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Factors Influencing Mobile Banking Adoption

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Abstract

Technological advancement has changed the very nature of selling and buying of financial services. Mobile banking is among the newest electronic delivery channels offered by banks. Currently, conducting account balances, transaction histories, funds transfer, bill payments, stock trades and quotes, portfolio management as well as insurance ordering are technologically enabled via a mobile devices. This paper focused on studying consumers' adoption of mobile banking services, which may be viewed as an innovation in service delivery. The study employed Rogers' model of perceived innovation attribute which were found to be important determinants of consumers' adoption decisions. It will examine the consumers' perceptions of mobile banking in order to understand customers' behaviors and motivation towards this innovation. This finding provides the financial services and mobile service providers with a better understanding of the customers' perceptions of mobile banking services, and helping them to plan marketing strategies and promotion approaches for mobile banking services in the future.

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