



The Impact of Mobile Financial Services on Visiting a Branch: The case of the United States

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A B S T R A C T

This study uses the data of the 2016 Surveys of Consumers' Use of Mobile Financial Services that were conducted by the US Federal Reserve, to investigate the effects of using mobile financial services on the probability of visiting a branch. A logit model yields the following findings. Firstly, the relationships of mobile banking usage with the probability of visiting a branch is weakly substitutional, and mobile payment usage is irrelevant to this probability. Secondly, the older the survey respondents are, the more likely they visit a branch. Thirdly, mobile payment services provided by nonfinancial institutions have insignificant effects on the probability of using a branch. Our findings contradict the hypothesis about disintermediation in financial technology (FinTech).

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