

Factors Affecting on the Behavioral Intention to Use Mobile Banking Application among the Western Province of Sri Lankan Customers

K P K L Wickramasinghe

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
kanchanalakshan555@gmail.com

Dr H M R P Herath

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
renukaherath@kln.ac.lk

Providing pioneering facilities is an essential factor for attractiveness of the banking industry. Mobile banking application is such an innovative service. Through this, all the banking customers will be able to make banking activities more quickly and conveniently than traditional banking. Mobile banking service provides convenience, true mobility, speed, and environmentally friendly service. However, Sri Lankan consumers do not accept this innovative service, and there is a conflict to use or less use this service. Therefore, this research aims to study the factors affecting the behavioral intention to use mobile banking applications among the western province of Sri Lankan customers. The study observed perceived risk, trust, convenience, and relative advantage as independent variables and behavioral intention to use mobile banking applications as the dependent variable. This is a quantitative research study where a structured questionnaire was disseminated among 384 mobile banking application users in the western province, a sample selected through a convenience sampling method. Correlation and multiple linear regression analysis were used to analyze the hypotheses. The results revealed that trust, convenience, and relative advantage positively influence and perceived risk negatively influences behavioral intention to use mobile banking application. Furthermore, this study has provided an avenue for the Sri Lankan government, banking authority, software engineers, and service developers to improve behavioral intention to use mobile banking applications to increase consumers' self-confidence to use mobile banking.

Keywords: *Behavioral Intention, Convenience, Mobile Banking, Perceived Risk, Relative Advantage, Trust*