

THE IMPACT OF MOBILE APPS ON FINANCIAL DECISION - MAKING



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1 MOTIVATION

- Financial education is key to avoiding debt, lack of savings, and fraud, enabling more effective personal finance management (Hadar et al., 2013).
- Companies use the mobile channel to reach consumers in a personalized way, enhancing their commercial experience (Narang & Shankar, 2019).
- Although apps have been widely studied in commerce and marketing, their impact on financial decisions remains unexplored (Gu & Kanan, 2021)

2 METHODS

Database panel of a Spanish financial entity with 50.000 clients during 2015-2020

Estimation procedure: Ordinary Least Squares (OLS) estimates and difference-in-differences with matching methods will be conducted to observe whether there are differences between app adopters and not adopters.

Variables:

- Dependent variables: irregular situation, overdraft, debt and savings
- Independent variables: Adoption if the banks mobile app (yes or not)
- Intermediate variables: Use of other channels (physical, variety of channels, nº interactions) and performed transactions.

3 OBJECTIVES

- Evaluate the impact of adopting or not adopting a mobile application on various financial decisions related to debt and savings.
- This study aims to explore the intermediate effect of using other physical channels (such as ATMs and teller services) and the type of transactions performed (such as financial and non-financial transactions).

4 MAIN RESULTS

How the financial decisions of customers with a similar profile (same characteristics) are influenced differently depending on whether they adopt and use the mobile application or not.

- Users who adopt the application use a greater variety of channels (ATM, teller, etc.).
- Users who adopt the application tend to spend more money overall.
- Adopting the application reduces the likelihood of falling into an irregular financial situation (loan default, arrears, suspension, litigation, etc.).

MAIN REFERENCES

Gu, X., & Kannan, P. K. (2021). The Dark Side of Mobile App Adoption: Examining the Impact on Customers' Multichannel Purchase. *Journal of Marketing Research*

Hadar, L., Sood, S., & Fox, C. R. (2013). Subjective Knowledge in Consumer Financial Decisions. *Journal of Marketing Research*

Narang, U., & Shankar, V. (2019). Mobile app introduction and online and offline purchases and product returns. *Marketing Science*, 38(5), 756-772. arius aliquet. Suspendisse ut dapibus elit. Quisque blandit ante et velit rhoncus, ac iaculis mi