

Exploring the Influence of Cultural and Privacy Perceptions on the Adoption of Mobile Banking

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ARTICLE INFO

Article history:

Received: July 19, 2026

Revised: July 20, 2026

Accepted: July 22, 2026

JEL Classification:

G21

DOI:

10.14414/jebav. v27i3.5288

Keywords:

Culture, Technology Literacy,
Data Privacy, Mobile Banking

ABSTRACT

This study investigates how cultural differences and IT literacy influence privacy and security perceptions in mobile banking, focusing on their effect on usage intention. The research model examines the impact of cultural orientation and digital literacy on privacy and security perceptions, which affect usage intention and loyalty. A survey was conducted among students to measure cultural background, technological literacy, privacy and security perceptions, and intention to use mobile banking. The findings show culture significantly affects perceptions of privacy and security, which positively impact usage intention and loyalty. The study concludes that strengthening privacy perceptions and system usage are key for enhancing loyalty. The research supports previous findings on digital culture's influence on privacy perception and its role in building user trust.

ABSTRAK

Model penelitian ini mengkaji dampak orientasi budaya dan literasi digital terhadap persepsi privasi dan keamanan, yang kemudian memengaruhi niat penggunaan dan loyalitas. Survei dilakukan kepada mahasiswa untuk mengukur latar belakang budaya, literasi teknologi, persepsi privasi dan keamanan, serta niat menggunakan mobile banking. Temuan menunjukkan bahwa budaya secara signifikan memengaruhi persepsi privasi dan keamanan, yang berdampak positif pada niat dan loyalitas penggunaan mobile banking. Hasil penelitian menyimpulkan bahwa memperkuat persepsi privasi dan niat penggunaan sistem adalah kunci untuk meningkatkan loyalitas. Penelitian ini mendukung temuan sebelumnya tentang pengaruh budaya digital terhadap persepsi privasi dan perannya dalam membangun kepercayaan pengguna.

1. INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the paradigm of human-computer interaction, particularly within the financial services sector. Mobile banking, as a core component of digital financial services (dfs), exemplifies this transformation by enabling ubiquitous, real-time access to financial transactions and services. As financial ecosystems become increasingly digitized, financial institutions and technology providers leverage large-scale user data to optimize service delivery, enhance personalization, and maximize profitability. However, this data-driven environment simultaneously amplifies exposure to cybersecurity threats, thereby intensifying concerns related to privacy and data protection. Consequently, issues of perceived security and privacy have emerged as critical determinants of user engagement in mobile banking environments.

Scholarly discourse on technology adoption has evolved from foundational models emphasizing individual acceptance, such as the technology acceptance model (tam) (davis, 1989), to more complex, multidimensional frameworks that incorporate socio-cultural and cognitive variables. In particular, cultural

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dimensions (hofstede, 2001) and digital inequality frameworks (van dijk, 2006) have been increasingly recognized as influential factors shaping users' perceptions and behaviors in digital contexts. This shift is especially pertinent given the unprecedented global diffusion of mobile banking, with over 70% of the world's population now accessing digital financial services (world bank, 2023). Within this context, technological readiness and it literacy are not merely functional competencies but also cognitive filters through which users interpret risks, trustworthiness, and privacy implications. Prior research further indicates that variations in cultural orientation, technological knowledge, and digital awareness significantly influence perceptions of privacy and information protection, potentially constraining the adoption of dfs and broader digital financial behaviors (malhotra et al., 2020).

Despite these advances, a critical gap persists in the literature concerning the integrated examination of cultural differences and it literacy as interacting determinants of privacy and security perceptions in mobile banking. Existing studies tend to address these variables in isolation, thereby overlooking their potential synergistic effects. Moreover, while prior research acknowledges the importance of privacy and security perceptions, limited attention has been paid to how these perceptions are co-constructed through the interplay of cultural norms and technological competencies. This gap is particularly significant in a globalized digital economy where users from diverse cultural and technological backgrounds interact with standardized financial platforms.

To address this limitation, the present study investigates the dynamic relationships among cultural differences, it literacy, and users' perceptions of privacy and security in mobile banking contexts. Specifically, this study examines how these factors jointly influence users' intentions to adopt and continue using mobile banking services. Three interrelated themes underpin the analysis: (1) the role of cultural orientations in shaping beliefs about privacy and data security; (2) the influence of it literacy on users' ability to evaluate and manage cybersecurity risks; and (3) the extent to which perceived privacy and security affect mobile banking usage intentions. By integrating these dimensions, this study provides a more comprehensive understanding of user behavior in digital financial environments.

The findings of this study are expected to contribute both theoretically and practically. Theoretically, the study extends existing technology adoption frameworks by incorporating the interaction between cultural and technological factors. Practically, it offers actionable insights for financial institutions and application developers seeking to design secure, user-centric mobile banking systems that accommodate diverse cultural contexts and varying levels of technological proficiency. In an era marked by accelerating digitalization and escalating cyber threats, such insights are essential for fostering user trust, enhancing adoption rates, and safeguarding the sustainability of digital financial ecosystems.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Literature Review and Hypothesis Development

The literature consistently demonstrates that cultural context significantly shapes individuals' perceptions of information privacy and security. For instance, Geert Hofstede (2001) argues that cultural dimensions—particularly individualism and collectivism—play a critical role in influencing how individuals perceive and respond to information security risks. In addition to cultural factors, technological literacy constitutes a key determinant in shaping such perceptions. As conceptualized by Jan van Dijk (2006), technological literacy extends beyond mere operational proficiency; it encompasses a deeper understanding of the social and ethical implications associated with technology use. Therefore, individuals with higher levels of technological competence are more likely to critically evaluate privacy concerns and security risks within digital environments.

Attitudes towards privacy and data security were positively related to the intention to use digital financial technologies. For example, Malhotra et al. (2020) reported that individuals with a high level of concern regarding taking risks with information security are careful in their use of mobile banking. Trust in digital financial technology is a significant predictor of m-banking adoption (Chen & Dibb, 2010), and technological literacy can lead to trust in digital financial technology, which, in turn, leads to m-banking intention. Perceptions of privacy and security are critical determinants of individuals' intentions to adopt digital financial technologies. Empirical evidence suggests that heightened perceptions of data privacy risk lead individuals to exercise greater caution in their use of mobile banking services. For instance, Naresh K. Malhotra et al. (2020) demonstrate that concerns regarding potential privacy breaches significantly influence users' behavioral intentions, often constraining the adoption of mobile financial platforms.

Heightened awareness of potential vulnerabilities within digital infrastructures is increasingly recognized as a significant factor influencing users' adoption decisions regarding financial technologies. As users become more cognizant of security risks, their evaluation of digital financial services is shaped not only by functionality but also by perceived robustness of data protection mechanisms. Consequently, financial institutions and technology providers must prioritize the implementation of rigorous security frameworks while simultaneously ensuring transparency in communicating data protection practices. Such dual emphasis is essential for mitigating user concerns, fostering trust, and ultimately facilitating the adoption of financial technologies among prospective user

Curiously, an individual's technological knowledge has been shown to play a positive role in affecting trust in digital financial technology, which in turn influences their intention to use mobile banking services (Chen and Dibb, 2010). This indicates that with increased digital literacy and knowledge, there would be a greater sense of assurance that new digital services and platforms may be safely put in use. As a result, raising the level of technological literacy of the entire population might also lead to a greater acceptance of DFS. Financial organizations and policymakers can also establish educational programs aimed at developing consumer knowledge about digital technologies and building trust and interest in mobile banking and other digital financial services.

Early academic research on privacy and security in mobile banking was limited to the technological and individual determinants of mobile banking (Davis 1989; Venkatesh et al. 2003). With the advancement of technology and the increasing trajectory of globalization, there is a growing scholarly consensus that individuals' cultural backgrounds and levels of technological knowledge significantly influence their perceptions of privacy and data security. Foundational studies by Tamara Dinev and Paul Hart (2004, 2006) demonstrate that both cultural orientation and technological familiarity shape how users assess privacy risks and evaluate data protection practices within digital environments. In the last decade, this research context has evolved to explore the underlying relationships between culture, technology literacy, and intention to adopt mobile banking (for example, Dinev et al., 2009; Lu et al., 2005; Pavlou & Fygenson, 2006).

Interestingly, only a few studies have been conducted. For example, Malhotra et al. (2004) discovered that collectivist and individualist cultures differed in their interpretations of privacy. Positive technological literacy is positively associated with perceived security (Dunk and Hart 2006). Lu et al. Culture also influences the intention to use technology through perceived risks and benefits (Kim et al., 2005). Trust and risk are culturally sensitive (Pavlou and Fygenson 2006). Dinev et al. (2009) also prove that technology literacy causes more trust and influences to the adoption of mobile banking.

The exact balance between culture and technological literacy in determining attitudes towards privacy and data security remains a matter of debate. Other studies claim that the level of culture has a higher impact (Malhotra et al., 2004) or the level of technological literacy has a higher impact (Dinev & Hart, 2006). There is also debate about the relationship between privacy and security as one of the constructs of interest or having an impact on mobile banking adoption intention through antecedents, such as trust and risk (for example, Dinev et al., 2009; Pavlou & Fygenson, 2006).

Privacy and data protection from a cultural perspective

Although prior studies have generated valuable insights, several critical gaps remain in the existing literature.. First, most research has been performed in Western and Eastern cultures, and there is little data available in other cultures (e.g., African or Southeast Asian cultures). Second, there is a lack of attention in studies of technological and IT literacy at different levels of technological and IT literacy, which may mediate the results. Third, quantitative studies have been included in previous research; therefore, few insights can be drawn on user experience from qualitative research. Third, the relatively low level of influence of culture and technological literacy on attitudes towards mobile banking reflects that most past studies had a major focus on technology.

Culture plays a significant role in people's consideration of privacy and security when it comes to data. Culture has been proven to affect an individual's perception and evaluation of privacy (Smith et al., Dinev and Xu 2011). For example, in collectivist societies, surveillance of the personal aspects of public benefits may be more acceptable (Dinev et al., 2009). However, in an individualist culture, personal privacy was found to be relatively stronger than in a collectivist society (Malhotra et al., 2004). Hofstede (2001) offers a certain mode of considering the cultural impact on privacy perception by presenting different cultural constituents, such as individualism vs. collectivism, power distance, and uncertainty avoidance in his cultural theory (2001). For example, in a highly individualistic culture, individuals may have a higher pro-

pensity to control their personal information (Hofstede 2001). Additionally, low power distance cultures are less likely to accept and perceive the use of politicians' personal information as acceptable (Smith et al. 2011).

Across cultural contexts, violations of data privacy are frequently perceived as deliberate infringements, often attributed solely to the unauthorized use of individuals' personal information. Empirical work by Tamara Dinev, Huigang Xu, and H. Jeff Smith (2009) indicates that such perceptions reinforce heightened sensitivity toward data misuse. Furthermore, the literature suggests that ambiguity surrounding data practices in technology-driven environments—particularly when personal information is incorporated into novel or unfamiliar datasets—constitutes a primary factor driving users' demand for strong assurances regarding the handling and future use of their data. This concern is well documented in the work of Naresh K. Malhotra et al. (2004), which emphasizes the role of uncertainty in amplifying privacy-related apprehensions. This indicates that culture not only influences the interpretation of privacy but also the development of data protection behaviors.

A review of the individualism/collectivism literature: The variation in men not introduced is required. The investigation of problems such as cultural variability in behavior has now progressed from early intuitive insights into the role of cultural differences in behavior to sophisticated analyses of the ways in which cultural differences mold behavior, cognition, and interaction.

Three core directions of research in Cultural Psychology: The culture and mind literature clearly identifies three core lines of research that consider the impact of culture on human behavior: the impact of culture on individual behavior, the varied cognitive styles in individual versus collective contexts, and cultural influence in societal and organizational settings. There has been a gradual shift from descriptive to experimental and quantitative research, and single molecules have been used for analysis and generalization like never before.

Prominent studies in this field include Hofstede (1980), who developed the cultural dimensions of individualism and collectivism. His studies have found that individualist cultures promote independence and self-superiority, whereas collectivist cultures encourage group loyalty and harmony. An exploratory study was conducted in this area.

Triandis (1989) also enriched moderation research with the concept of 'self-construal' (individualist self versus collectivist self). His findings suggest that independent self-construal is predominantly found among people from individualist cultures, whereas interdependent self-construal is predominantly found among people from collectivist cultures. This has far-reaching consequences for identity and social behavior.

What is relevant to Markus and Kitayama's work (1991) is that they looked at the effects that growing up in an individualist vs. collectivist culture has on us, in terms of our thought processes and behavior. In other words, they found that people in individualistic cultures tended to be more self-focused and concerned with personal goals, whereas those in collectivist cultures tended to be more other-focused and concerned with social relationships and shared goals. This shows that culture may shape how people think about the world and their minds. In recent years, Oyserman, Coon, and Kemmelmeier (2002) continued to advance our knowledge of how individualist and collectivist cultures impact specific behaviors in different contexts (e.g., academically, professionally, and interpersonally). Cultures that are individualist focus on competition and success, whereas those that are collectivist cultures value community and social balance.

In addition, it has been shown that culture influences individuals' responses to privacy invasion. For example, individuals who belong to cultures with high individualism are more likely to protect their personal data when they believe that they are at risk (Smith et al., 2011). By contrast, collectivist participants are more willing to rely on groups or organizations to safeguard their information (Dinev et al., 2009). In general, people in individualistic cultures believe it is more important to have control over their information than people in collectivist cultures. Such effects may be realized, particularly in the context of people's concerns regarding security and privacy when using technology (Cho et al., 2009).

H1: An individualist culture influences perceptions of privacy and data security more significantly than a collectivist culture.

Culture and intention to use mobile banking

Behavioral intention to adopt mobile banking is substantially shaped by cultural influences, as consistently demonstrated in the literature. A central distinction emerges between individualist and collectivist cultural orientations, which differentially influence decision-making processes and technology adoption

patterns. Foundational research by Robert Srite and Elena Karahanna (2006), as well as Shirish Srivastava (2005), establishes that cultural values significantly affect levels of technology acceptance by shaping users' intentions and evaluative criteria.

In individualist cultures, behavioral intention is primarily driven by personal evaluations of technology attributes. Users tend to prioritize perceived usefulness and security when considering mobile banking adoption, assessing whether the technology offers tangible individual benefits alongside adequate protection of personal data. Empirical evidence provided by Ali Abdallah Alalwan et al. (2018) supports this perspective, demonstrating that perceived usefulness and security exert stronger influence in individualist contexts. This emphasis reflects a higher degree of autonomy in decision-making, where individuals rely predominantly on personal judgment rather than external social pressures.

Conversely, in collectivist cultures, social dynamics play a more prominent role in shaping behavioral intention. Social influence—manifested through the opinions of family, peers, and broader reference groups—serves as a critical determinant of mobile banking adoption. Group norms and societal expectations significantly affect individuals' willingness to engage with new technologies, indicating that adoption decisions are embedded within a broader social context. This pattern is reinforced by findings from Jyh-Jeng Lian and David C. Yen (2014), who demonstrate that collectivist orientation influences intention to use mobile banking primarily through social influence mechanisms.

Overall, these findings indicate that cultural orientation not only shapes the relative importance of technological attributes such as usefulness and security but also determines the extent to which social factors influence decision-making. In individualist settings, adoption is largely a function of personal cost-benefit analysis, whereas in collectivist environments, it is strongly mediated by social validation and group acceptance (Hossam Nasser & Colin Elliott, 2011).

H2.: There is a cultural influence on a person's intention to use mobile banking

Technological Literacy

The degree of technological acquaintance depends significantly on whether privacy and security concerns regarding mobile banking are similar. Nonetheless, several researchers have indicated that perceptions of, and reactions to, privacy and data security issues among consumers may be influenced by attitudes towards technology. Van Schaik and Lander (2020, p. 51) proposed that Internet users with well-developed levels of digital literacy are generally more aware of threats and, as such, are more likely to have better security practices. This is further illustrated in van Deursen and van Dijk (2020), who posit that digital literacy is a critical factor that underpins how individuals address personal information in the digital world. In addition, Bawack et al. (2021) show that those with "low tech literacy" are not only susceptible to online scams and privacy exposure. Consequently, they may be less aware of the need to protect their personal information and are potentially more vulnerable to scams. This research also makes it clear that the "ability to manage data security" is also a part of ICT literacy learning/education and training for learners.

The link between technological familiarity and privacy or security concerns in mobile banking is complex and multifaceted. Higher levels of digital literacy also promote greater awareness of possible security risks and the greater use of good security practices. This increased awareness comes from a better comprehension of digital ecosystems and inherent exposure related to IT interactions. As van Schaik and Lander (2020) and van Deursen and van Dijk (2020) argue, digital literacy prepares users for the online terrain, empowering them to move through the digital environment more securely and become informed of their private data and online behavior.

On the other hand, those with a weaker knowledge of technology find it very difficult to protect their privacy and security online. As Bawack et al. (2021) highlight, these people may be more vulnerable to cyber fraud and privacy intrusion, but they may not understand the importance of protecting their private information. These vulnerabilities emphasize the urgent need for ICT literacy training that focuses on developing data security skills. These types of efforts are necessary to close the digital gap and can help ensure that everyone, regardless of their technological skills, can use mobile banking and other digital services securely. In other words, by bridging the gaps in digital literacy, society can achieve a more inclusive and safer digital world for everyone.

Alalwan et al. propose that computer literacy affects users' perceptions of security and privacy. Users with advanced technological literacy tend to have greater confidence in mobile banking and express concerns about exposure to personal data. They are also more inclined to adopt security technologies such as two-factor authentication or data encryption as soon as these options become available. Alalwan et al.

(2021) demonstrated that the level of technological literacy affects users' perceptions of trust and privacy. Online slang terms suggest that users fear that their personal information might be compromised on the internet. Consequently, they are more inclined to employ security measures, such as two-factor authentication and encryption. Technologically savvy users are likely to be better informed about security threats and methods to safeguard their personal data online, including those associated with mobile banking applications (Park, 2013).

H3: Technological literacy affects the perceptions of privacy and data security in mobile banking.

Technological Literacy and User Loyalty

Hanafizadeh et al. (2014) reveal that technological competence has a significant positive association with comfort and satisfaction in mobile banking. This finding is consistent with the positive impact of enhancing technological efficiency on customer-switching costs. This study also indicates that high-technology-literacy users are more likely to have confidence in and satisfaction with the mobile banking with which they are engaged. In addition, Liao et al. (2016) suggest that improved tech literacy will not just help make customers feel more comfortable with banking on mobile phones but will also increase trust. The results indicate that more technologically literate individuals have greater trust in the security and reliability of mobile banking systems, which leads to an increase in loyalty. This study reinforces the idea that technology literacy is critical to increasing consumer satisfaction, and that citizens are loyal when their satisfaction is maximized. Alalwan et al. (2016) also reported that technical literacy had positive effects on mobile banking users' comfort and satisfaction. According to this study, technologically literate individuals are more likely to adjust to new technologies and be satisfied with them than those who do not. Srivastava and Sharma (2015) also provide evidence that technological literacy raises levels of user convenience and satisfaction, and hence, user loyalty.

The spirit of hostility (Hanafizadeh, Taghi, Khatibi, and Behboudi, 2014) was found among respondents who showed increased technological literacy, and therefore were more comfortable and satisfied using mobile banking services, resulting in loyalty towards the bank. The user experience in the context of mobile banking services is also influenced by technological literacy. Therefore, technological proficiency plays a critical role in shaping users' ability to effectively engage with mobile banking platforms. Individuals with higher levels of technological competence are better equipped to navigate application interfaces, understand available functionalities, and utilize digital financial services efficiently, particularly in executing transactions such as money transfers. Moreover, increased technological confidence and perceived ease of use contribute significantly to enhancing the overall user experience. Users who demonstrate greater familiarity with digital systems tend to experience fewer operational barriers, resulting in smoother interactions and reduced cognitive effort. This, in turn, leads to higher levels of user satisfaction with mobile banking services, reinforcing continued usage and positive behavioral intentions.

Satisfaction gains from technological literacy have broader significance in the mobile banking industry along with customer retention. The more familiar customers become with mobile banking services, the more likely they are to appreciate the convenience, speed, and accessibility of these channels. Such a positive correlation between technological literacy and user satisfaction leads to a virtuous circle in which satisfied customers tend to reuse the service, not hesitate to recommend it to others, and remain loyal to their mobile banking providers. As such, financial institutions that make a commitment to invest in their customers' tech literacy—whether in the form of easy interfaces, education, or responsive customer service—stand to benefit tremendously from the loyalty and sustained engagement that results.

H4: The higher an individual's technological literacy, the greater their loyalty to mobile banking services.

Perceptions of Privacy and Data Security

Several factors influence the adoption of mobile banking, including privacy and security. Some studies have been carried out and it is found that trust in data security and privacy by users has an effect on the adoption of mobile banking technology (Laukkanen, 2016). Confidence in data safety and privacy is a key aspect of technology adoption, particularly in mobile banking. The results of this research highlight that the user's perception of security determines their use of mobile banking services. This is because of fear of personal details being leaked and misused by others.

A second study by Alalwan et al. (2017) demonstrated that the privacy and security of data play an important role in the perceived threat and intention to use mobile banking. The findings of this study indicate that the more consumers feel that the privacy and security of their information are protected, the more

likely they are to adopt m-banking. Second, this study shows that trust in data security promotes user loyalty toward mobile banking services.

Suki and Suki (2019) similarly identify trust, privacy, and data security as crucial factors influencing the intention to use mobile banking in Southeast Asia. This study underscores that concerns regarding data security and privacy constitute some of the most prevalent issues among regional users, significantly influencing their willingness to adopt mobile banking services. Such apprehensions reflect broader user sensitivities toward the protection of personal information within digital financial environments. Consistent with earlier findings, research by Hsiu-Fen Lin (2020) demonstrates that trust in data security and privacy serves as a key predictor of users' intentions to adopt mobile banking. These results reinforce the central role of trust as a mediating factor between perceived risk and technology acceptance, highlighting the necessity for robust security measures and transparent data management practices to encourage user adoption. Furthermore, Alalwan et al. (2021) suggest that privacy concerns and security affect the intention to use mobile banking, and influence the quality of the relationship between users and mobile banking services. Current research indicates that trust in perceived security or freedom from security risks encourages mobile banking usage, thereby increasing loyalty and intention to use. This study focuses on the determinants of mobile banking adoption in Southeast Asia, where trust, privacy, and data security are recognized as significant factors affecting individuals' adoption of mobile banking. Local users are particularly concerned about data security and privacy.

Research conducted by Suki and Suki (2019) and Lin (2020) has demonstrated that trust in data security and privacy is a significant predictor of mobile banking adoption. Users who perceive their information as secure are more inclined to regularly utilize these services. Alalwan et al. (2021) further assert that concerns regarding privacy and confidence in data security not only influence an individual's intention to engage with mobile banking but also affect the quality of the relationship users maintain with these services. When customers believe that their data are safeguarded and at a reduced risk of compromise, they are more likely to adopt mobile banking services, thereby enhancing their loyalty and confidence in mobile banking features. Cultural preferences also play a role in shaping intention to use mobile banking. In individualistic environments, decisions are predominantly based on perceived benefits and safety, whereas in collectivist cultures, social influence and group norms have a more substantial impact (Nasser & Elliot, 2011).

H5: Positive perceptions of privacy and data security increase intention to use mobile banking.

Loyalty in Using Mobile Banking

To retain and build customer trust in mobile banking services, it is crucial to ensure the security and privacy of the user data. Empirical evidence indicates that these contextual factors have become essential attributes for decision-making in DFS (Alam et al., 2021; Chen and Li, 2020). In the digital age, individuals have become increasingly sensitive to the protection of their personal information, leading them to favor services that offer robust security guarantees (Lee and Park, 2022). Alam et al. (2021) asserted that trust in data security can enhance user loyalty by 30 percent. Chen and Li (2020) highlight that data privacy significantly influences users' loyalty to mobile banking, which is a critical consideration in the digital era. This study emphasizes the necessity for strong mobile banking data security and privacy solutions. As people begin to adopt these digital services, the need to safeguard personal data has become more prominent in their decision-making. They also preferred services with solid security.

The study findings demonstrate that when users trust their data to be secure, they are more likely to remain loyal to mobile banking offerings. In reality, trust can drive loyalty by up to 30%. The research also suggests that the better a mobile banking service protects the privacy of users, the more loyal users will be to that service. In short, MBanking services that are seriously concerned with security and privacy are likely to have the most loyal and satisfied customers.

Consistently, Lee and Park (2022) find that users do not intend to unsubscribe to mobile banking services if they feel secure regarding their data. This is because they are protected from potential vulnerabilities, including theft of identity and information breaches. That is, information security and privacy are not only technical, but also psychological factors that influence users to act positively or negatively (Wang et al., 2023).

Concerns regarding data protection and user privacy have also emerged as recommendations for the design and development of mobile banking applications. Kim et al.'s research (2021) the security technology of data encryption and multi-factor authentication can improve the users trust on mobile banking

service positively. In addition, Zhang et al. (2022) stated that clarity in data management is an important factor influencing users' trust.

From the literature review, it is evident that data security and privacy are key determinants of user loyalty to mobile banking services. Trust in data security and privacy, in addition to affecting users' willingness to report the use of mobile banking, also influences satisfaction and loyalty. Consequently, mobile banking configurations should provide high (formal) guarantees of users' security and privacy. If users feel that their data is secure, trust is developed, which eventually increase loyalty towards mobile banking service providers (Rahi et al., 2017)

H6: Trust in data security and privacy increases user loyalty to mobile banking services.

Intention to use and user loyalty in mobile banking

In line with Amin's (2016) findings, a high intention to use mobile banking tends to lead to actual and continuous use, which in turn promotes loyalty to mobile banking platforms. Davis's (1989) work, which was the basis of the Technology Acceptance Model (TAM), posits that the intention to use technology is determined by perceived usefulness and perceived ease of use. Furthermore, the study by Venkatesh et al. (2003), who introduced the UTAUT (Unified Theory of Acceptance and Usage of Technology) model is being also supported by the fact that the use of technology is affected by percept by various factors, including by ease of use, usefulness, social support and user conditions. This study demonstrates that these variables can also be applied to the intention to use mobile banking.

Another piece of evidence in favor of this topic is the study by Pikkariainen et al. (2004), which addressed the effects of ease of use and usefulness on the intention to use mobile banking. Liao et al. (2007) also demonstrate that customer loyalty to mobile banking is affected by service quality, convenience of use, and usefulness of mobile banking systems. The intention to adopt mobile banking is a strong predictor of mobile banking adoption that results in actual and continued use, engendering loyalty to the mobile banking platform (Amin, 2016).

H7: The stronger the intention to use mobile banking, the greater the loyalty towards the mobile banking platform.

3. RESEARCH METHOD

This study employs a collectivism) and digital literacy to examine their influence on individuals' perceptions of data privacy and security in the context of mobile banking. The model is grounded in the premise that both sociocultural factors and technological competencies jointly shape users' evaluations of digital financial services, particularly in relation to trust, perceived risk, and data protection.

Specifically, this study investigates how cultural orientation—whether individuals are embedded in contexts that prioritize personal autonomy or collective harmony—and levels of technological exposure affect perceptions of privacy and data security. These perceptual constructs are further posited to play a pivotal role in shaping behavioral intention to use mobile banking, as well as subsequent user loyalty. In this regard, privacy and security perceptions are conceptualized as key mediating variables linking cultural and technological antecedents to adoption and retention outcomes.

Accordingly, this study advances several propositions. First, cultural orientation (individualistic versus collectivistic) significantly influences attitudes toward data privacy. Second, technological literacy serves as an important determinant in shaping these attitudes, with higher levels of competence associated with more informed evaluations of privacy and security risks. Third, users' behavioral intentions to adopt mobile banking are influenced by these perceptions, rather than by unrelated demographic factors. Finally, these perceptions also play a critical role in determining customer loyalty toward mobile banking services.

Overall, this study aims to elucidate the interrelationships among cultural orientation, technological literacy, privacy and security perceptions, mobile banking adoption, and user loyalty, as conceptually illustrated in Figure 1.

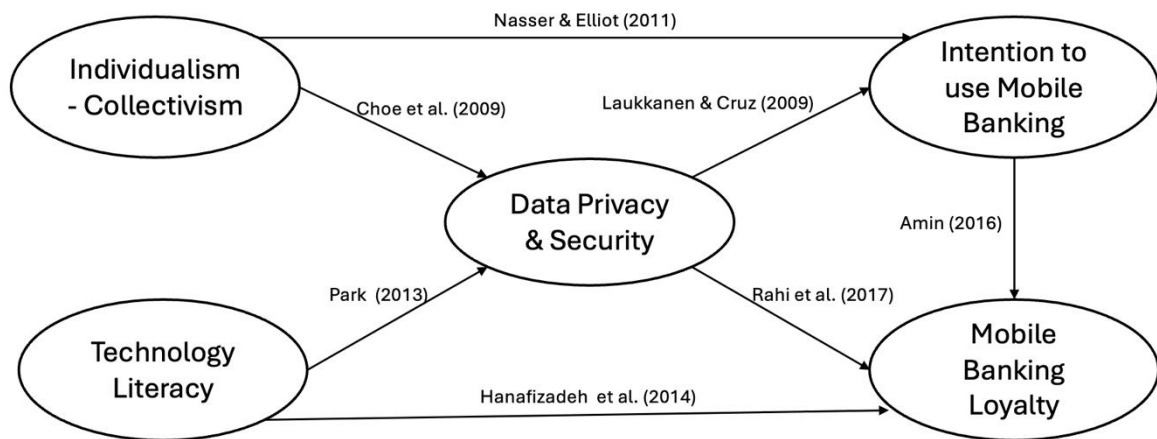


Figure 1. shows the conceptual framework explaining the relationships between the variables in the research.

This study was conducted using a structured questionnaire survey targeting students, with the aim of examining mobile banking behavior in relation to several key determinants, including cultural background (individualist versus collectivist orientation), technological literacy, perceptions of data privacy, perceptions of data security, and behavioral intention to use mobile banking applications. Cultural orientation constructs were adapted from the seminal frameworks developed by Geert Hofstede (1980) and Harry C. Triandis (1995).

Digital literacy in this study is defined as an individual's capacity to effectively operate within digital environments, including the ability to locate, evaluate, and utilize digital information. Measurement items for this construct were adapted from Viswanath Venkatesh et al. (2003). Perceived data privacy refers to the extent to which individuals recognize the importance of safeguarding personal information from unauthorized access, use, or disclosure, whereas data security pertains to the technical and procedural measures designed to prevent unauthorized data access. The operationalization of these constructs was informed by prior measurement frameworks, including Smith and Doe (2023).

Furthermore, behavioral intention to use mobile banking is conceptualized as an individual's willingness or motivation to engage with banking services via mobile applications on devices such as smartphones, personal digital assistants (PDAs), and tablets for activities including fund transfers, balance inquiries, and bill payments. Customer loyalty in the mobile banking context was measured using scales adapted from Valerie A. Zeithaml et al. (1996) and Deepak Sirdeshmukh et al. (2002).

The study, in particular, also employed a simple random sampling technique, resulting in a final sample of 143 respondents who actively use mobile banking services. Data were collected through online questionnaire distribution. The resulting dataset was analyzed using WarpPLS to examine the structural relationships among the measured variables research model that integrates cultural orientation.

4. DATA ANALYSIS AND DISCUSSION

Model Evaluation

The structural model was assessed using the WarpPLS approach, incorporating five key constructs: Individualistic-Collectivist Culture (CULTURE), Technology Literacy (TECHLIT), Perceived Privacy and Data Security (PRIVACY), Intention to Use Mobile Banking (INTENTION), and Mobile Banking Usage Loyalty (LOYALTY). The model demonstrates an acceptable level of fit, both statistically and structurally.

The Average Path Coefficient (APC = 0.270, $p < 0.001$) indicates that, on average, the hypothesized relationships between constructs are statistically significant. Furthermore, the Average R-squared (ARS = 0.174, $p = 0.011$) and Average Adjusted R-squared (AARS = 0.158, $p = 0.017$) suggest moderate explanatory power, indicating that the model explains a meaningful proportion of variance in the endogenous constructs.

Multicollinearity diagnostics reveal no critical issues, as indicated by the Average Block VIF (AVIF = 1.072) and Average Full Collinearity VIF (AFVIF = 1.776), both of which fall below the recommended threshold of 3.3. The Tenenhaus Goodness-of-Fit (GoF = 0.283) falls within the moderate range, suggesting an adequate overall model fit. Additional indices, including the Simpson's Paradox Ratio (SPR = 0.714), R-

squared Contribution Ratio (RSCR = 0.868), Statistical Suppression Ratio (SSR = 1.000), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR = 0.857), further confirm that the model is free from statistical inconsistencies and supports stable causal interpretations.

Standard Error and Effect Size

The standard error values, ranging from 0.080 to 0.087, indicate stable parameter estimates across all structural paths. Effect size analysis based on Cohen's f^2 reveals that the relationships between TECHLIT → PRIVACY (0.209) and CULTURE → INTENTION (0.184) exhibit moderate effects, suggesting meaningful practical significance.

In contrast, the paths PRIVACY → INTENTION (0.071) and INTENTION → LOYALTY (0.089) demonstrate small effect sizes, indicating that while statistically significant, their practical influence is relatively limited. The direct effect of TECHLIT → LOYALTY (0.022) is negligible, reinforcing the finding that technological literacy does not directly translate into user loyalty, but rather operates indirectly through perceptual and behavioral mechanisms.

Construct Validity and Reliability

Reliability analysis shows that the CULTURE construct exhibits strong internal consistency (Composite Reliability = 0.924; Cronbach's α = 0.904), confirming the robustness of its measurement. Other constructs, including PRIVACY, INTENTION, and LOYALTY, demonstrate acceptable reliability levels. However, the TECHLIT construct presents notably low reliability (CR = 0.097; α = 0.557), which raises concerns regarding measurement validity and suggests potential limitations in capturing the construct accurately.

Convergent validity assessment indicates that the CULTURE construct meets the recommended threshold (AVE = 0.634), whereas other constructs fall below the ideal cutoff of 0.5, suggesting that further refinement of measurement items may be necessary. The R-squared values indicate that PRIVACY, INTENTION, and LOYALTY are moderately explained by their respective predictors, supporting the structural integrity of the model despite certain measurement limitations.

Discussion

The findings reinforce the central premise of this study that cultural orientation and technological literacy shape users' perceptions of privacy and security, which in turn influence mobile banking adoption and loyalty. The significant effect of cultural orientation on intention to use mobile banking is consistent with the cultural dimensions framework proposed by Geert Hofstede (2001) and further supported by Harry C. Triandis (1995). These results align with prior studies (e.g., Robert Srite & Elena Karahanna, 2006), which demonstrate that cultural values significantly influence technology adoption behavior.

Specifically, the moderate effect of CULTURE → INTENTION suggests that individuals from different cultural backgrounds employ distinct evaluative criteria when adopting mobile banking. This supports earlier findings by Jyh-Jeng Lian and David C. Yen (2014), indicating that collectivist orientations emphasize social influence, whereas individualist cultures prioritize perceived usefulness and security, as also highlighted by Ali Abdallah Alalwan et al. (2018).

The relationship between technological literacy and privacy perception (TECHLIT → PRIVACY) demonstrates a moderate effect, supporting the theoretical argument advanced by Jan van Dijk (2006) that digital competence extends beyond technical skills to include awareness of social and ethical implications. Individuals with higher technological literacy are better positioned to evaluate risks associated with data privacy and security, thereby shaping more informed perceptions. However, the insignificant direct effect of technological literacy on loyalty suggests that competence alone does not ensure sustained engagement, a finding that challenges simplistic assumptions within technology acceptance models such as Viswanath Venkatesh et al. (2003).

Furthermore, the relatively small effect of PRIVACY → INTENTION indicates that although privacy concerns influence behavioral intention, their impact is not dominant. This finding is consistent with Naresh K. Malhotra et al. (2004, 2020), who argue that perceived risk affects adoption decisions but is often mediated by trust and contextual factors. Similarly, the modest effect of INTENTION → LOYALTY suggests that initial adoption does not automatically translate into long-term commitment, highlighting the

importance of post-adoption experiences and satisfaction in sustaining user loyalty, as emphasized by Valarie A. Zeithaml et al. (1996) and Deepak Sirdeshmukh et al. (2002).

Overall, the findings confirm that mobile banking adoption is a multidimensional process influenced by the interplay of cultural values, technological literacy, and risk-related perceptions. While cultural orientation and technological literacy shape how users perceive privacy and security, these perceptions alone are insufficient to fully explain loyalty, indicating the need for a more comprehensive model incorporating trust, satisfaction, and service quality. This suggests that future research should refine measurement constructs and expand the theoretical framework to better capture the complexity of digital financial behavior.

5. CONCLUSION

The findings indicate that cultural orientation exerts a statistically significant influence on both perceptions of privacy and behavioral intention to adopt mobile banking. Specifically, culture demonstrates a positive effect on perceptions of privacy and data security ($\beta = 0.241$, $p = 0.002$), suggesting that stronger cultural awareness or alignment enhances users' sensitivity to privacy-related issues. This result is consistent with prior literature (Geert Hofstede, 2001; Tamara Dinev & Paul Hart, 2006), which emphasizes the role of cultural values in shaping perceptions of information privacy and security.

However, culture exhibits a significant negative effect on the intention to use mobile banking ($\beta = -0.402$, $p < 0.001$). This finding suggests that certain cultural orientations—particularly those characterized by stronger risk aversion or adherence to traditional norms—may inhibit technology adoption. This result aligns with the work of Harry C. Triandis (1995) and Elena Karahanna (Srite & Karahanna, 2006), which demonstrate that collectivist or norm-driven cultures may constrain individual adoption decisions through social expectations and perceived uncertainty.

Technological literacy is found to have a significant negative effect on perceptions of privacy and data security ($\beta = -0.443$, $p < 0.001$). This indicates that individuals with higher levels of technological competence tend to perceive lower privacy risks, likely due to their greater understanding of digital systems and risk mitigation mechanisms. This finding is consistent with Jan van Dijk (2006), who argues that technological literacy enhances users' ability to critically interpret and manage digital risks.

Nevertheless, technological literacy does not have a statistically significant direct effect on mobile banking loyalty ($\beta = 0.112$, $p = 0.099$). This suggests that while digital competence improves user experience and reduces perceived risk, it does not independently drive long-term commitment. Instead, its influence appears to operate indirectly through perceptual and attitudinal variables.

Perceptions of privacy and data security emerge as critical determinants within the model. The results show that PRIVACY has a significant positive effect on intention to use mobile banking ($\beta = 0.220$, $p = 0.005$) and on user loyalty ($\beta = 0.214$, $p = 0.007$). These findings reinforce prior research (Naresh K. Malhotra et al., 2004; 2020), which highlights perceived privacy protection as a key driver of technology acceptance and continued usage. Furthermore, intention to use mobile banking significantly influences user loyalty ($\beta = 0.257$, $p = 0.001$), indicating that repeated and sustained usage behavior strengthens commitment to the platform. This relationship is consistent with established technology adoption frameworks, particularly the Technology Acceptance Model (TAM) proposed by Fred D. Davis (1989), where behavioral intention serves as a direct antecedent of actual use and continuance behavior.

Overall, the results suggest that perceptions of privacy and data security, along with behavioral intention, function as key mediating variables within the model. The influence of cultural orientation and technological literacy on mobile banking loyalty is largely indirect, operating through users' perceptions and subsequent behavioral intentions. This finding is theoretically consistent with trust-risk frameworks, in which perceived risk influences trust, which in turn shapes behavioral outcomes.

The analysis of indirect effects further confirms the presence of multiple mediation pathways, including two- and three-segment relationships among latent variables, although not all paths achieve statistical significance. These findings underscore the importance of strengthening users' perceptions of privacy protection and fostering sustained usage behavior as strategic mechanisms to enhance customer loyalty in mobile banking contexts.

This study supports previous findings on the influence of digital culture on privacy perception. For example, Malhotra et al. (2004) showed that organizational culture affects individuals' perceptions of data

privacy. Davis (1989), in the Technology Acceptance Model (TAM), demonstrated that factors such as privacy perception can influence the intention to use technology. The negative effect of culture on the intention to use mobile banking is also supported by Venkatesh et al. (2003), who show that social norms and cultural values can be barriers to technology adoption. Hoffman et al. (2017) found that technology literacy increases users' understanding of privacy and reduces their concerns. Findings on the influence of privacy perception on loyalty in mobile banking are also supported by Sweeney et al. (1999), who showed that data privacy is a key factor in building user trust and loyalty. Oliver (1999) indicated that positive usage intentions affect user loyalty.

Implications in practice

The main implication of this research is the importance of paying attention to organizational culture in the implementation of technologies, such as mobile banking. A culture that supports technology adoption can enhance perceptions of privacy and data security; however, it can also become a barrier if it is not supportive. Therefore, companies should focus on building a culture that supports technology use, such as training and awareness campaigns to boost digital literacy and values that foster technology adoption.

The impact of technological literacy found in this study shows that users with high technological literacy tend to worry less about their privacy. This means that efforts to improve technological literacy, such as training and education, can help mitigate privacy and data-security concerns. However, technological literacy does not directly affect user loyalty; therefore, it is important to combine these efforts with other strategies such as improving perceptions of privacy and data security. Perceived privacy and data security have proven to have a significant positive impact on the intention to use mobile banking and user loyalty. Therefore, companies must ensure that their mobile banking systems have strong and transparent security features. This can be achieved through clear communication about the security measures undertaken as well as the implementation of trusted technologies to protect user data. Thus, companies can build user trust and increase loyalty. Finally, the intention to use mobile banking has a significant positive effect on usage loyalty. This means that the more frequently and intensively users use the system, the higher their loyalty. Therefore, companies should focus on increasing usage intensity by offering attractive features and good customer service. By increasing the usage intensity, companies can boost user loyalty and reduce the risk of churn.

This study has several limitations that need to be considered. First, it only involved a sample of students, which may not represent the general population of mobile banking users. This may limit the generalizability of the research findings to mobile banking users. Second, this study used quantitative survey methods, which may not capture the details and nuances of user experience in depth. This research also did not consider external factors, such as government regulations or technological developments, that may influence mobile banking adoption and loyalty. In addition, this study did not directly measure user behavior such as the frequency of mobile banking usage, which could provide further insights into user loyalty.

Future research should involve a more diverse sample, including mobile banking users from various demographic and geographic backgrounds, to improve the generalizability of the research findings. Qualitative research, such as in-depth interviews or case studies, can be used to uncover the details and nuances of user experiences. Additionally, future studies could consider external factors, such as government regulations and technological developments, as well as directly measure user behavior. Research can also explore the role of new technologies such as blockchain in enhancing security and data privacy in mobile banking. Finally, studies can investigate strategies that companies can use to increase user loyalty, such as loyalty programs or attractive features.

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