

# Elderly Consumers and Mobile Financial Services: Awareness, Adoption, And Barriers

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## Abstract:

Mobile financial services have gained significant importance in India due to rapid digitalization and the increasing use of smartphones. These services offer convenience, speed, and easy access to financial transactions. However, despite their benefits, the adoption of mobile financial services among elderly consumers remains limited. This study aims to examine the level of awareness, factors influencing adoption, and challenges faced by senior citizens while using mobile financial services. The research is based on primary data collected through a structured questionnaire and supported by secondary sources such as journals, reports, and websites. The findings reveal that limited digital literacy, lack of awareness, security concerns, language barriers, physical limitations, and lack of trust are the major factors affecting adoption among elderly consumers. The study highlights the need for user-friendly mobile financial service applications, better customer support, and digital training programs to promote financial inclusion among senior citizens.

**Keywords:** Mobile Financial Services, Elderly Consumers, Digital Literacy, Adoption, Security Concerns, Financial Inclusion

## Introduction:

With the introduction of mobile financial services like UPI, digital wallets, online payment systems, and mobile banking, the quick development of digital technology has completely changed the banking industry. These services eliminate the need for customers to visit bank branches by enabling them to conduct financial transactions at any time and from any location. Mobile financial services are now a commonplace aspect of daily life for younger generations and working professionals. However, because they have less exposure to smartphones and internet-based apps, senior citizens frequently find it difficult to adjust to these digital platforms, which results in a lower adoption rate than other age groups. Using mobile financial services presents a number of challenges for senior citizens. Major obstacles include a lack of digital literacy, a fear of making

mistakes, and worries about data security and online fraud. Many elderly people find it difficult to comprehend technical instructions or navigate complicated application interfaces. It can be challenging to use smartphones effectively due to physical limitations like poor vision, diminished motor skills, and memory problems. Because of this, they frequently rely on family members or bank employees for help, which diminishes their self-assurance and independence when managing money. Despite these difficulties, senior citizens can benefit greatly from mobile financial services if they are made in an easy-to-use and secure way. They can enhance their quality of life and save time and effort by having easy access to pensions, bill payments, fund transfers, and account monitoring from home. Therefore, it's critical to comprehend senior citizens' awareness, attitudes, and challenges when it comes to using mobile financial services.

This knowledge will assist banks and legislators in creating safe, inclusive, and user-friendly digital platforms that encourage financial independence and digital inclusion among senior citizens.

#### **Review of literature:**

**Jihyung Han and Daekyun Ko (2025)<sup>1</sup> “Mobile Financial Service Adoption Among Elderly Consumers: The Roles of Technology Anxiety, Familiarity, and Age”** The rapid growth of mobile financial services provides significant opportunities for enhancing digital financial inclusion among older adults. However, elderly consumers often lag in adoption and sustained usage due to psychological barriers (e.g., technology anxiety) and factors related to prior experience and comfort with technology (e.g., technology familiarity). This study investigates how technology anxiety and technology familiarity influence elderly consumers' continuance intention toward mobile banking, while examining age as a moderator by comparing younger older adults (aged 60–69) and older adults (aged 70+). Using data from an online survey of 488 elderly mobile banking users in South Korea, we conducted hierarchical regression analyses. The results show that technology anxiety negatively affects continuance intention, whereas technology familiarity positively enhances sustained usage.

**Farheen Najma B and Faseeha Begum (2023)<sup>2</sup> “Resistance to digital banking by senior citizens in India - A review”** The paper highlights the Barriers, challenges, and reasons for digital banking concerning senior citizens' reluctance across different Indian states and cities by reviewing the existing work done. This descriptive literature review is based on secondary data from published empirical studies, review papers and online articles. It was majorly found that the resistance was due to obsolescence, low confidence and no interest in becoming digitized, over-dependence on the younger generation, fear of welcoming a change, lack of awareness, and the bank's inability to develop user-friendly software for the elderly. Going digital is the order of the day, and digitization has entered every sector of the economy. Given the current times, staying away from technology will

make the condition of the elderly more vulnerable to their existence.

**Dr. Jaspreet Dahiya and Mrs. Seema (2022)<sup>3</sup> “A study on Digital Banking Problems Faced by Senior Citizens in Haryana”** Digital Banking is important method used in the global banking system. This paper presents an evaluation with the senior citizens who face many challenge while used digital banking with reference of Haryana state. 200 samples are collected from the senior citizens to study the problems faced by senior citizens while using digital banking, The study involved 12 questions to answer by the participants. 182 respondents gives their response out of 200. Our qualitative findings revealed that elders faced problems in digital banking.

#### **Statement of the problem:**

Mobile financial services have become a major challenge for senior citizens due to their limited knowledge and digital skills. Many elderly users depend on external assistance to manage their accounts, as bank staff are often unavailable to provide proper guidance. Language barriers also restrict usage, since most mobile financial services support only English and Hindi. As a result, some senior citizens share their account details and ATM cards with others, increasing the risk of fraud, theft, and account hacking, which creates fear and insecurity. Although mobile financial services in India offer convenience and accessibility, their adoption among elderly consumers remains low due to poor digital literacy, lack of awareness, security concerns, complex applications, physical limitations, and lack of trust. These issues highlight the need to promote safe, simple, and inclusive mobile financial services for senior citizens.

#### **Objective of the study:**

- To study the level of awareness of mobile financial services among elderly consumers in India.
- To examine the key factors influencing elderly consumers while using mobile financial services.
- To identify the problems and challenges faced by elderly consumers in adopting mobile financial services.

## Research Methodology

### Research Design:

The study is descriptive in nature and aims to understand the awareness, adoption, and challenges of mobile financial services among elderly consumers.

### Source of Data:

- **Primary Data:** Collected through a structured questionnaire administered to senior citizens.

- **Secondary Data:** Collected from books, journals, research articles, reports, websites, and government publications related to mobile financial services.

### Sample Size:

The study is based on 100 sample of elderly consumers selected for the survey.

### Sampling Technique:

Convenience sampling method is used to select respondents due to ease of access.

The data collection period from **November 2025 to January 2026**.

## Data Analysis & Interpretation

**TABLE NO :1**  
**Personal Outline of The Respondent**

Personal Profile	Particular	No of Respondent s	Percent
Gender	Men	60	60
	Women	40	40
Age	60–70	41	40
	71–80	46	46
	81 and above	13	13
Educational Qualification	Undergraduate	17	17
	Postgraduate	13	13
	Professional qualification	10	10
	Others	60	60
Income of the respondents	below 1,00,000	40	40
	1,00,000-2,00,000	17	17
	2,00,000-5,00,000	15	15
	above 5,00,000	12	12
	cannot share	9	9
	not applicable	7	7
Freq. of Mobile Banking Usage	4–6 times a week	50	50
	1–3 times a week	20	20
	1–3 times a month	20	20
	Less than once every three months	10	10
Num. of Mobile Banking Apps Installed on Device	1–2 apps	10	10
	3–4 apps	30	30
	5+ apps	60	60

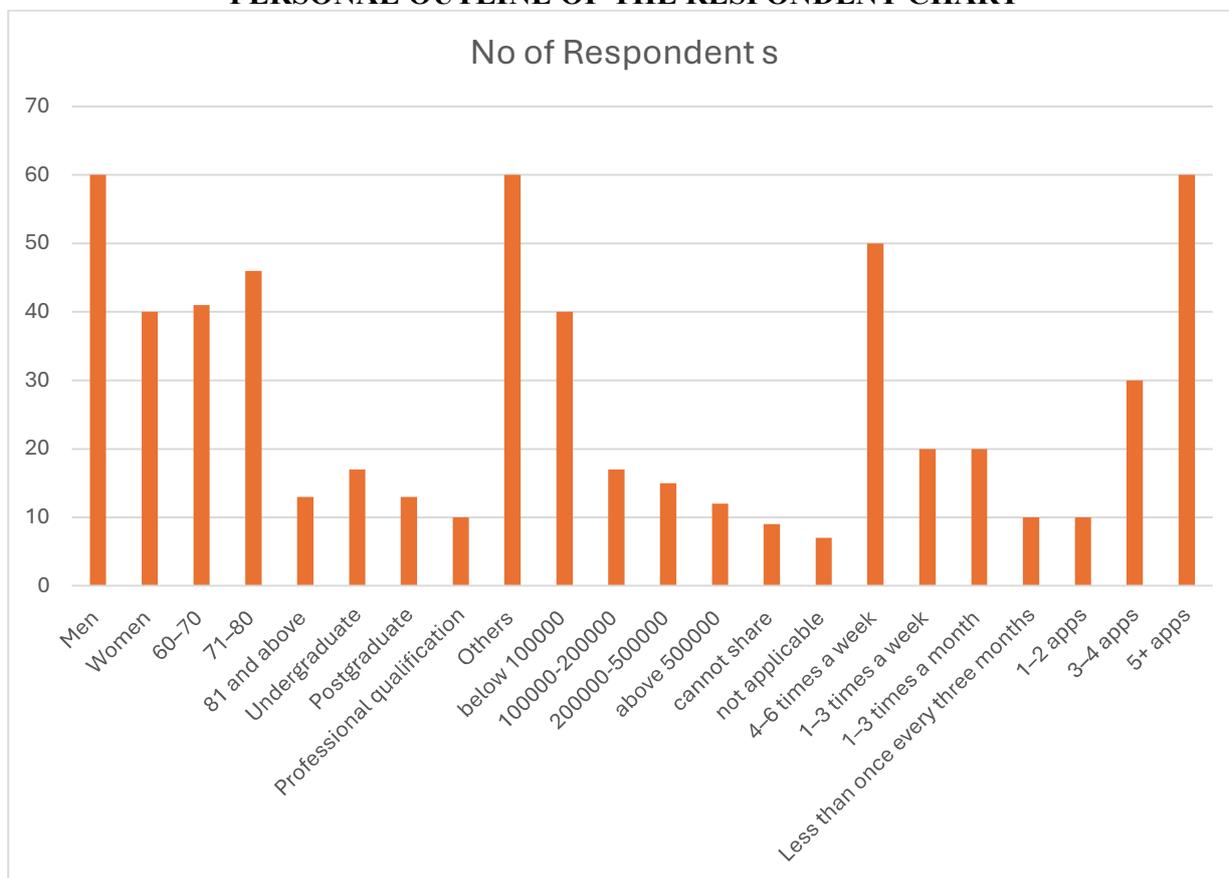
Source: Primary Data

### Interpretation

The table shows that most respondents are men (60%). A majority belong to the 71–80 years age group (46%), followed by 60–70 years (40%). Most respondents fall under the “others” category in educational qualification (60%) In terms of income, the largest share earns below ₹1,00,000 (40%). Regarding mobile banking usage,

half of the respondents (50%) use mobile banking 4–6 times a week. Most respondents (60%) have five or more mobile banking apps installed, indicating high usage and familiarity with mobile banking services.

**CHART NO: 01**  
**PERSONAL OUTLINE OF THE RESPONDENT CHART**



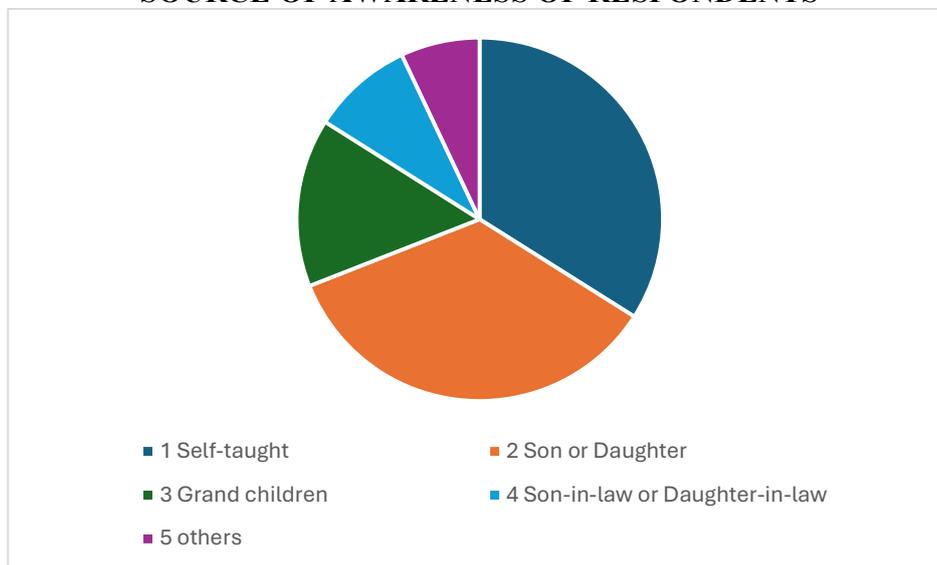
**TABLE NO: 2**  
**SOURCE OF AWARENESS OF RESPONDENTS**

S.No	Source of awareness	Number	Percentage
1	Self-taught	34	34
2	Son or Daughter	35	35
3	Grand children	15	15
4	Son-in-law or Daughter-in-law	9	9
5	others	7	7

Source: Primary Data

The above table reveals that, 34% of the respondents have come to have the Awareness by themselves, 35% of the respondents from their children, 15% of the respondents came to know through their grandchildren, 9% of the respondents through their son or daughter in law and 7% through others.

**CHART NO: 02**  
**SOURCE OF AWARENESS OF RESPONDENTS**



**TABLE NO: 3**  
**FRIEDMAN RANKING ANALYSIS**  
 Key reasons for not using digital services

S.No	Reasons for not using digital services	Mean Rank	Rank
1	Children don't have time	4.79	7
2	Lack of trust in online services	4.45	3
3	Fear of making mistakes	4.40	2
4	No access to proper devices or internet	4.51	4
5	Children lose patience while teaching	4.57	5
6	Grandchildren don't have time	4.83	9
7	Don't want to be dependent on anyone	4.70	8
8	Difficulty understanding technology	4.35	1
9	No other person to learn from	4.65	6
10	Prefer traditional (offline) methods	4.87	10

Source: Primary Data

The data evidently shows that difficulty understanding technology is the major reason for not using digital services, which is ranked first with the highest mean score. Fear of making mistakes

and lack of trust in online services are the next most significant barriers. Limited access to proper devices or internet also plays an important role. Dependence on family members is evident, as

children and grandchildren lose patience while teaching and there no other person to learn from which is ranked moderately. Time constraints of children and grandchildren have a lower impact. Unwillingness to depend on others shows a moderate influence. Preference for traditional offline methods is the least significant reason for not using the digital services.

### **Suggestion:**

To improve the adoption of mobile financial services among senior citizens, banks and financial institutions should organize regular digital literacy and awareness programs that focus on basic smartphone usage, safe online practices, and step-by-step guidance for using mobile banking applications. Mobile apps should be redesigned with simple layouts, larger fonts, voice instructions, and regional language options to make them more user-friendly for elderly users. Strengthening security features and educating senior citizens about fraud prevention, such as not sharing OTPs or passwords, can help reduce fear and build trust in digital transactions. In addition, dedicated customer support through special help desks, toll-free helplines, and in-branch assistance should be provided to address their doubts and problems. Support from family members and community volunteers can also play an important role in encouraging confidence and independent use of mobile financial services.

### **Conclusion:**

The study on “Senior Citizens in Adopting Mobile Financial Services” reveals that although mobile banking offers convenience and accessibility, its usage among elderly people is still limited due to lack of digital skills, security concerns, physical difficulties, and complex application designs. The comparison tables and graphs show clear differences in usage patterns based on age, education, and awareness levels. Photographic evidence and visual data further support the finding that many senior citizens depend on others for digital transactions. However, with proper training, simplified technology, and strong customer support, senior citizens can effectively use

mobile financial services and enjoy greater financial independence. Therefore, banks, policymakers, and technology developers must work together to create inclusive and secure digital platforms. By addressing their problems and needs, mobile financial services can become a reliable and comfortable option for senior citizens, promoting digital inclusion and improving their quality of life.

### **Reference:**

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