

Awareness and Acceptance of Information Technology Driven Banking Services in Sri Lanka: Special Reference to Local Banks

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Abstract

According to traditional banking, in order to carry out banking transactions customers are supposed to undergo time wasting, tedious process by visiting branches. Therefore with the technological developments in the country the banks are introducing different kind of information and technology driven banking services such as ATM services, online banking, Mobile banking, telephone banking and internet payment gateway to their customers.

This research investigates awareness and the factors associated with the customer acceptance of information technology driven banking services (ITDBS) in Sri Lanka. Customer awareness and acceptance are identified as the dependent variable and factors associated with the customer awareness and acceptance is identified independent variable variables. After an extensive survey of the existing literature and referring to TAM model, perceived usefulness, perceived ease of use, perceived trust and perceived security are mainly tested under independent variables. Data will collect through a sample of 300 local banks' customers using primary data collections methods such as questionnaires. In order to test the hypothesis built using variables, regression analysis and Pearson correlation analysis of SPSS software package is used. The result reveals that ATM services and internet banking and SMS banking are most popular among banking customers while other services are not much popular among them. Further it reveals that perceived usefulness and perceived ease of use are mainly affected to adoption of information technology driven banking services while perceived trust and perceived security affect both negatively and positively for adaption and non-adaption of some services.

Keywords: IT Driven Banking Services, Customer Awareness, Customer Acceptance