

Abstract

Under the development of new technology and globalization, use of mobile applications are prominent among the customers. Banking sector is also having rapid changes due to the introduction of new technologies with the development of new banking systems and applications. In this study the researcher investigates the Impact of information content and forms on transaction intention of mobile banking: Mediating Effect of Customer Attitude. In order to examine this, a sample of 200 customers who utilized mobile banking application has examined and the analysis is done through the SPSS software. Mediation analysis is done through PROCESS macro Version 3.5 (Hayes, 2019). Through the research it was conclude that there is no direct relationship between information relevancy and transaction intention among M-banking customers unless otherwise fully mediated by customer attitude towards M-banking. While it was found that attitude towards M-banking partially mediated the impact of information accuracy, information timeliness and Ease of use on transaction intention among M-banking customers in ABC bank of Sri Lanka. The present findings confirm the same in the context of m-banking for ABC bank of Sri Lanka with few variations to the findings of Mitra (2016).

Key Words- Mobile banking, Transaction forms, Transaction Content, Transaction Intention, Customer Attitude