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Factors Affecting Deposit Mobilization of Commercial Bank in Nepal

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Abstract

Deposit Mobilization is a fundamental function of commercial banks that supports financial intermediation promotes capital formation and contributes to national economic growth. This study was done to investigates the factors affecting deposit mobilization among commercial banks in Nepal over a ten-year period (FY 2012/13-2021/22). A descriptive and analytical research design was adopted for the study. The total population comprised 20 commercial banks operating in Nepal (Nepal Rastra Bank, 2023). Among them, a sample of 12 major commercial banks was selected using purposive sampling techniques, ensuring representing different ownership and operational categories. Primary data were collected through structured questionnaires distributed to bank officials and employees in the same banks to capture qualitative insights regarding deposit mobilization strategies. This study utilized secondary data obtained from annual reports of the selected banks, publications of Nepal Rastra Banks, and data. From the world Bank. Descriptive statistics ratio analysis, correlation and regression model were applied to examine the relationship between deposit mobilization and its determinants; return on assets (ROA), loan to deposit ratio (LTD), capital adequacy (CA), inflation (INF) and gross domestic product (GDP). The Findings revealed to ROA, LTD, CA have a positive but statistically insignificant impact on deposit mobilization, whereas macroeconomic variables such as inflation and GDP exert a significant negative influence. These results suggest that internal

Keywords
Capital adequacy
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financial performance indicators alone are insufficient to enhance deposit growth without stable macroeconomic conditions. Therefore, policies promoting low inflation, sustainable economic growth, and strengthened banking confidence are crucial for improving deposit mobilization and ensuring financial stability in Nepal. The findings of this study have important implication for policymakers, banking institutions, and regulators such as the Nepal Rastra Bank.

DEPOSIT MOBILIZATION REPRESENT a crucial function of commercial banks, forming the foundation of the banking system and overall economic stability (Shrestha, 2019). This study examines the key determinants of deposit mobilization in commercial bank in Nepal, focusing on the impact of macroeconomic factors such as inflation, economic growth, and interest rates, as well as return on assets, loan to deposit ratio, capital adequacy, to assess their role in strengthening the banking system and ensuring overall economic stability. It involves the accumulation of funds from individuals and institutions and channelling them into productive investments through loans and credits thereby facilitating capital formation and economic development (Khanal & Sharma, 2020). In developing economic such as Nepal, were domestic saving and capital resources are limited, efficient mobilization of deposits is fundamental for sustaining growth and maintaining financial stability (Nepal Rastra Bank, 2023).

Commercial bank in Nepal have made considerable progress in expanding their deposit base by increasing branch networks, adopting digital banking systems, providing competitive interest rates, and enhancing customer service quality (Adhikari, 2022). Nevertheless, the process of deposit mobilization remains affected by several internal and external factors, including interest rate structures, income level, accessibility of banking services, public trust, and macroeconomic stability (Bhatta & Poudel, 2021). Recognizing these determinants is vital for banks to frame effective policies and strategies aimed at attracting and retaining deposits.

The research problem of this study focuses on the limited understanding of factor affecting deposit mobilization in Nepalese commercial banks, including both internal financial performance indicators (Nepal Rastra Bank, 2023). The rationale of this study lies in its potential to provide valuable insights for policymakers, regulators, and banking institutions by identifying the key drivers of deposit mobilization, thereby supporting evidence-based policy formulation and strategic decision-making,

Therefore, the primary objective of this study is to examine and analyse the major factors influencing deposit mobilization in commercial banks of Nepal and to explore the relationship between those dependent and independent factors and the overall growth of deposits using statistical tools such as correlation and regression analysis based on secondary data, which helps to measure the direction, strength and significance of the impact of selected variables on deposit mobilization. However, the study is subject to certain limitations, including reliance on secondary data sources, a restricted sample of selected commercial banks, and the exclusion of behavioural and qualitative factors that may also influence deposit mobilization.

Research Methods

The study adopts a descriptive and analytical research design to explore the factors influencing deposit mobilization among commercial banks in Nepal. The descriptive design helps to outline the present situation and tread of deposit growth, whereas the analytical approach facilitates examination of relationships among the key variables through statistical tools (Joshi & Gautam, 2021).

According to Nepal Rastra Bank, 2023, there are 20 commercial banks operating under the regulation of Nepal Rastra Bank (NRB). Since the total population is small and the study only focus on commercial bank of Nepal. For this study the entire group of commercial banks was considered the population, from which 12 representative banks were selected purposively as the sample, namely Everest Bank Limited (EBL), Standard Chartered Bank (SBL), Agriculture Development Bank Limited (ADBL), NIC Bank limited (NIC), Kumari Bank Limited (KBL), Laxmi Bank Limited (LBL), Nabil Bank Limited (NABIL) and Machhapuchchhre Bank Limited (MBL) based on market coverage, financial data availability, and operational consistency (NRB, 2023). This purposive sampling approach enables a balanced representation of both large and medium-sized banks, allowing meaningful comparisons and generalizations (Thapa, 2019).

The sample banks were analysed for a ten-year period (fiscal year 2011/12 to 2021/22), allowing the identification of long -term trends and relationship between deposit mobilization and financial performance indicators.

The study relies on both primary and secondary sources of information. Primary data were collected through structured questionnaires distributed to bank officials and employees in the same banks to capture qualitative insights regarding deposit mobilization strategies. Secondary data were derived from the annual reports of the selected commercial banks, publications of the Nepal Rastra Bank, and other reliable sources such as economic journals, bulletins, and relevant institutional libraries (Adhikari, 2022).

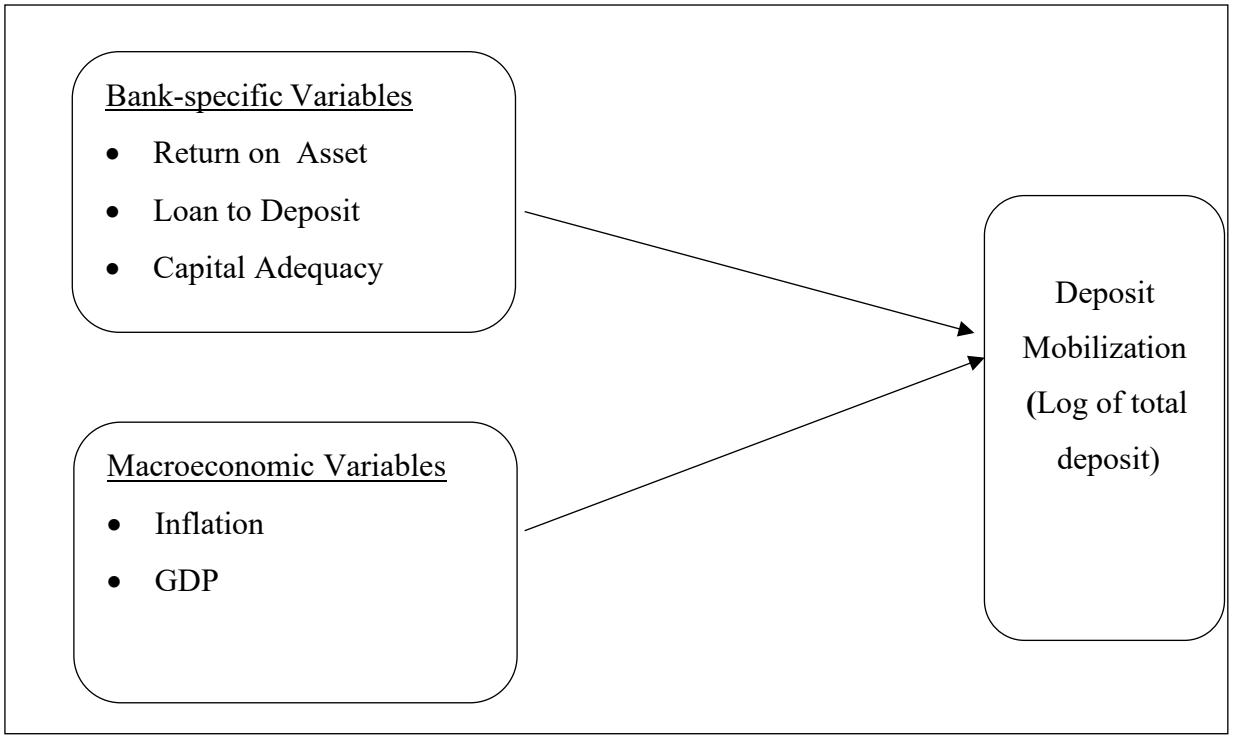
All data were systematically compiled, tabulated, and organized in time series format to ensure accuracy and alignment with the study objectives. To meet the study's objectives, both financial and statistical analysis tools were used. Quantitative data were processed using Microsoft Excel and SPSS software for descriptive and inferential analysis (Paudel, 2022). The study utilized percentage change, trend analysis, coefficient of correlation, and least square methods to determine relationship between deposit levels and influencing variables.

The conceptual framework for this study is structured around two categories of variables: bank-specific i.e. return on asset, loan to deposit, capital adequacy and macroeconomic i.e. inflation and GDP determinates influencing deposit mobilization.

The framework assumes that variations in both bank-specific and macroeconomic factors collectively determine the efficiency and volume of deposit mobilization among commercial banks in Nepal.

Figure 1

Research Framework



Note. Compiled from literature review.

Results and Discussion

Deposit Mobilization

Deposit mobilization represents a crucial function of the banking system, reflecting a bank's capacity to attract and retain customer deposits. Table 1 illustrates the deposit mobilization trends across twelve commercial banks from fiscal years 2012/13 to 2021/22. The data show that Nabil Bank Limited (NABIL) recorded the highest average deposit mobilization (2.24), demonstrating its strong ability to attract customer deposits. Conversely, Kumari Bank Limited (KBL) had the lowest average deposit mobilization (1.16) implying a smaller customer base or conservative business approach.

Agriculture Development Bank Limited (ADB) display the highest standard deviation in deposit mobilization, indicating greater volatility over time, possibly due to fluctuation in customer confidence or seasonal lending activities. In contrast, Siddhartha Bank Limited (SBL) and NMB Bank Limited (NMB) maintained more consistent deposit growth, reflecting stable customer retention strategies.

These findings align with the conclusions of Shrestha (2020), who suggested that deposit mobilization is directly influenced by public confidence and bank reputation.

Table 1

Deposit Mobilization

Banks													
Fiscal Year	EBL	SCB	NSBI	NMB	HBL	SBL	ADB	NIC	KBL	LBL	NABIL	MBL	Overall
2012/13	24.78	24.40	24.80	23.82	24.69	24.07	24.72	24.41	23.95	23.98	24.87	24.02	24.38
2013/14	24.85	24.56	24.72	23.99	24.89	24.29	24.91	24.53	24.04	24.14	25.05	24.34	24.53
2014/15	25.14	24.77	24.67	24.29	25.02	24.52	25.07	24.70	24.23	24.42	25.37	24.51	24.73
2015/16	25.24	24.74	24.90	24.87	25.19	24.90	25.19	24.96	24.18	24.61	25.43	24.68	24.91
2016/17	25.27	24.81	25.12	25.00	25.25	24.99	25.32	25.10	24.59	24.79	25.49	24.79	25.04
2017/18	25.47	24.93	25.16	25.15	25.32	25.27	25.37	25.66	24.81	24.91	25.63	24.99	25.22
2018/19	25.59	25.05	25.31	25.29	25.42	25.47	25.50	25.87	25.02	25.11	25.82	25.17	25.38
2019/20	25.69	25.28	25.43	25.60	25.55	25.66	25.69	26.03	25.48	25.31	25.97	25.37	25.59
2020/21	25.80	25.20	25.39	25.83	25.67	25.92	25.82	26.38	25.71	25.46	26.13	25.60	25.74
2021/22	25.88	25.26	25.51	25.94	25.85	25.98	25.84	26.39	25.90	25.66	26.51	25.70	25.87
Average	1.73	2.10	1.43	1.46	1.72	1.46	2.22	1.40	1.16	1.33	2.24	1.23	
SD	0.45	0.46	0.38	0.23	0.36	0.19	0.66	0.26	0.23	0.23	0.60	0.38	

Note : Annual Reports of Sample Bank

Return on assets (ROA)

Return to Assets (ROA) serves as an indicator of a bank's profitability relative to its total assets, reflecting managerial efficiency in utilizing resources (Rose & Hudgins, 2018). As shown in the Table 2, NABIL achieves the highest average ROA (2.24%), suggesting efficient asset management and strong financial performance. Conversely, KBL exhibited the lowest average ROA (1.16%), indicating potential inefficiencies or less effective assets utilization strategies.

ADB's ROA had the highest standard deviation (0.66%), suggesting fluctuations in profitability due to changing asset management policies or external economic influences. In contrast, SBL showed the lowest standard deviation (0.19%), implying consistent financial performance. These results are consistent with Pandey and Dhakal (2021), who reported that well capitalized bank tend to achieve higher ROA through efficient asset utilization and sound credit management.

Table 2

Return on Assets (ROA) (in %)

Banks FiscalYear	EBL	SCB	NSBI	NMB	HBL	SBL	ADB	NIC	KBL	LBL	NABIL	MBL
2012/13	2.39	2.67	1.19	1.43	1.30	1.43	2.97	1.78	1.03	1.50	3.25	0.49
2013/14	2.25	2.51	1.50	1.36	1.34	1.74	1.76	1.71	1.10	1.47	2.89	1.12
2014/15	1.85	1.99	1.64	1.21	1.94	1.51	3.12	1.21	1.06	1.04	2.06	1.26
2015/16	1.59	1.98	1.59	1.49	2.03	1.69	2.32	1.51	1.69	1.35	2.32	1.51
2016/17	1.83	1.84	1.57	1.69	2.19	1.53	2.15	1.64	1.29	1.52	2.69	1.89
2017/18	1.97	2.61	1.97	1.80	1.67	1.59	2.71	0.97	1.26	1.55	2.61	1.47
2018/19	1.94	2.61	1.94	1.83	2.21	1.49	2.77	1.56	1.17	1.66	2.11	1.61
2019/20	1.42	1.71	1.17	1.09	1.79	1.26	1.86	1.32	0.76	1.20	1.58	1.02
2020/21	0.89	1.22	0.70	1.32	1.68	1.25	1.59	1.09	1.04	1.12	1.71	1.02
2021/22	1.13	1.83	1.07	1.35	1.09	1.10	0.90	1.20	1.22	0.93	1.20	0.94
Average	1.73	2.10	1.43	1.46	1.72	1.46	2.22	1.40	1.16	1.33	2.24	1.23
SD	0.45	0.46	0.38	0.23	0.36	0.19	0.66	0.26	0.23	0.23	0.60	0.38

Note : Annual Reports of Sample Banks

Loan to Deposit Ratio (LTD)

The Loan to Deposit Ratio (LTD) reflects the proportion of deposits utilized for lending and serves as a proxy for a banks liquidity and credit risk exposure (Mishkin & Eakins, 2015) Table 3 shows that ADB recorded the highest average LTD (92.59%), signifying a relatively aggressive lending approach. This could indicate efficient loan utilization but also suggests increased liquidity risk. In contrast, Standard Chartered Bank Limited (SCB) had the lowest LTD (66.56%), implying a more conservative lending policy and greater liquidity reserve.

NSBL showed the highest standard deviation (13.80%), indicating fluctuating lending policies, while NIC Asia Bank Limited maintained a stable LTD trend (SD = 4.66%).

These outcomes align with Sharma (2019), who argued that a balanced LTD ratio enhances both liquidity and profitability, but excessive lending may heighten default risk.

Table 3

Loan to Deposit (LTD) (in %)

Banks												
Fiscal Y.	EBL	SCB	NSBI	NMB	HBL	SBL	ADB	NIC	KBL	LBL	NABIL	MBL
2012/13	75.18	57.84	48.69	74.33	74.85	81.31	91.20	79.08	76.50	75.92	73.02	77.99
2013/14	76.60	56.11	64.74	77.90	70.07	76.77	86.78	80.75	79.40	74.70	72.56	78.24
2014/15	65.57	48.32	77.44	77.17	72.72	81.26	89.02	78.81	78.53	77.61	63.01	77.50
2015/16	75.87	56.17	72.03	84.21	77.57	85.28	90.96	84.12	93.90	82.64	69.02	83.45
2016/17	83.95	67.08	79.34	85.40	84.26	93.92	93.64	90.41	93.72	89.20	78.74	87.27
2017/18	81.53	69.63	89.32	89.57	87.04	91.01	96.46	86.30	104.75	93.79	84.28	90.26
2018/19	86.45	73.46	90.51	94.99	89.11	94.11	93.16	87.21	103.90	95.30	81.96	91.01
2019/20	82.95	59.92	85.50	91.40	85.20	91.38	85.63	85.75	98.26	91.53	80.65	91.26
2020/21	84.37	81.62	95.58	94.97	93.67	90.98	92.57	91.65	98.07	94.66	92.46	89.11
2021/22	89.76	95.40	92.37	97.86	92.02	96.58	106.51	91.94	89.61	95.12	95.20	90.45
Average	80.22	66.56	79.55	86.78	82.65	88.26	92.59	85.60	91.66	87.05	79.09	85.66
SD	6.65	13.36	13.80	7.88	7.89	6.31	5.57	4.66	9.86	8.04	9.57	5.51

Note : Annual Reports of Sample Banks

Capital Adequacy (CA)

Capital adequacy assesses a bank's financial strength and resilience against potential losses. As Table 4 shows, ADB had the highest average CA (17.85%), indicating a strong capital base and robust risk absorption capacity. In contrast, Everest Bank Limited (EBL) reported the lowest average CA (12.93%), suggesting a need for capital strengthening to meet regulatory benchmarks set by Nepal Rastra Bank (NRB).

SCB exhibited the highest CA volatility (SD = 3.48%), likely due to fluctuations in asset portfolios or policy adjustments, while SBL and Laxmi Bank Limited (LBL) displayed the most stable CA ratios (SD = 0.79%). These Findings support the argument by Berger (1995) that well-capitalized banks exhibit greater financial stability and investor confidence.

Table 4

Capital Adequacy (CA) (in %)

Banks												
Fiscal Y.	EBL	SCB	NSBI	NMB	HBL	SBL	ADB	NIC	KBL	LBL	NABIL	MBL
2012/13	11.59	12.54	12.39	11.74	11.23	11.80	16.34	13.17	12.17	12.23	11.59	12.54
2013/14	11.31	12.27	13.28	10.75	11.14	11.39	14.93	14.05	11.81	11.91	11.24	10.63
2014/15	13.33	13.10	14.03	11.13	10.84	11.10	17.16	12.49	10.84	10.81	11.57	12.24
2015/16	12.66	16.38	13.49	10.98	12.15	11.25	17.18	12.44	11.69	11.15	11.73	12.36
2016/17	14.69	21.08	15.71	13.61	12.15	12.47	20.41	13.83	14.50	13.58	12.90	16.82
2017/18	14.20	22.99	15.15	15.75	12.46	12.12	20.33	12.24	13.36	12.43	13.00	15.36
2018/19	13.74	19.69	14.12	15.45	12.60	12.70	20.37	13.32	11.75	11.83	12.50	12.79
2019/20	13.38	18.51	15.55	15.08	14.89	13.17	19.29	13.50	15.35	13.02	13.07	13.02
2020/21	12.48	17.17	13.86	15.08	13.89	13.36	16.94	12.47	13.71	12.15	12.77	12.06
2021/22	11.89	15.95	13.25	13.59	11.75	13.00	15.59	13.38	12.63	12.75	13.09	13.36
Average	12.93	16.97	14.08	13.32	12.31	12.24	17.85	13.09	12.78	12.19	12.35	13.12
SD	1.07	3.48	1.03	1.90	1.20	0.79	1.97	0.61	1.35	0.79	0.69	1.67

Note. Annual report of Sample Banks

Macroeconomic Indicators (Inflation and GDP)

Table 5 shows that GDP growth at 8.97% in FY 2016/17, indicating strong economic performance, while the lowest GDP growth (-2.36%) occurred in FY 2019/20, largely due to the global economic slowdown. Inflation rates were highest in FY 2012/13 (9.45%) and lowest in FY 2017/18 (3.62%), reflecting improved price stability in the latter period (World Bank, 2023).

These findings imply that favourable macroeconomic conditions enhance deposit growth and banking performance, aligning with the observation of Gyawali and Neupane (2022), who found that GDP expansion positively correlates with financial deepening in Nepal.

Table 5

Inflation Rate (%) and GDP

Fiscal Year	GDP Growth (GDP)	Inflation (In)
2012/13	3.52	9.45
2013/14	6.01	9.04
2014/15	3.97	8.36
2015/16	0.43	7.86
2016/17	8.97	8.79
2017/18	7.62	3.62
2018/19	6.65	4.06
2019/20	-2.36	5.56
2020/21	4.24	5.05
2021/22	5.8	4.08

Note. The World Bank

Descriptive and correlation Analysis

Table 6 show that average deposit mobilization was 25.13 with minimal deviation (SD=0.57), suggesting stability in deposit trends. ROA averaged 1.62% indicating moderate profitability, while LTD averaged 83.80% signifying a balanced lending deposit structure.

Table 6

Descriptive Statistics of Study Variables

	N	Minimum	Maximum	Mean	Std. Deviation
DM	120	23.82	26.51	25.13	0.57
ROA	120	0.49	3.25	1.62	0.54
LTD	120	48.32	106.51	83.80	11.04
CA	120	10.63	22.99	13.60	2.39
INF	120	3.62	9.45	6.58	2.21
GDP	120	-2.36	8.97	4.48	3.22

Note. Field Survey

Table 7 revealed a significant positive relationship between LTD and DM ($r = 0.460$, $p < 0.01$), and between CA and DM ($r = 0.210$, $p < 0.05$). Conversely, Inflation (INF) and DM exhibited a negative significant correlation ($r = -0.710$, $p < 0.01$), indicating that rising inflation dampens deposit

mobilization. ROA and GDP showed weak or insignificant correlations with DM. These findings are consistent with previous studies (e.g., Baral, 2021; Pandey, 2020) highlighting the influence of macroeconomic and internal factor on banking efficiency.

Table 7

Correlations Analysis

		ROA	LDR	CAR	INF	GDP	DM
ROA	Pearson Correlation	1	-0.292**	0.335**	0.173	0.175	-0.078
LTD	Pearson Correlation		1	0.105	-0.582**	0.150	0.460**
CA	Pearson Correlation			1	-0.256**	0.085	0.210*
INF	Pearson Correlation				1	-0.083	-0.710**
GDP	Pearson Correlation					1	-0.052
DM	Pearson Correlation						1

Note. **. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Regression Analysis

Table 8 indicate R^2 which explains how much of the variation in deposit mobilization can be explained by the independent variables in the model. Here 53% of the variance in deposit mobilization is explained by the combined effects of ROA, LTD, CA, INF and GDP ($R^2 = 0.530$, Adjusted $R^2 = 0.509$) and the remaining 47% is influenced by other factors not including in the model (like market competition, banking policies, customer behavior, etc. The table 8 shows the R value which measure the strength and direction of the linear relationship between the observed dependent variable and the predicted value from the independent variables. Since R=0.728, this indicated a strong positive correlation between the independent and deposit mobilization, suggesting that improvements in financial performance, capital adequacy, and macroeconomic stability contribute to higher deposit accumulation. These findings align with Bhattarai (2019), who noted that profitability and macroeconomic growth collectively drive financial sector expansion in Nepal.

Table 9 shows the F-statistic ($F = 25.72$, $p < 0.05$) which confirms the model's statistical significance, implying that these variables jointly influence deposit mobilization.

Table 8

Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	0.728[a]	0.530	0.509	0.40392

Note. Predictors: (Constant), GDP, INF, ROA, CA, LTD.

Table 9 shows that the regression model predicting deposit mobilization from GDP, Inflation, ROA, capital adequacy and loan-to-deposit ratio is statistically significant ($F=25.720$, $p<0.001$). This indicates collectively that these variables explain a significant portion of the variation in deposit mobilization, confirming that the model provides a meaningful fit to the data.

Table 9

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.981	5	4.196	25.720	0.000[b]
	Residual	18.599	114	0.163		
Total		39.580	119			

Note. Dependent Variable: DM. Predictors: (Constant), GDP, INF, ROA, CA, LTR.

Table 10 shows the regression coefficients results indicate that bank-specific variable namely, ROA, LDR and CAR have positive but statistically insignificant effects on deposit mobilization ($p>0.05$), suggesting that internal financial performance along does not significantly influence deposit growth. In contrast, macroeconomic factor specially INF and GDP had exhibited significant negative effect ($p<0.05$) with inflation showing the strongest impact (Beta= -0.666). These results imply that deposit mobilization in Nepalese commercial bank is more sensitive to macroeconomic conditions than to internal financial indicators.

Table 10

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	25.678	0.527		48.688	0.000
	ROA	0.102	0.080	0.096	1.276	0.205
	LDR	0.006	0.004	0.121	1.461	0.147
	CAR	0.002	0.017	0.007	0.093	0.926
	INF	-0.173	0.021	-0.666	-8.146	0.000
	GDP	-0.025	0.012	-0.142	-2.134	0.035

Note. Dependent Variable: DM

Conclusion

The finding of the study indicated that the bank- specific variables namely return on assets (ROA), loan -to-deposit ratio (LTD), and capital adequacy (CA) had a positive but statistically insignificant effect on deposit mobilization. In contrast, the macroeconomic indicators, specifically inflation (INF) and gross domestic product (GDP) exhibited a negative and statistically significant relationship with deposit mobilization.

These results align with research purpose, findings, theoretical expectations and provides empirical evidence. When inflation rises, the purchasing power of money declines, leading individuals and business to allocate more fund towards consumption and operational costs rather than savings. Consequently, higher inflation discourages saving behaviour, reducing the overall level of deposits in the banking system. Similarly, during period of economic slowdown, both households and enterprises tend to become more cautions, resulting in lower deposit inflows and constrained liquidity within banks.

In conclusion, the study has important implications for policymakers, banking institutions and regulators such as Nepal Rastra bank, emphasizing the need of policies that promote low inflation, sustainable economic growth and strengthened public confidence in the banking system. For future research, studies could incorporate additional variables such as market competition, technological adoption, customer behaviour and banking innovations to better understand the deposit mobilization and enhance predictive accuracy.

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