

FACTORS AFFECTING THE MOBILE BANKING APPLICATION USAGE AMONG ADULTS IN THAMPALA VILLAGE, SRI LANKA

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INTRODUCTION

Mobile banking has become more conducive to many individuals with the rapid development of Information and Communication Technology (ICT) and mobile and smartphones, allowing people to transact anywhere and anytime via mobile banking (Govender & Sihlali, 2014). Although rapid advancement in Information Technology (IT) has increased interest in mobile banking application usage among society, some people are still used to traditional banking activities.

The Technology Acceptance Model (TAM) by Davis (1986) is used in numerous studies to examine the factors affecting people's use and acceptance of new technology. The Theory of Reasoned Action, or TRA, which Fishbein developed in 1967, is fundamentally the basis of TAM. Perceived Ease of Use (PEOU) and Perceived Usefulness (PU), according to TRA, are the variables that determine a person's perspective toward his willingness to use technology, wherein intention primarily serves as a mediator in using the system. However, TAM does not consider economic, demographic, or external factors, which have limited the effectiveness of this model in predicting a person's attitude and intention toward the adoption and acceptance of mobile banking (Rajaratnam, 2020).

Considering all the factors, the problem statement of this study will address why the elderly have not accepted mobile banking and how the factors influence their use of mobile banking applications in Thampala.

METHODOLOGY

Table 1

Research Methodology

Items	Methodology
Population	5874 of older adults in Thampala village, Sri Lanka
Sample Method	Convenience Method
Sample Size	298 adults in Thampala village, Sri Lanka
Data Collection	Questionnaire Form
Data Analyzing	Descriptive Statistics, Correlation Analysis, Multiple Regression Analysis

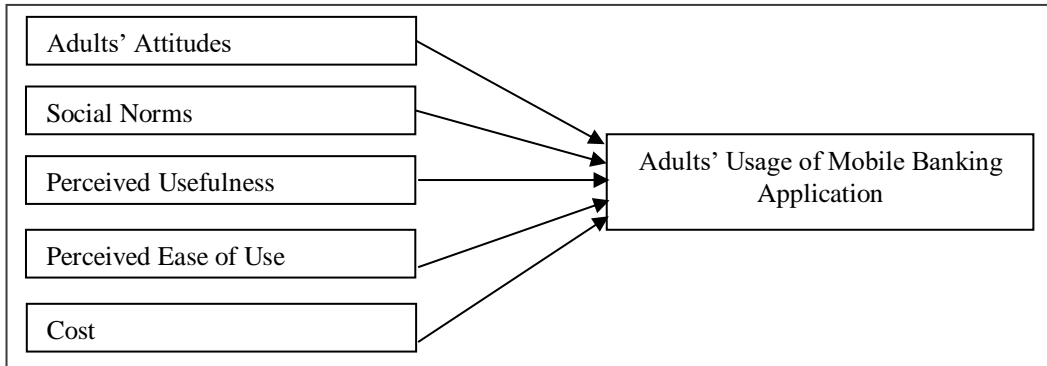
According to the study, the dependent variable is adults' usage of mobile banking applications. Adults' attitudes, social norms, perceived usefulness, perceived ease of use, and cost are independent variables drafted in the following conceptual framework.

The hypotheses, which were developed to identify the impact of the independent variables on the dependent variables, are H_1 : There is a positive impact of adults' attitude on adults' usage of mobile banking applications in Thampala village; H_2 : There is a positive impact of social norms on adults' usage of mobile banking applications in Thampala village; H_3 : There is a

positive impact of perceived usefulness on adults’ usage of mobile banking applications in Thampala village; H_4 : There is a positive impact of perceived ease of use on adults’ usage of mobile banking applications in Thampala village and H_5 : There is a negative impact of cost on adults’ usage of mobile banking applications in Thampala village.

Figure 1

Conceptual Framework



RESULTS AND DISCUSSION

Table 2

Summary of Hypothesis testing results

Hypo.	Correlations		Decision	Regression		Decision	Final Decision
	r	p		β	p		
H_1	0.771	0.000	Accepted	0.500	0.000	Accepted	Fully Supported
H_2	0.671	0.000	Accepted	-0.322	0.000	Accepted	Fully Supported
H_3	0.521	0.000	Accepted	0.222	0.000	Accepted	Fully Supported
H_4	0.501	0.000	Accepted	0.232	0.000	Accepted	Fully Supported
H_5	0.555	0.000	Accepted	-0.085	0.019	Accepted	Fully Supported

The correlation analysis results indicated a significant and robust positive relationship between adults' attitudes, social norms, perceived usefulness, perceived ease of use and cost, and mobile banking application usage.

CONCLUSION AND IMPLICATIONS

The primary purpose of this study was to examine factors affecting mobile banking application usage among adults in Thampala village. The impacts of each factor on adults’ mobile banking application usage and the identification of the most significant factor in adults’ mobile banking application usage were examined in this study.

The secondary objective of this study was to identify the most significant factor in adults' mobile banking application usage. The researcher has revealed that the adults' attitudes are the most significant factor in implementing adults' mobile banking application usage. The correlation coefficient of the adults’ attitudes has shown a significant and strong positive relationship with the dependent variable ($R=0.771$). The value is higher than other variables. Correspondingly, according to the results of multiple regression analysis, its significant value is 0.000, which is lower than other variables.

As per the findings in the research, a few suggestions can be recommended to banks to mention how mobile banking application usage among adults in Sri Lanka. As adults' attitudes play a

significant role in mobile banking application usage, the following recommendations can be made for increasing adults' mobile banking application usage. Banks should provide clear and concise information about the terms and conditions, fees, and policies associated with using the application. This will help to build trust and confidence among adults by enhancing transparency. Mobile banking applications should leverage the power of social norms by highlighting the growing trend of using mobile banking applications among adults, their family members, and other associates. It can showcase reviews and ratings from other users, serving as social proof to encourage more adults to use the application.

Similarly, banks should prioritize building trust by implementing robust security features, providing excellent customer support, and offering clear communication about how users' personal and financial data is handled. Banks should ensure their applications are easy to use by offering tutorials, demos, and step-by-step guides to help adults navigate the application. Additionally, offering intuitive interfaces, user-friendly features, and personalized recommendations can improve the perceived ease of use of the application. It would be better if banks could provide financial education and guidance to users, especially adults, on managing their finances effectively. By helping them to understand the financial benefits of using the application, banks can create a positive image of cost among adults and encourage more usage.

Keywords: Adults' attitudes, cost, mobile banking, perceived ease of use, perceived usefulness, social norms.

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