0.090	4.425	0.000

This table shows unstandardized coefficients table in the context of regression analysis. The intention to use mobile banking is expected to have a significant relationship with Perceived

usefulness and Perceived ease of use. Additionally, the intention to use mobile banking will also be expected to have a significant relationship with Perceived cost, Perceived risk and Perceived trust.

According to the table shown above, PU, PEoU as well as perceived trust possess a positive and significant impact on the intention to use mobile banking in Somalia, with a magnitude of 0.211, 0.173 and 0.399 respectively and significance at a 5% level of analysis. The findings indicate that factors like PU, PEoU as well as perceived trust serve a crucial role in shaping the intention to use mobile banking in Somalia. Users who perceive mobile banking as easy to use, useful, and trustworthy are more inclined to adopt as well as use it. Thus, Hypotheses H1, H2, and H5 are accepted, confirming the relationship between these variables. these results align with (Raza et al., 2017), of (Akturan & Tezcan, 2012) and (Tiwari & Tiwari, 2020). However, H3 and H4 are rejected as perceived cost and perceived risk are insignificant with a p-value of 0.952 and 0.164 respectively which are greater than 5% significant level. This proposes that these factors do not have substantial effects on users' willingness to accept mobile banking services. With an R-squared value of 62%, the model shows that it fits well in estimating the parameter, meaning that the variance in the dependent variable can be accounted for by the independent variables up to 62%. Additionally, the F-statistics test holds significance at the 1% level, signifying the collective significance of the variables. To ensure the absence of multicollinearity among the independent variables, collinearity tolerance and VIF statistics were examined. All variables exhibited collinearity tolerance values below one and VIF values below 3, indicating no significant multicollinearity issues. Additionally, the condition index was below 30, further supporting the absence of multicollinearity. A serial correlation was assessed through the Durbin-Watson test, which indicated that the data did not suffer from serial correlation problems, as the Durbin-Watson value was neither below 1.5 nor above 2.5.

5. Discussion

Mobile banking is becoming increasingly popular in Somalia as a convenient way for people to manage their money. Since traditional banks are not easily accessible, mobile banking has become an effective solution to close the financial gap. Over 83% of mobile phone users in Somalia use or subscribe to mobile money services, compared to only 5% among rural communities and 1% among displaced people who use traditional financial services.

This research aims to find factors that influences the intention to use mobile banking in Somalia. The research found that PEoU possess a positive and significant impact on the intention to use mobile banking in Somalia. When users find mobile banking easy to use and navigate, they are more inclined to adopt it. This means that if the mobile banking system is user-friendly, more people will use it. Making the mobile banking experience simpler and more convenient can lead to more people using it. People also feel more confident using mobile banking when they discover it easy to use, which is important for gaining their trust (Raza et al., 2017). Mobile banking can be beneficial in places like Somalia, where people lack access to financial services.

Moreover, PEoU enhances trust and confidence in the mobile banking platform. It is more likely that users will have a favourable attitude towards using a service if they are happy with its features and functions. The result is that more people will intend to use it, leading to actual usage (Ali & Dhaha, 2014). In a context like Somalia, mobile banking offers an opportunity for financial inclusion, especially for underserved or remote populations. Thus, H1 is accepted, which aligns with (Raza et al., 2017).

Furthermore, PU possesses a significant as well as positive impact on the intention to use mobile banking in Somalia. When users find mobile banking useful for their financial needs, they are more likely to use it. Highlighting these benefits could boost adoption rates. Additionally, PU refers to a crucial factor influencing users' intentions to utilize online management systems. An adopter's intentions to adopt and use a system increase when they believe it offers clear benefits aligns with their goals, boosts productivity, and provides a more effective way to accomplish the tasks (Šumak et al.,

2017); (Abdullahi et al., 2023) Thus, H2 is accepted, which is consistent with the results of (Akturan & Tezcan, 2012).

Trust also plays a vital role. The study also revealed that perceived trust is a substantial factor that influences people's decision to use mobile banking in Somalia. People are more inclined to use mobile banking when they feel it is secure and reliable for their financial transactions. Thus, H5 is accepted, which aligns with (Tiwari & Tiwari, 2020).

However, the perceived cost of using mobile banking does not seem to be a substantial factor that influences people's decision to use it in Somalia. This could be because mobile banking services in Somalia are affordable or free, reducing cost concerns. This could be due to the competition among mobile money providers. It is important to note that individual perspectives and circumstances can vary. While perceived cost might not be a primary factor, it could still influence some individuals' decisions regarding mobile banking in Somalia. Thus, H3 is rejected, and this result aligns with (Tiwari & Tiwari, 2020).

The perceived risk of using mobile banking also does not seem to be a significant factor influencing people's decision to use it in Somalia. This could be because Mobile money providers in Somalia might have established a strong reputation for secure and reliable services, leading to lower perceived risk among users. Additionally, mobile money providers in Somalia might have a good reputation for delivering secure and reliable services, reducing the perceived risk for users. Cultural and Societal Factors could also play a role. Cultural attitudes and societal norms can heavily influence people's behaviours. In some cases, individuals in Somalia might prioritize community recommendations and social connections over perceived risks associated with mobile banking. Thus, So H4 is rejected, and this result aligns with (Abbas et al., 2019).

Finally, Trust plays a vital role. The study also revealed that perceived trust is a substantial factor that influences people's decision to use mobile banking in Somalia. People are more inclined to use mobile banking when they feel it is secure and reliable for their financial transactions. Thus, H5 is accepted, which aligns with (Tiwari & Tiwari, 2020).

6. Conclusion

This study makes an early empirical contribution to the understudied area of mobile banking adoption in Somalia. Analysis of survey data from 130 respondents revealed that perceived ease of use, usefulness and trust in security reliability positively influence intentions to embrace mobile financial services - whereas perceived cost and risk factors do not appear to pose substantial barriers amongst this sample. These findings imply that enhanced customer experience, greater awareness of tangible benefits, and demonstrated credibility should be focal points for mobile banking providers seeking to expand digital financial inclusion in Somalia. Further research examining a broader cross-section of demographic groups could offer additional practical insights.

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