

Factors affecting for customer adoption to internet banking: A study of state owned Banks in Anuradhapura City

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Abstract

The rapid growth and diffusion of the internet and the advancement of information and communication technologies have an immense effect on most organizations especially banks. Internet banking is a result of the technology advancement and is the novel delivery channel for banking services. It helps to perform banking transactions via the internet more quickly and effectively rather than traditional banking mechanism. However, most of the Sri Lankan customers still stay at bank counters for various transactions. They reluctant take advantages of internet banking facilities. Thus, the purpose of this study is to investigate “what are the factors affecting for customer adoption of internet banking in state owned banks in Anuradhapura city?” The conceptual framework was developed using the Theory of Planned Behavior which mainly includes attitudes, subjective norms and perceived behavioural control. A structured questionnaire was administered to gather the primary data from a sample of 100 state banks customers selected through convenience sampling method. Descriptive analysis was used to identify the sample attributes and correlation analysis and regression analysis were also performed to determine the relationship between all the independent variables and dependent variable. Results of the correlation and regression analysis reveal that attitude, subjective norms and perceived behavioural control have positive relationships with customer adoption of internet banking. Results further, indicate that perceived behavioural control is a key predictor of adoption to internet banking. Therefore, banks should consider these factors in promoting internet banking among their customers.

Keywords: *Attitudes, customer adoption, internet banking, perceived behavioural control, subjective norms.*